

**Agenda Item 9**
October 5, 2016**DATE:** September 22, 2016**TO:** Children and Families Commission of Orange County**FROM:** Kimberly Goll, Executive Director**ACTION:** Receive the Executive Officer's Report

A. Annual Audit Exit Meeting

Commissioners Maria Minon, MD and Sandy Pierce will meet with the representatives of the external audit firm, Vavrinek, Trine, Day & Co. on September 29. Auditor Roger Alfaro will present the final audit results and findings at the audit exit meeting. No findings are expected. The Commission's Finance Manager, Michael Garcell, managed the annual audit process that included both audit entrance and exit meetings with Commission member representatives. The audit entrance meeting that was held in July outlined the audit process and summarized the requirements and responsibilities.

B. Monthly Strategic Communications Report

Curt Pringle & Associates provides strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. The Strategic Communications Activities Report for September (Attachment 1) includes an update on the outcome of the State Auditor's evaluation of the Board of Equalization. In summary, Governor Brown has allocated \$5.2 million from the Cigarette and Tobacco Program Compliance Fund to the Tobacco Licensing Program resulting in a reduction of Proposition 10 funds that previously supported the Licensing Program. The reallocation will allow more revenue to remain with Proposition 10 funded Commissions.

C. Southern California Grantmakers Conference

The Commission's Director of Health Programs and Policy Ilia Rolon participated on a panel addressing the funding and financing of social outcomes at the Annual Southern California Grantmakers Conference in September. Ilia presented on the challenges and potential to implement a Pay for Success model to support the Bridges Maternal Child Health Program to a broad audience of grantmakers. This opportunity further promoted the Commission's innovation to seek alternative funding strategies for successful programs. The Children and Families Commission are members of the Southern California Grantmakers. The annual conference featured a variety of speakers including notable keynote addresses by Los Angeles Mayor Eric Garcetti and actor/social activist/philanthropist Forest Whitaker. The annual convening of Southern California Grantmakers is an opportunity for members to discuss complex challenges that impact people, the planet and prosperity and are eager to create positive change for southern California.

D. Early Childhood Learning and Innovative Network for Communities (EC-LINC)

Representatives from Boston, Connecticut, Denver and the California counties of Alameda and Ventura met in Orange County for the Early Childhood Learning and Innovative Network for Communities (EC-LINC) convening. The Commission planned and executed the two-day event that was recognized by the attendees as well organized and informative. The in-person meeting was a requirement of the grant the Commission received from the Center for the Study of Social Policy (CSSP) for the Research to Action project. The project will document the lessons learned based on the groups experiences in developing and tracking outcomes and metrics related to early childhood systems. This project has the potential for national relevance as the participating communities are collecting data and coordinating on a variety of children's well-being indicators. The recommendations from this group could potentially frame a national model for the data.

ATTACHMENT:

Strategic Communications Report for September 2016



To: Kelly Pijl, Communications and Policy Director
Children and Families Commission of Orange County

From: Todd Priest, Vice President
Curt Pringle & Associates

Date: September 21, 2016

Subject: September 2016 Strategic Communications Summary Report

The following is an update and summary of activities that were provided by Curt Pringle & Associates to the Children and Families Commission of Orange County for the month of September, 2016.

State Legislation Update

The Governor continues to take action on bills that were passed during the 2016/2017 Legislative Session. The deadline for bill signing is September 30, 2016.

- AB 717 ***Tax Exemption for Diapers***
Status: Vetoed by Governor
Provides a temporary sales and use tax exemption for diapers designed, manufactured, processed, fabricated, or packaged for use by infants and toddlers, designated size 3 or under. The bill would sunset on January 1, 2022.
- AB 2207 ***Medi-Cal Dental Program Enhancement***
Status: Pending Governor's Action
Requires the Department of Health Care Services to expedite the Medi-Cal dental program provider enrollment process, including an alternative automatic enrollment process for a provider already commercially enrolled, subject to federal approval.
- SB 1034 ***Autism Screening by Healthcare Providers and Insurers***
Status: Held in Committee - Did Not Advance to Governor
Extends and broadens an existing mandate that requires health plans and insurers to cover medically necessary behavioral health treatment services, including applied behavioral analysis (ABA) for pervasive developmental disorder or autism.
- SB 1095 ***Expansion of Newborn Screening Tests***
Status: Signed by Governor
Requires Department of Public Health to expand screening to include screening for any disease that is detectable in blood sample as soon as practicable, but no later than 2 years after the disease is adopted by the federal Recommended Uniform Screening Panel (RUSP).

Board of Equalization Update

Following the 2015 Legislative Analyst’s Office (LAO) Report and the 2015 State Auditor’s evaluation of the BOE Cigarette and Tobacco Programs, Governor Brown recently reallocated \$5.2 million, as part of the State Budget, from the Cigarette and Tobacco Program Compliance Fund to the Tobacco Licensing Program.

The State Auditor found that despite the program continually having a shortfall, being made up in part through excessive administration fees charged to Prop 10, more than \$9 million was being maintained the Tobacco Compliance Fund. The Auditor recommended that a portion of the \$9 million be shifted to the Licensing Program.

According to the BOE, the \$5.2 million reallocation resulted in a reduction in funding from the four (4) Cigarette Tax funds that help support the Licensing Program. The reduction from those funds is as follows:

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|---|---------------------|
| General Fund | -\$ 590,000 |
| Breast Cancer Fund | -\$ 119,000 |
| Cigarette and Tobacco Products Surtax Fund | -\$1,497,000 |
| CA Children and Families First Trust Fund (Prop 10) | <u>-\$2,995,000</u> |
| Total | -\$5,201,000 |

The reallocation will allow more revenue to remain with the cigarette tax funds, including the California Children and Families First Trust Fund. The additional revenue will be available to the First 5 of California for distribution to the county commissions. Combined with the tobacco licensing adjustments (ABx2 11) approved by the Governor in May, the administrative fee burden placed on the Commission will be reduced.

Public Awareness

Local Government Briefings

- One local briefing remains for 2016. We are in the process of arranging to meet with leaders from the City of Laguna Niguel.

2017 Essentials Donation Drive

- Next year marks the 10th Anniversary of the *Essentials For Young Lives* campaign in Orange County. With the assistance of the Commission via Curt Pringle & Associates, the donation drive has grown from collecting and distributing approximately 200,000 essentials items (diapers, wipes, etc.) annually to over 1.3 million.
- This month we meet with HomeAid Orange County to begin preliminary planning discussions on ways to maximize item donations and program investments. In addition, we are exploring opportunities to increase public awareness of the program based on the milestone anniversary.