

DATE: March 24, 2008

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director



SUBJECT: Early Literacy Program – Annual Renewal Progress Report and Funding

SUMMARY:

The Children and Families Commission of Orange County initiated a comprehensive early literacy program in May 2005. Program infrastructure was developed to support the expansion of early literacy program models that encourage reading to children, and increasing the amount of books and reading materials in the home to prepare young children for reading and school. This item includes a report and annual funding for the Early Literacy and HABLA (Home-based Activities Building Language Acquisition) programs.

Early Literacy Program

Program infrastructure including volunteer recruitment, training, book ordering, book storage and distribution, and program coordination was developed to support the implementation of model early literacy programs including Reach Out and Read, HABLA and Community Literacy Programs. A report on the support services is included as Attachment 1. As the Early Literacy Program developed, separate agreements for services were added on to support the programs. These separate agreements for part-time readers, book storage and distribution services, and a book fund are now recommended for consolidation into one comprehensive agreement.

Early Literacy Program Budget	Cost
Readers/Supervisors – 38 part-time/4 full-time	\$350,000
Program Management	\$250,000
Book Storage & Distribution Services	\$200,000
Scholastic Book Fund/Reach Out and Read	\$150,000
TOTAL	\$950,000

HABLA Program

The Home-based Activities Building Language Acquisition (HABLA) program is a proven early literacy model that provides home-based modeling for parents that includes methods of facilitating language use and early literacy for children from two to four years of age in preparation for entering school.

Each year, the HABLA program serves up to 175 families throughout Orange County that are recruited through Family Resource Centers, local schools, apartment complexes, community clinics and health fairs, and a project site in the Warwick Square apartment complex in Santa

Ana. The program includes a 23-week training curriculum and on-going services to the family over the course of two years. The bi-weekly home visits include training in home literacy, parent-child verbal interaction, cognitive enrichment, and health care basics. The program also includes health and social service referrals to community agencies including Healthy Smiles and other Commission funded service providers such as school readiness coordinators.

El Sol Academy Program

In October 2006, HABLA was funded to modify the home visitation curriculum for implementation in a preschool setting at the El Sol Preschool in Santa Ana. The HABLA staff and a trained cadre of mentors provide intensive English immersion for preschool students in the El Sol classroom, using materials previously used in the predominately Spanish language HABLA home visits. The Program Director revised and developed a 23-week curriculum for El Sol based on the 46-week Parent-Child Home Program. HABLA staff and AmeriCorps members provide 23 weeks of home visitation to increase language and literacy activities in the language of the home, using an adaptation of the HABLA curriculum.

HABLA Program Budget	Cost
Home Visitors	\$450,000
Program Management	\$225,000
El Sol Program	\$50,000
TOTAL	\$725,000

STRATEGIC PLAN & FISCAL SUMMARY:

This program has been specifically reviewed in relation to the Strategic Plan and is consistent with the Ready to Learn goal. This funding request is for the amount of \$950,000 for Early Literacy and \$725,000 for HABLA with terms beginning July 1, 2008 to June 30, 2009. Funding for these items is included in the FY2008-2009 Budget in the Early Literacy category.

PRIOR COMMISSION ACTIONS:

1. August 2007 – Authorized reapplication and agreement with National Reach Out and Read for \$100,000, and establishing a prepaid book fund with Scholastic.
2. June 2007 – Approved agreements with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions (PHFE) for administrative services to support the Early Literacy and HABLA programs in the amount of \$250,000 and \$629,170, respectively.
3. July 2006 – Authorized a prepaid book fund at Scholastic (\$104,732) and an amendment to agreement with PHFE for a new total of \$350,000, and established level funding for the Early Literacy Program of \$250,000 through June 30, 2009.
4. May 2005 – Authorized agreement with PHFE for fiscal and administrative management of the Early Literacy Network for the amount of \$201,963.

RECOMMENDED ACTIONS:

1. Receive the Early Literacy Program Progress Report.
2. Adopt resolution (Attachment 2) authorizing the Executive Director to enter into a one-year Agreement PS-56 with Public Health Foundation Enterprises, Inc., dba PHFE Management

Solutions for fiscal and administrative management of the Early Literacy Program from July 1, 2008 to June 30, 2009 in an amount not to exceed \$950,000.

3. Adopt resolution (Attachment 3) authorizing the Executive Director to enter into a one-year Agreement PS-57 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions for fiscal and administrative management of the HABLA program from July 1, 2008 to June 30, 2009 in an amount not to exceed \$725,000.

ATTACHMENTS:

1. Early Literacy Program Progress Report
2. Resolution – PHFE Management Solutions for Agreement PS-56 – Early Literacy Program
3. Resolution – PHFE Management Solutions for Agreement PS-57 – HABLA Program

Contact: Kelly Pijl



EARLY LITERACY PROGRAM REPORT

Early Literacy Support Services

April 2008

Promoting early literacy for young children is critically linked to school readiness. The Children and Families Commission of Orange County initiated the Early Literacy Program in 2005 to expand early literacy opportunities to young children throughout the county and support the implementation of model early literacy programs including Reach Out and Read, HABLA and Community Literacy Programs. The Early Literacy Program developed a comprehensive infrastructure of services to support organizations that are providing early literacy programs to children and families.

Book Ordering, Distribution and Storage

A comprehensive, countywide process to order books in bulk for early literacy programs and reduce the overall cost of the books was developed to maximize funds available to purchase children's books. Limited storage space for children's books was cited as a barrier to participating in early literacy programs. To address this barrier, the Children and Families Commission contracted with a storage and distribution vendor to receive the bulk book orders from the book vendors, label the books with attribution stickers, categorizing the books by age groups and ship the books in manageable quantities to pediatric offices, clinics and program sites. The book ordering infrastructure continues to be modified to meet the challenges and demands of the program sites. The diversity and the complications of a geographic region that features widely dispersed service outlets have made ordering and distribution challenging, but the benefits of bulk ordering and centralized storage and distribution are emerging.

Volunteers, Paid Readers & Training

The Commission recruits and trains both volunteers and staff members to read to children in the waiting rooms at Reach Out and Read sites and to participate in community events. The volunteers and staff members complete a comprehensive screening process and are trained before they are deployed to pediatric offices, clinics, or community event sites to read to children. The Commission facilitates an initial and on-going training program with topics including best early literacy practices, reading aloud techniques, and interaction with parents and caregivers. The Commission currently funds 35 staff members that are deployed to read to children. A growing number of volunteers are supplementing the paid staff members as new program sites join.

Grants & Donations

The Commission continues to pursue grants and donations to purchase new books and materials to support early literacy programs. The Commission has received over \$28,720 from organizations including Pacific Life Foundation, Wells Fargo, Target and Barnes & Noble. Over 18,000 new books and more than 8,000 used books have been donated by First Book, Rotary International, the Orange County Friends of Libraries, and other community based organizations.

Gently Used Book Program

A Gently Used Book program augments the new books that are distributed through early literacy programs. The Commission's Early Literacy Program is developing partnerships with service organizations, community events and individuals to donate books to the program that are sorted by age, rehabilitated, labeled and redistributed throughout the county.

Jumpstart's Read for the Record Campaign

The Commission participated in Jumpstart's Read for the Record national campaign on September 20, 2007. The Commission distributed 250 of the children's book, *The Story of Ferdinand*, to readers in the Reach Out and Read and School Readiness programs to read to over 4,000 children in pediatric clinics and early education programs. Orange County's KDOC-TV visited a Reach Out and Read pediatric medical site to film the children and readers for their show *Day Break OC*. Read for the Record is a national campaign to raise public awareness about significant disparities in language acquisition and literacy skills in young children primarily due to economic inequality.

Early Literacy Program Website

The Commission's Early Literacy Program launched a new website - earlyliteracyprogramoc.org – to provide resources for professionals, parents and caregivers to promote reading to young children. The website highlights the early literacy programs, and links visitors to resources, services, technical assistance. The website has direct links for volunteer applications and donation information that is anticipated to increase the response rate of both.

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-08-C&FC

April 2, 2008

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE AGREEMENT NO. PS-56 WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC., dba PHFE MANAGEMENT SOLUTIONS; AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, the Executive Director and Commission Counsel have prepared a standard Master Agreement for Consultant/Professional Services ("Master Agreement"), which was approved by the Commission; and

WHEREAS, the Commission desires to authorize the Executive Director or designee to prepare and enter into Agreement No. PS-56 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions (PHFE Management Solutions) in an amount not to exceed \$950,000 for the term July 1, 2008 through June 30, 2009 to act as fiscal and administrative intermediary for services related to the Early Literacy Network as specified in the April 2, 2008 staff report for this Agenda Item; and

WHEREAS, Commission has reviewed the staff report relating to the Scope of Services to be provided and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission's Strategic Plan; and

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission hereby authorizes the Executive Director, or designee, to prepare and negotiate the terms, conditions and final form of Agreement PS-56 with PHFE Management Solutions, in an amount not to exceed \$950,000 for the term July 1, 2008 through June 30, 2009 to

act as fiscal and administrative intermediary for services related to the Early Literacy Network consistent with the April 2, 2008 staff report and scope of services referenced therein; and

Section 3 The form of Agreement PS-56 with PHFE Management Solutions shall be substantially similar to the form of the standard Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee. The approval by the Executive Director of the Agreement PS-56 shall be conclusively evidenced by the execution and delivery of the Amendment by the Commission Chair to the Commission Clerk.

Section 4 Commission hereby approves the Agreement No. PS-56 with PHFE Management Solutions for services related to the Early Literacy Network as specified in the April 2, 2008 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, Agreement PS-56 on behalf of the Commission.

Section 6 A copy of the final Agreement PS-56 with PHFE Management Solutions, when executed by the Commission Chair, or Executive Director, and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Amendment shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Section 2 above, the Executive Director (or his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Service Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on April 2, 2008 to wit:

AYES: Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: ___-08-C&FC

Agenda Date: April 2, 2008

Item No. ___



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Agreement No. PS-56 with Public Health Foundation Enterprises,
Inc., dba PHFE Management Solutions)

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-08-C&FC

April 2, 2008

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE AGREEMENT NO. PS-57 WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC., dba PHFE MANAGEMENT SOLUTIONS; AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, the Executive Director and Commission Counsel have prepared a standard Master Agreement for Consultant/Professional Services ("Master Agreement"), which was approved by the Commission; and

WHEREAS, the Commission desires to authorize the Executive Director or designee to prepare and enter into Agreement No. PS-57 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions (PHFE Management Solutions) in an amount not to exceed \$725,000 for the term July 1, 2008 through June 30, 2009 to act as fiscal and administrative intermediary for services related to the Home-based Activities Building Language Acquisition (HABLA) Program as specified in the April 2, 2008 staff report for this Agenda Item; and

WHEREAS, Commission has reviewed the staff report relating to the Scope of Services to be provided and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission's Strategic Plan; and

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission hereby authorizes the Executive Director, or designee, to prepare and negotiate the terms, conditions and final form of Agreement PS-57 with PHFE Management Solutions, in an amount not to exceed \$725,000 for the term July 1, 2008 through June 30, 2009 to

act as fiscal and administrative intermediary for services related to the HABLA Program consistent with the April 2, 2008 staff report and scope of services referenced therein; and

Section 3 The form of Agreement PS-57 with PHFE Management Solutions shall be substantially similar to the form of the standard Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee. The approval by the Executive Director of the Agreement PS-57 shall be conclusively evidenced by the execution and delivery of the Amendment by the Commission Chair to the Commission Clerk.

Section 4 Commission hereby approves the Agreement No. PS-57 with PHFE Management Solutions for services related to the HABLA Program as specified in the April 2, 2008 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, Agreement PS-57 on behalf of the Commission.

Section 6 A copy of the final Agreement PS-57 with PHFE Management Solutions, when executed by the Commission Chair, or Executive Director, and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Amendment shall be placed on file in the office of the Clerk of the Commission.

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CHAIR

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COUNTY OF ORANGE)

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: ___-08-C&FC

Agenda Date: April 2, 2008

Item No. ____



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DARLENE J. BLOOM, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

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