



**Agenda Item No. 4
March 6, 2013 Meeting**

DATE: February 20, 2013

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Public Hearing: First 5 California Annual Report for Fiscal Year 2011-2012

SUMMARY:

The Children and Families Act of 1998 requires the State Children and Families Commission (First 5 California) to submit an annual report to the Governor and Legislature by January 31 of each year, that includes a comprehensive review of its progress, and a review and summary of the 58 county commissions. Each county commission is then required to conduct a public hearing on the State Commission's Annual Report.

Fiscal Year 2011-12 Annual Report

Over the past 13 years, county commissions have produced annual reports to document the variety of programs, services, and other accomplishments that have helped ensure the healthy development of young children. These reports are then submitted to First 5 California for analysis and consolidation. First 5 California produces an annual report summary that provides information on both the county and state programs and fiscal data. The report includes state and local data and is organized into three programmatic sections:

- Getting California's Young Children Ready for School
- Serving California's Young Children, Parents, and Teachers
- First 5 County Commission Program Result Areas

In addition, First 5 California's Annual Report also includes the State Controller's annual review of the county commissions' independent audits and the findings from the Department of Finances' annual audit of First 5 California. As previously reported to your Commission, this audit found that the State Board of Equalization did not have a documented cost allocation plan to justify the administrative fees charged to the Children and Families Trust Fund. Staff continues to monitor this issue.

Attachment 1 includes excerpts from the Annual Report related to the media account including the *Kit for New Parents*, Hand-On Health Express, and the Parent Education Website.

A summary of the 2011-12 Annual Report - County Commission Investments is presented in Attachment 2. County Commission Investment Highlights include:

- The most frequent Child Health services provided were health access and oral health programs.

Commissioners

Executive Director

- The most frequent Child Development service provided was preschool for three and four-year olds and early education provider programs.
- The most frequent Family Functioning services provided were targeted intensive parent support services and parent education/literacy.
- Community based agencies were the largest recipient of programmatic expenditures.

The complete First 5 California 2011-12 Annual Report is both on file with the Clerk of the Commission and available on the First 5 California website at: www.cfc.ca.gov.

Public Hearing Notice

As required, a public hearing notice for this item was placed in the *Orange County Register* newspaper on February 25, 2013.

STRATEGIC PLAN & FISCAL SUMMARY:

This agenda item does not include a funding request.

PRIOR COMMISSION ACTION:

March 2012 – Conducted public hearing on the First 5 Annual Report for FY 2010-2011 as required by California Health and Safety Code Section 130140(H).

RECOMMENDED ACTIONS:

1. Conduct the Public Hearing
2. Receive and file the First 5 California 2011-2012 Annual Report Excerpt and Summary - County Commission Investments

ATTACHMENTS:

1. First 5 California 2011-2012 Annual Report Excerpt
2. First 5 California 2011-2012 Annual Report Summary - County Commission Investment Highlights

Contact: Alyce Mastrianni

Building a Strong Foundation for Our Future



2011-2012



FIRST 5 CALIFORNIA ANNUAL REPORT



KIT FOR NEW PARENTS

First 5 California's award-winning *Kit for New Parents* is the flagship project of its Parent Signature Program. The *Kit* targets hard-to-reach and low-income populations, providing information and tips for first-time parents, grandparents and caregivers.

Since 2001, First 5 California has distributed the *Kit* free-of-charge to local hospitals physicians and community groups to reach new parents. The *Kits* are available in English, Spanish, Cantonese, Korean, Mandarin and Vietnamese, and include a practical guide for the first five years, a health handbook, and other important information on literacy and learning, child safety, developmental milestones, finding quality child care and more. County commissions are encouraged to add local references and resources to the *Kit* to help steer parents to services in their own community.

To date, 3.4 million *Kits* have been distributed throughout California since 2001, with 332,000 being distributed this fiscal year alone. In February 2011, the *Kit* was redesigned with streamlined content and environmentally-friendly packaging.



First 5 California assists families by offering information, support, guidance and referrals through its Parent Signature Program.





HANDS-ON HEALTH EXPRESS

As part of its comprehensive outreach campaign that seeks to reach families in their homes and where they go, First 5 California takes its show on the road with its Hands-On Health Express—a colorful truck full of engaging activities that schedules appearances in all 58 counties. The Hands-On Health Express features “Edutainers” who seek to educate parents and entertain children in a traveling, interactive exhibit to teach families how to incorporate fresh foods and physical activity into their everyday lives. In FY 2011/12, the truck traveled to more than 100 schools, community festivals, county fairs and other family oriented events, making appearances in even the smallest rural communities and directly engaging with more than 62,000 families who leave with First 5 resources.



PARENT EDUCATION WEBSITE AND SOCIAL MEDIA

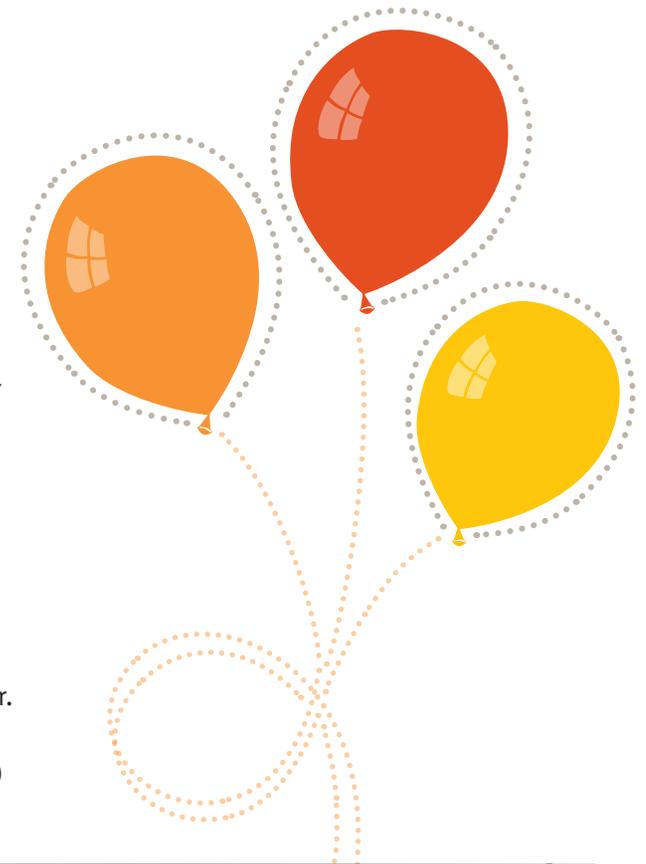
Another component of the Parent Signature Program is First 5 California's Parent Education Website, which features practical advice for parents with a focus on accessible information based on early childhood best practices and research.

According to a recent Public Policy Institute of California study, Californians of all ethnicities have dramatically increased their access to the Internet via a smart phone or cell phone.¹⁰ The Parent Education Website has been designed for clear viewing on these devices, as well as on tablet computers.

Since its launch in 2009, the Parent Education Website (www.first5california.com/parents) has received more than three million visits. Relunched in April 2012, the new site generated more than 1.1 million hits from April through September, representing an 89 percent increase from the same time period the previous year. The site covers health, education, literacy development, smoking cessation and more. The content and usefulness of the site is regularly tested with focus groups to ensure the most engaging and useful information for families. Parents can

download information, view videos and cooking demonstrations, and even upload pictures of their children into a First 5 gallery. The most recent videos contain information on healthy beverages, nutrition, physical activity and language development that further drive hundreds of thousands of visitors to the website.

The First 5 California website also links to its social media tools, including Facebook and Twitter. The First 5 California Facebook page boasts more than 42,000 "likes" and generates nearly 243,000 unique visitors per week. First 5 California's Facebook page engages with more than 50 fans on an everyday basis. Its Twitter account has 7,500 followers who receive daily bits of information about early childhood development and wellness that parents, care providers and teachers can use to improve or inspire their relationship with young children.





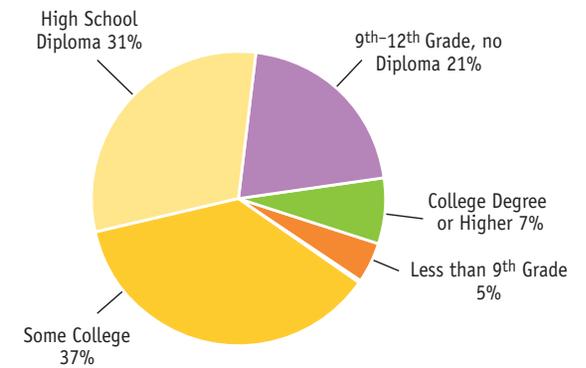
SMOKING CESSATION

To protect young children and promote healthier families, First 5 California is committed to eliminating the illness and threat to early childhood development caused by exposure to tobacco smoke. From the prenatal stage to age five, children undergo a crucial development process and are particularly vulnerable to this serious health risk.

Parental smoking and secondhand smoke exposure have been linked to a range of ailments in babies and young children including, asthma, ear infections, pneumonia, bronchitis and Sudden Infant Death Syndrome (SIDS). To reduce the incidence of these health problems, and to help smokers quit, in FY 2011/12, First 5 California supported the California Smokers' Helpline with \$1 million for tobacco cessation services for parents and caregivers of young children.

The toll-free Helpline (1-800-NO-BUTTS) provides one-on-one telephone counseling, self-help materials and referrals to local resources. Its counselors follow protocols that are scientifically proven to double the rate of successful long-term quitting. Counselors

EXHIBIT 6: California Smokers' Helpline—Education Level of Callers in FY 2011/12



The percentages in this chart may not add to 100 due to rounding.
Source: County Revenue and Expenditure Summary, November 2012

work with callers to help them develop a quit plan, then proactively follow up throughout the quitting process to help them stay on track. Services are provided in English, Spanish, Mandarin, Cantonese, Korean and Vietnamese.

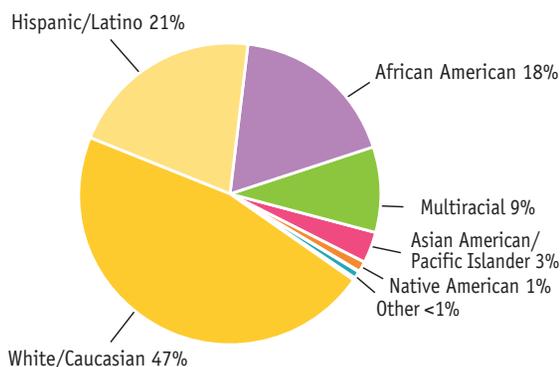
In FY 2011/12, First 5 California's investment provided Helpline services for 364 pregnant smokers and 6,549 tobacco-using parents or caregivers of children ages 0-5 (including 144 who were both pregnant and had a child 0-5). Tobacco users

of lower educational and/or ethnic minority backgrounds were well represented among Helpline callers. See Exhibits 6 and 7 for breakdowns by education and race/ethnicity, respectively.

A first-of-its-kind marketing campaign urging obstetric and pediatric providers to refer smokers to the Helpline generated an estimated 300,000 gross impressions throughout the state. Images for First 5 California’s Helpline ads are shown on the right.

A first-of-its-kind marketing campaign urging obstetric and pediatric providers to refer smokers to the Helpline (1-800-NO-BUTTS) generated an estimated 300,000 gross impressions throughout the state.

EXHIBIT 7: California Smokers’ Helpline—Race/Ethnicity of Callers in FY 2011/12



The percentages in this chart may not add to 100 due to rounding. Source: County Revenue and Expenditure Summary, November 2012

First 5 California and the Helpline also launched two online training modules for CARES Plus program participants. Entitled “Kids and Smoke Don’t Mix” and “Los Niños y el Humo del Tabaco no se Mezclan,” the modules give child care providers and pre-school teachers the knowledge and skills they need to encourage smoking parents to quit, refer them to the Helpline for counseling, and protect children from secondhand smoke. In FY 2011/12, 4,056 individuals completed this training, including 2,995 CARES Plus participants (2,706 English and 289 Spanish) and 1,061 non-CARES Plus participants (947 English and 114 Spanish).



First 5 California 2011-2012 Annual Report Summary of the 58 County Commission Investments

Program Focus Area	Funded Services *	Numbers Served **	Comments
Child Development	<ul style="list-style-type: none"> • Preschool for three and four-year olds (47%) • Early education provider programs (21%) • State school readiness partnership (12%) • Early education programs for children (8%) • Comprehensive screening / assessment (4%) • Other child development services (3%) • Kindergarten transition services (2%) • Targeted intensive intervention / special needs (2%) • County school readiness (1%) 	<p>161,875 children 156,482 parents / providers</p> <p>\$181 million expended</p>	<ul style="list-style-type: none"> • 46% of total expenditures for children and adults receiving services were for child development services. • The most frequent services provided for children were preschool for three and four-year olds (47%) and early education provider programs (21%). • Community based agencies were the largest recipient of child development expenditures (49%).
Child Health	<ul style="list-style-type: none"> • Health access (23%) • Oral health (19%) • Comprehensive screening / assessment (14%) • Home visitation for newborns (14%) • Targeted intensive intervention / special needs (8%) • Specialty medical services (6%) • Breastfeeding assistance (4%) • Primary care services (3%) • Prenatal care (3%) • Other health services (2%) • Nutrition and fitness (2%) • Safety education, injury prevention (1%) • Other health education (1%) • Tobacco cessation education / treatment (1%) 	<p>425,517 children 356,282 parents / providers</p> <p>\$104 million expended</p>	<ul style="list-style-type: none"> • 27% of total expenditures for children and adults receiving services were for child health services. • The most frequent services provided for children were health access programs (23%) and oral health (19%). • Community based agencies were the largest recipient of child health expenditures (43%).
Family Functioning	<ul style="list-style-type: none"> • Targeted intensive parent support services (45%) • Parent education and literacy (15%) • Community resources and referral (10%) • Behavioral, substance abuse, mental health (10%) • Family literacy (6%) • Other family functioning support services (6%) • General parenting education programs (3%) • Provision of basic family needs – food / housing (3%) • <i>Kit for New Parents</i> distribution (1%) 	<p>249,368 children 470,499 parents / providers</p> <p>\$107 million expended</p>	<ul style="list-style-type: none"> • 27% of total expenditures for children and adults receiving services were for family functioning services. • The most frequent services provided for children were targeted intensive parent support services (45%) and parent education / literacy (15%). • Community-based agencies were the largest recipient of family functioning expenditures (66%)

* Percent = Distribution of program focus area expenditures by service. Percentages may not add to 100 due to rounding.

** Parents / Providers = parents, guardians, primary caregivers, relatives, and providers.

Note: County Commissions also supported Systems of Care services: provider capacity building, training and support; service outreach, planning, support, management; and community strengthening efforts. \$69 million was expended for Systems of Care services in FY 2011-2012.