



Children & Families
Commission of Orange County

Agenda Item No. 6
May 2, 2007 Meeting

DATE: April 25, 2007
TO: Children and Families Commission of Orange County
FROM: Michael M. Ruane, Executive Director 
SUBJECT: Kit for New Parents Local Customization and Product Development

SUMMARY:

The Children and Families Commission of Orange County has successfully distributed more than 25,000 Kit for New Parents this past fiscal year through our partnership with the Hospital Association of Southern California (HASC). In Orange County the Kits are primarily distributed at the birthing hospitals through the Bridges for Newborns program. The Kits are also distributed through other birthing hospitals that wish to participate, and through single orders from individuals that request a Kit.

The Kit for New Parents is funded by First 5 California and is available to county commissions for local distribution at no cost. The Kit was recently updated to include several new items including the book *What to Do When Your Child Gets Sick* and a DVD replacing the videotapes on child development topics. The English Kits became available in April 2007, Spanish Kits are expected by May 2007 and Asian language Kits will be available later this year.

County commissions have the option to customize Kits with local information and products at their own cost. The customized items are shipped to the statewide fulfillment center and included in all orders to the participating county. The Orange County Commission customized items have included a local resource guide to services, a digital thermometer and a breastfeeding brochure. Commission approval of a new one-year contract with HASC for \$207,161 to coordinate the customization and distribution of the Kit for New Parents is requested. In addition to the current customized items, an infant gum/toothbrush and information on local children's dental services has been recommended for inclusion in the Kit.

Expanded Partnership with Meredith Corporation

Meredith Corporation is currently providing printing services for the Kid Builders program. Over the next year, an expanded partnership with the Meredith Corporation will be explored to provide research, develop content, and distribute new products through Meredith's extensive database of obstetricians/gynecologists, childbirth educators, and pediatricians in conjunction with the Commission's publishing partnership. Potentially, Meredith products may either eliminate the need to customize the Kit for New Parents, or create separate stand-alone products for target audiences such as expectant mothers. A proposed product development process with Meredith Corporation is included as Attachment 3.

STRATEGIC PLAN & FISCAL SUMMARY:

This program has been specifically reviewed in relation to the Strategic Plan and is consistent with the all outcome goals. This funding request is for the amount of \$211,601 (\$207,161/HASC, \$4,440/County of Orange Publishing Services) for a one-year term commencing July 1, 2007. Funding for this item is included in the fiscal year 2007-2008 Budget within the Healthy Children budget category.

RECOMMENDED ACTIONS:

1. Approve the continued local customization of the Kit for New Parents.
2. Authorize the Commission Executive Director or designee to coordinate the printing of the Info Link-211-Resources Guide to Services with the County of Orange Publishing Services for a total cost of \$4,440.
3. Adopt resolution authorizing the Commission Executive Director to enter into Agreement C-226 with the Hospital Association of Southern California in an amount not to exceed \$207,161 to manage the distribution of the Kit for New Parents for the period of July 1, 2007 through June 30, 2008, procure the customization items for the Kit and ship these items and the Info Link-211-Resources Guide to Services to First 5 California's fulfillment center.
4. Direct staff to initiate the process to develop additional potential products with Meredith Corporation and return with a progress report at the June 27, 2007 meeting.

ATTACHMENTS:

1. Kit for New Parent Customized Items
2. First 5 California Kit for New Parents Information
3. Meredith Corporation Product Review Process
4. Resolution

Contact: Kelly Pijl

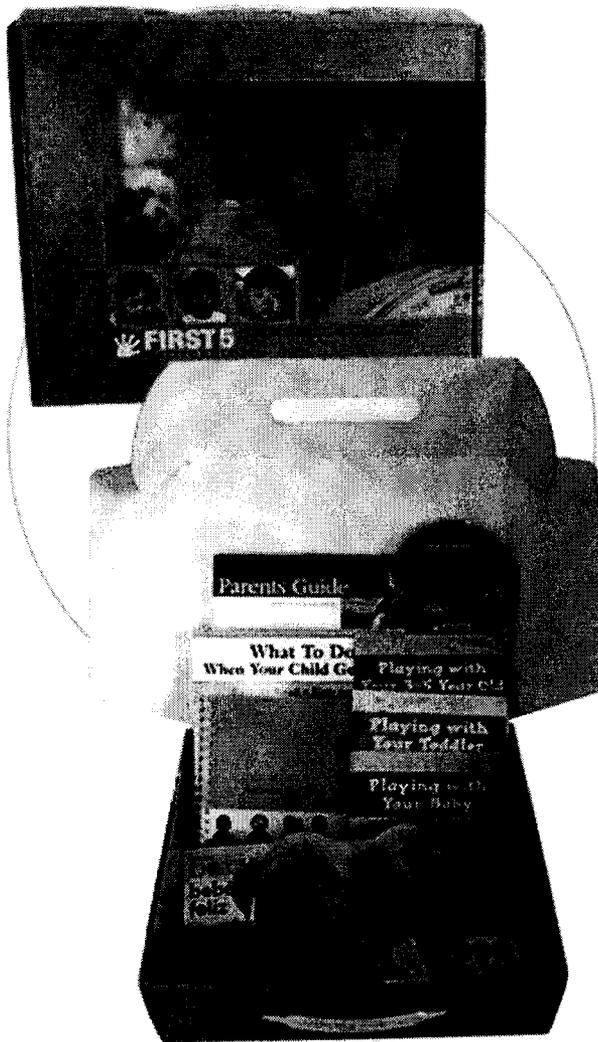
Kit for New Parents Customized Items

Customized Item	Item/Service name	Units	Unit Cost	Shipping & Handling	Total cost
Thermometer	BD Digital Thermometer	37,000	\$2.10	included	\$77,700.00
*Infant gum/tooth brush	Biotene Infa-Dent, Soft finger toothbrush and gum massager	37,000	\$1.22	included	\$45,140.00
**Infolink-211 Brochure	2007 Infolink-211-brochure in Eng and Span	37,000	\$0.12	tbd	\$4,440.00
Breastfeeding brochure	Brochure in Eng and Span w/Commission logo	37,000	\$ 0.345	\$ 3,460.000	\$12,765.00
	Subtotal				\$140,045.00

Service	Specifics				
Kit Storage	Storage unit at Storage West in Orange	monthly fee	\$73.00		\$876.00
HASC admin		monthly fee	\$ 5,890.00		\$70,680.00
	Subtotal				\$71,556.00
	TOTAL				\$211,601.00

*New items proposed, based on provider input

** Infolink-211 brochure to be provided by Commission



BABIES DON'T COME WITH INSTRUCTION MANUALS

That's why First 5 California offers all new and expecting parents in California the *Kit for New Parents* for free.

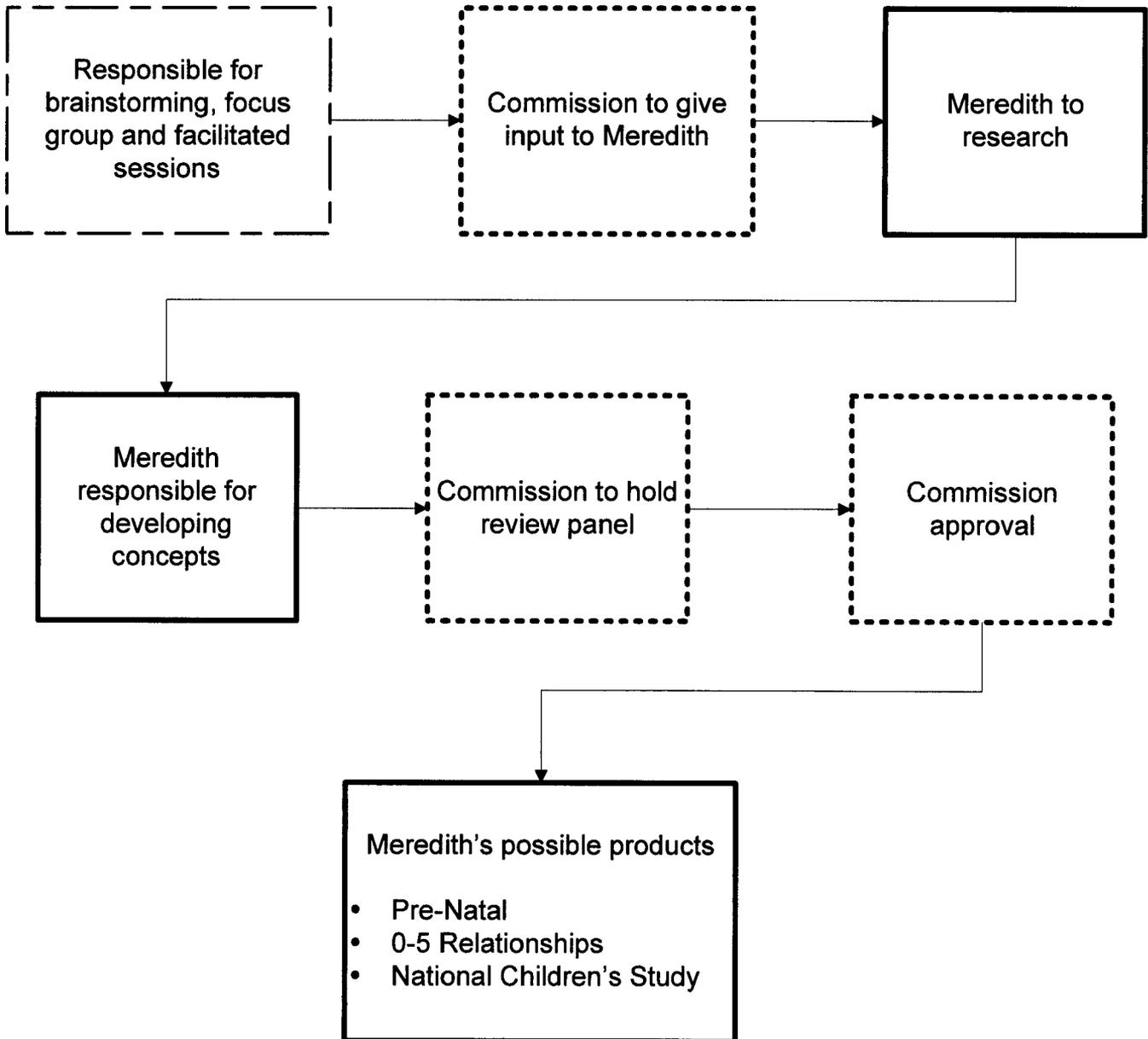
Valued at \$75, the *Kit* contains all the parenting information, advice and useful tips first-time parents need to best prepare for the joys and challenges that lie ahead.

***Kit for New Parents* includes:**

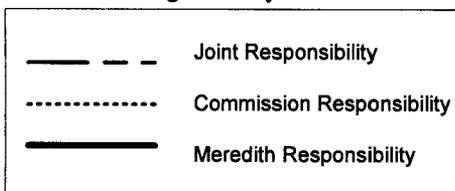
- Celebrity hosted DVD and Advice for New Parents booklet
- Parents Guide
- "What To Do When Your Child Gets Sick"
- "Puppy and Friends" (Baby's First Book)
- Obesity Prevention guides
- Healthy Families leaflet, Poison Control magnet and "Healthy teeth begin at birth" brochure

**Call (800) KIDS-025 to order
your own *Kit for New Parents*!**

Meredith Corporation Proposed Product Review Process



Legend Key



CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-07-C&FC

May 2, 2007

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE FINAL FORM OF AGREEMENT WITH THE HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA., A CALIFORNIA NON-PROFIT CORPORATION 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, the Commission adopted a 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 form Master Agreement for Professional/Consulting Services ("Master Agreement"); and

WHEREAS, the Commission desires to enter into Agreement # C-226 with the Hospital Association of Southern California, for the period July 1, 2007 through June 30, 2008 in an amount not to exceed \$207,161 to customize and distribute the "Kit for New Parents" in support of its Bridges for Newborns Program, which services promote the purposes of the Act and the Strategic Plan; and

WHEREAS, capitalized terms used in this resolution are as set forth in the Grant Agreement, unless separately defined herein; and

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

WHEREAS, all actions required by applicable law with respect to the proposed Agreement have been taken in an appropriate and timely manner.

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 authorizes the Executive Director to prepare and negotiate the final form of Agreement No. C-226 with the Hospital Association of Southern California, in an amount not to exceed \$207,161 for the period July 1, 2007 through June 30, 2008 to customize and distribute the "Kit for New Parents" in support of its Bridges for Newborns Program in support of the Act and the Strategic Plan and consistent with the staff report for this May 2, 2007 agenda item and scope of services referenced therein;

Section 3 The form of the Agreement with the Hospital Association of Southern California, shall be substantially similar to the form of the approved Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director. The approval by the Executive Director, or designee, of the final form of the Agreement shall be conclusively evidenced by the delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves Agreement No. C-226 with the Hospital Association of Southern California, in an amount not to exceed \$207,161 for the period July 1, 2007 through June 30, 2008 to customize and distribute the "Kit for New Parents" in support of its Bridges for Newborns Program in support of the Act and the Strategic Plan as specified in the staff report.

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

Section 6 A copy of the final form of the Agreement with the Hospital Association of Southern California, when executed by the Commission Chair 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 Agreement shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Sections 2 and 3 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 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 May 2, 2007 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: __-07--C&FC

Agenda Date: May 2, 2007

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. C-226 with the Hospital Association of Southern California)