

DATE: June 12, 2007

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director 

SUBJECT: Sesame Workshop Outreach Materials and KCET Informal Child Care Training Program

SUMMARY:

The Children and Families Commission of Orange County is the local sponsor of the Sesame Workshop's interactive health and fitness exhibit that will be at the Discovery Science Center through September 3, 2007. To sustain the interest and enthusiasm in healthy activities generated by the exhibit, the Commission has an opportunity to expand the partnership with Sesame to include the distribution of outreach materials to parents and caregivers that focus on physical fitness, nutrition and vocabulary. The Commission's partnership with KCET to conduct caregiver workshops provides a venue for distributing the Sesame materials that can support the KCET programs including *A Place of Our Own/Los Niños en Su Casa* and *Sesame Street*.

Sesame Workshop retains an exclusive license on their outreach materials that are specifically targeted to the preschool population. The Commission has identified physical fitness and nutrition as a key issue and discussed opportunities to increase the visibility of the Commission at the recent planning meeting. This item requests Commission approval to expand the partnership with Sesame Workshop and continue the partnership with KCET.

Sesame Workshop Outreach Materials

Sesame Workshop is a nonprofit educational organization founded in 1968 known for the popular television series *Sesame Street*. Sesame Workshop continues to develop innovative programs and materials for children in 120 countries using proprietary research methodology to ensure programs and products are engaging and enriching. Sesame Workshop developed parent/caregiver outreach materials that support the importance of physical fitness and nutrition activities and the upcoming season of the *Sesame Street* television show focusing on vocabulary. These outreach materials coordinate with the Kid Builder program to encourage parents and caregivers activities with children and is a model for statewide implementation.

Healthy Habits for Life Child Care Resource Kit

Sesame Workshop recently partnered with Nemours Health and Prevention Services and KidsHealth to develop the *Healthy Habits for Life Child Care Resource Kit* for distribution primarily in Delaware and parts of Florida. *Healthy Habits for Life* is a comprehensive program focusing on physical fitness and nutrition. The materials are written for caregivers to implement in programs involving young children and parents. The bilingual, English and Spanish resource kit includes a binder of materials including group songs/poems, activities, and a family

newsletter; a 30-minute DVD featuring the Muppet characters, a companion book to the DVD, and a parent/caregiver guide. The Resource Kit is scheduled for printing in July and will be launched in October 2007.

The Commission has the unique opportunity to fund a print overrun of the Healthy Habits for Life Child Care Resource Kit that will include the Commission logo on the materials distributed in Orange County. A printing overrun of 5,000 kits is recommended for distribution to Commission grantees providing services to children including, but not limited to school readiness coordinators and nurses, public health nurses, home visitors and at caregiver workshops. Sesame Workshop is considering developing a survey to measure the impact of the kit and will coordinate with the Commission for implementation.

Sesame Street Season 38 - Word on the Street

The 38th season of Sesame Street begins in mid-August 2007 and will focus on vocabulary. The 26 episodes for the season will feature 26 *Words on the Street*, one word per show. A tool kit of events and a parent/caregiver guide for the season is in production and will be available for distribution in July 2007. The Commission has identified early literacy as a major program and the *Word on the Street* caregiver guide is a new resource to promote the importance of early literacy and language development. Formal action on this opportunity is included as part of the Early Literacy Program Report, Agenda Item # 8 on the June 27, 2007 agenda.

KCET Program: *A Place of Our Own/Los Niños en Su Casa* – Informal Child Care Program

The Commission was an initial sponsor of the KCET television program *A Place of Our Own* and the Spanish language program *Los Niños en Su Casa* that premiered on KCET in September 2004 and are broadcast on Public Broadcasting Stations (PBS) throughout the state. In July 2005, the Commission approved a four year funding plan for KCET to conduct 35 caregiver training workshops in Orange County in conjunction with the television program for a total cost of \$350,000. The final report of the quantitative impact study with childcare providers and parents for the second season of *A Place of Our Own/Los Niños en Su Casa* is included as Attachment 1.

KCET has developed parent/caregiver activity kits that include books and materials to engage children in topics featured on the television program such as language and literacy, health and safety, and special needs. KCET conducted 15 caregiver training workshops in Orange County over the last 12 months, which is the critical component for Commission participation. As a broadcaster of the Sesame Street television show, KCET can include the Sesame Workshop outreach materials in the caregiver workshops. The Commission participated on the *Circle of Advisors* to review the show content for Season 3, and an Orange County child care provider was a featured “Child Care Provider of the Week” and recognized for her work at an event in Sacramento in May.

Following the initial allocation of \$150,000 the Commission approved a four year funding plan of \$100,000 for the first three years with 10 workshops per year, and \$50,000 for the fourth year to conduct five workshops. Commission approval is recommended to enter into a new agreement in the amount of \$100,000 with KCET for the third year of the four year funding plan.

STRATEGIC PLAN & FISCAL SUMMARY:

The program has been specifically reviewed in relation to the Strategic Plan, and is consistent with all outcome goals. This is a one time funding requests for Sesame Workshop in the amount of \$95,448 and KCET for the amount of \$100,000 for a term of 12 months commencing July 1, 2007. Funding for these items is included in the FY2007-2008 Budget within the Healthy Children and Ready to Learn budget categories.

RECOMMENDED ACTIONS:

1. Approve payment and authorize the Executive Director or designee to provide a one-time payment of \$95,448 to Sesame Workshop for 2,500 of the Healthy Habits for Life Child Care Resource Kits and 5,000 caregiver/parent guides as described in Attachment 1 - Term Sheet.
2. Adopt resolution authorizing the Executive Director or designee to enter into Agreement PS-41 with KCET to provide 10 Orange County caregiver training workshops in conjunction with the third season of the early education television series *A Place of Our Own/Los Niños en Su Casa* for the period of July 1, 2007 through June 30, 2008 in an amount not to exceed \$100,000.
3. Direct staff to incorporate the Sesame Workshop outreach program into the agreement with KCET for the caregiver training workshops in Orange County.

ATTACHMENTS:

1. Term Sheet – Sesame Workshop Outreach Program
2. KCET *A Place of Our Own/Los Niños en Su Casa* Orange County Workshops Conducted 07/06-06/07
3. *A Place of Our Own/Los Niños en Su Casa* Season Two Final Report Executive Summary
4. *A Place of Our Own/Los Niños en Su Casa* Workshop Evaluation Final Data Report Executive Summary
5. Resolution authorizing Agreement PS-41 with KCET

Contact: Kelly Pijl



TERM SHEET
Sesame Workshop Outreach Program Health Habits for Life
June 27, 2007

Sesame Workshop Outreach Materials	<p>Healthy Habits For Life Child Care Resource Kit</p> <ul style="list-style-type: none"> ● Bilingual English and Spanish ● 100 page binder of resource materials <ul style="list-style-type: none"> ○ Section 1 – Get Moving! Focuses on physical activity and how it builds strong, healthy bodies. ○ Section 2 – Food and Drink to Grow on, highlights ways to make healthy food choices. ○ Section 3 – Every Day is a Healthy Day builds upon the first two sections to help children remember what they have learned and celebrate their new knowledge through games, activities, poems, and songs. ● 30-Minute Interactive DVD – “The Get Healthy Now Show” featuring popular Muppets characters ● “The Get Healthy Now Show” companion book for parents and caregivers
Cost	<p>Healthy Habits for Life - \$95,448</p> <ul style="list-style-type: none"> ● \$56,675 – 2,500 Resource kits @ \$22.67 per unit ● \$38,773 – 5,000 Condensed (8-page) caregiver/parent guide @ \$7.75 per unit ● Shipping costs included – Boxed 12 binders per carton and shipped to up to three locations <p>Total not to exceed \$105,000</p> <ul style="list-style-type: none"> ● A 10% contingency is included for additional costs for Sesame Workshop or existing Commission vendors related to distribution of outreach materials.
Customization	<p>Commission logo will be added to all materials printed for distribution in Orange County. Commission logo and description may be added to the attribution page of the Healthy Habits for Life binder.</p>
Timeline	<p>Healthy Habits for Life</p> <ul style="list-style-type: none"> ● June 26, 2007 – Print deadline **Extended to June 27, 2007 to allow for Commission participation ● October 3, 2007 – Launch date ● Fall 2007 – Materials available on-line <p>Word on the Street Tool Kit</p> <ul style="list-style-type: none"> ● July 1, 2007 – Print deadline ● Mid-July 2007 – Materials shipped out ● August 2007 – Sesame Street Television Show 38th Season begins
Distribution Strategy	<p>Link distribution with existing Commission programs and KCET outreach programs.</p>

**KCET A Place of Our Own/Los Niños en Su Casa
Orange County Workshops Conducted 07/06 - 06/07**

	Date	Topic	Lang	Organization	City
1	8/23/06	Preventing Childhood Obesity	Spanish	City of La Habra	La Habra
2	8/29/06	Preventing Childhood Obesity	English	City of La Habra	La Habra
3	9/16/06	Preventing Childhood Obesity	English	City of La Habra	La Habra
4	9/19/06	Preventing Childhood Obesity	English	City of La Habra	La Habra
5	3/20/07	Print Rich	Spanish	Even Start Family Lit. Prog	Mission Viejo
6	4/16/07	Playtime	Spanish	Even Start Family Lit. Prog	Mission Viejo
7	4/19/07	Storytime	Spanish	La Habra City School District	La Habra
8	5/8/07	Playtime	Spanish	La Habra City School District	La Habra
9	5/8/07	Playtime	English	La Habra City School District	La Habra
10	5/11/07	Preventing Childhood Obesity	Spanish	Even Start Family Lit. Prog	Mission Viejo
11	5/19/07	Conflict Resolution	Spanish	Stanton Family Resource	Stanton
12	5/24/07	Conflict Resolution	English	Stanton Family Resource	Stanton
13	6/5/07	Conflict Resolution	Spanish	Stanton Family Resource	Stanton
14	6/12/07	Print Rich	Spanish	Stanton Family Resource	Stanton
15	6/19/07	Print Rich	English	Stanton Family Resource	Stanton



A Place of Our Own/ Los Niños en Su Casa

Season Two

A Quantitative Impact Study with Childcare Providers and Parents
Final Report

Prepared for: KCET

Prepared by: **hypothesis** New York • Los Angeles Tel: 718.424.5147 • Fax:
718.424.9388

October 2006

Executive Summary

At least 75% of viewers report increased knowledge in each of the 12 areas.

Findings for Season Two of *A Place of Our Own /Los Niños en Su Casa* are strikingly similar to Season One findings. Childcare providers and parents find Season Two of *A Place of Our Own /Los Niños en Su Casa* valuable and informative, noting that it provides important and relevant information and activities they can implement in their own care settings. The series successfully impacts thinking as well as behavior in ways that, by their own accounts, will positively affect the way childcare providers and parents care for children. Their knowledge of various topics related to child development has increased as a result of viewing the episodes, as has their confidence in dealing with important and challenging topics such as diabetes and identifying children with special needs. The series has a particularly strong impact on Spanish-speaking and Unlicensed childcare providers, and these respondents report being extremely likely to view the series.

Impact on Knowledge Base

Childcare providers and parents feel they know more after they view the episodes. **At least 75% report increased knowledge** in each of the 12 topic areas covered (diabetes, special needs, math, literacy, reading, dramatic play, asthma, child development, eating habits, physical activity, selecting a good preschool, and discipline). This finding is consistent across language spoken and licensing status. Importantly, childcare providers have a particular interest in learning even more about special needs, early math, and diabetes in children, making these topics front runners for future episodes providing more in-depth information.

Shifts in Thinking

In addition to increasing childcare providers' and parents' sense of being informed about relevant topics, **viewing the series results in changes in the way they think about caring for children.** For example, exposure to the series affects the way many childcare providers and parents think about physical activity. Before viewing the series, many think physical activity must be done for a single concentrated amount of time to be effective. After viewing the series, more childcare providers and parents shift to view physical activity as something that can be done in short spurts throughout the day and still be effective. The series also increases awareness and understanding of the connection between thirst and diabetes, weight and lack of physical activity and diabetes, cleaning products and asthma, how neighborhood outings can stimulate dramatic play, the benefits

of modeling reading behaviors for children, how literacy activities should focus on language in the child's everyday environment, the importance of social skills in pre-school focus, and the value of the childcare profession.

Shifts in Behavior

Not only does the series impact the amount of knowledge childcare providers have and the way they think, it also impacts actual behavior.

- Viewing the series leads to positive changes in the way parents and childcare providers approach discipline, with many shifting to more positive forms of discipline such as anticipating problem situations and a reduction of negative forms of discipline such as yelling and spanking.
- In addition, some parents and childcare providers mention changes in the kinds of foods they buy for children and an increased attention to the types of cleaning products they use.

Furthermore, exposure to the series appears to heighten parents' and childcare providers' sensitivity toward and enhance the quality of interaction with the children in their care.

- While this particular line of investigation was not an explicit and primary goal of the research, improving the quality of childcare providers' interactions with children is an overarching goal of the series, and, as in Season One, findings on this topic clearly emerge through unsolicited, unaided responses to open-ended questions.
- Childcare providers and parents report how viewing the series has made them more sensitive to the needs of the children in their care and increased their inclination to listen to them, talk to them, play with them, and interact with them.

Perceived Value

Childcare providers and parents find Season Two of the series extremely valuable. As with Season One, this value comes primarily in the form of new information that is relevant, practical, and useful in their day-to-day practice. While parents and childcare providers find the series valuable for both themselves and others, Parents, Spanish-Speaking, and Unlicensed childcare providers, in particular, focus on the value of the series in presenting new information. English-Speaking Licensed childcare providers find the series "a good review" or "reminder."

Likelihood to View

Parents and childcare providers are highly likely to recommend the series to others.

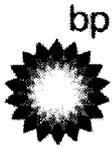
Childcare providers are highly likely to recommend the series to others (from 92% of English-Speaking Licensed to 100% of Spanish-Speaking Licensed) and view it themselves (from 84% of English-Speaking Licensed to 96% of Spanish-Speaking Licensed).

The series appeals exceptionally well to its prime target audience—unlicensed caregivers. Specifically, 95% of English-Speaking and 93% of Spanish-Speaking Unlicensed caregivers are *very likely* to view the series. The successful appeal of the series with this main target audience, accompanied by such strong intent to view, provides a promising future for the series with the main target audience.

Parallel to findings from Season One, English-Speaking Licensed childcare providers' comments suggest they see the series as a way to review or refresh what they already know rather than as a source of new information, which may account for their strong inclination to recommend it to others (92%) while being more modest in their own intent-to-view ratings (84%). As a result, for these childcare providers, the series becomes less of a “must see” and more of a resource they can turn to from time to time. Parents are also highly likely to recommend and view the series; however, English-Speaking Parents are less enthusiastic promoters of the series (only 80% are highly likely to recommend it and only 69% are highly likely to view it).

Awareness

Awareness levels for Season Two are similar to those for Season One. Stronger among childcare providers (both licensed and unlicensed) than among parents, awareness among English-Speaking Unlicensed providers seems to have increased somewhat since last season.



A Place of Our Own/ Los Niños en Su Casa

Workshop Evaluation

Final Data Report – Executive Summary

Prepared for: KCET

Prepared by:

hypothesis

New York • Los Angeles

October 2006

Background and Methodology

From November 2005 thru September of 2006, KCET held workshops throughout Southern and Central California to accompany its television series, "A Place of Our Own/Los Niños en Su Casa." Workshop attendees are parents and unlicensed and licensed childcare providers/caregivers. Workshops cover one of 7 topics (Print Rich Environment, Conflict Resolution, Special Needs, Storytelling, Preventing Childhood Obesity, Play and Creativity, and Media Literacy) and are conducted in either English or Spanish. At the end of each workshop, participants complete both a paper-and-pencil demographic questionnaire and a workshop evaluation.

This report presents data from workshops conducted through September 2006, submitted by partnering agencies (representing a total of 4778 workshop participants in 331 workshop sessions).

Sample Distribution:

WORKSHOP	N Total	N English	N Spanish
Print Rich Environment	1391	600	791
Conflict Resolution	1167	656	511
Special Needs	337	169	168
Storytelling	268	119	149
Preventing Childhood Obesity	737	380	357
Play And Creativity	461	229	232
Media Literacy	222	110	112
Unidentified	195	104	91
Total	4778	2367	2411



Executive Summary

1. **Workshops serve large numbers of English and Spanish speaking parents, caregivers, and childcare providers.** Nearly 5000 parents and caregivers have been served by 331 workshops held thus far.
2. **A majority of workshop participants to date are parents and of Latino/Hispanic decent.** More than half of workshop participants so far have been parents and approximately three-fourths have been Latino/Hispanic.
3. **Evaluations of the workshops are very positive.** Information, materials, and facilitators successfully meet participants' needs and expectations for a valuable and positive workshop experience. Approximately 80% of participants rate their workshops "excellent" overall (5 on a 5-point scale), and most rate all workshop aspects, including the content, facilitator, and location, "excellent" (5 on a 5-point scale).
4. **Spanish speakers rate several workshop elements even more positively than do English speakers; however, Spanish speakers rate some facilitator elements lower than their English-speaking counterparts do.** Though English speakers rate various aspects of the workshops quite positively, Spanish speakers are even more satisfied with several aspects of their workshop experience, often using the highest rating (5 on a 5-point scale). The one exception is that Spanish speakers rate their facilitators' professionalism and knowledge slightly lower than do English speakers.
5. **Childcare providers/parents learn valuable information from the workshops and are highly motivated to use what they learn when they return to their caregiving environments.** Participants learn specific information presented in the workshop they attend, and plan to use the information they have learned when caring for children at home.
6. **The television series, "A Place of Our Own/Los Niños En Su Casa," is a valuable resource for childcare providers.** Many workshop attendees are aware of the series prior to attending a workshop and are very likely to view the TV series at home.



CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-07-C&FC

June 27, 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 PS-41 WITH COMMUNITY TELEVISION OF SOUTHERN CALIFORNIA, dba KCET, A CALIFORNIA NONPROFIT PUBLIC BENEFIT COPORATION 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 PS-41 with Community Television of Southern California, dba KCET, for the period July 1, 2007 through June 30, 2008 in an amount not to exceed \$100,000 to provide caregiver training workshops in conjunction with the early education television series *A Place of Our Own/Los Niños en Su Casa*, 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, Commission has reviewed the June 27, 2007 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;

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. PS-41 with Community Television of Southern California, dba KCET, in an amount not to exceed \$100,000 for the period July 1, 2007 through June 30, 2008 to provide caregiver training workshops in conjunction with the early education television series *A Place of Our Own/Los Niños en Su Casa* in support of the Act and the Strategic Plan;

Section 3 The form of the Agreement with Community Television of Southern California, dba KCET, 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 execution of such agreement by the Executive Director and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves Agreement No. PS-41 with Community Television of Southern California, dba KCET, in an amount not to exceed \$100,000 for the period July 1, 2007 through June 30, 2008 to provide caregiver training workshops in conjunction with the early education television series *A Place of Our Own/Los Niños en Su Casa* in support of the Act and the Strategic Plan as specified in the staff report.

Section 5 The Executive Director 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 Agreement PS-41 with Community Television of Southern California, dba KCET, when executed by the 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 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, 3, and 5 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 June 27, 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: June 27, 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. PS-41 with Community Television of Southern California, dba KCET)