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**Executive Officers Report**  
**December 5, 2007 Meeting**

**DATE:** November 28, 2007  
**TO:** Children and Families Commission of Orange County  
**FROM:** Michael M. Ruane, Executive Director   
**SUBJECT:** Executive Officer Report

The Executive Officers Report for December 5, 2007 will include the following items.

**A. Informational Items (Report)**

1. Financial Highlights (Attachment 1)
2. State Association and State Commission Meetings (Attachment 2)

**B. Longitudinal Evaluation of HABLA Program (Report)**

Previously, the Commission authorized funds to develop an evaluation of the HABLA (Home-based Activities Building Language Acquisition) home-visitation program for early literacy. HABLA is an intensive community-based model of intervention for pre-school aged children that may be hard-to-reach. An adaptation of the Parent-Child Home Program, HABLA seeks to develop children's language and literacy skills, to strengthen the parent-child bond, and to enhance parenting skills. Established in Orange County in 2001, HABLA was adapted for use with Orange County's growing Spanish-speaking population.

Given the significance of the local program adaptation, the Commission was given the opportunity to collaborate The Brookings Institution (Ron Haskins Ph.D.) and Westat (Nick Zill Ph.D.), premier national research and policy institutions, to develop a comprehensive evaluation of Orange County's HABLA program. The evaluation plan is now complete and will be presented to the Commission for consideration at the January 2008 meeting.

**C. Quarterly Investment Report (Report)**

As required by California Government Code Section 53646, and the Commission's Investment Policy Statement adopted on May 2, 2007, the Commission Treasurer submits the Quarterly Investment Report to the Commission (Exhibit A). The Investment Report summarizes Commission investments in both the OCIP and the SIP, for the period July 1 through September 30, 2007. The Report also contains information on market conditions during the report period.

**D. Automobile Club of Southern California Partnership - American Automobile Association (AAA) (Report)**

The partnership with the Automobile Club of Southern California to promote child passenger safety messages continues to progress. The partnership with AAA will launch in 2008 and includes training up to 15 representatives on the correct installation of car seats, and conducting at least three demonstrations at AAA offices or affiliate locations throughout Orange County to inspect and assist with the proper installation of car seats. The partnership includes a feature article in the September 2008 edition of the auto club's *Westways Magazine* that coincides with child passenger safety month. The Commission allocated \$35,000 for training and purchasing car seats. The Automobile Club of Southern California is contributing \$5,000 to purchase car seats for distribution at the upcoming events. The dates and locations for the events will be provided once they are confirmed.

**E. Nonprofit Workspace Survey and Potential Nonprofit Center(s) (Report and Action)**

At the December 5<sup>th</sup> meeting, staff will provide the most recent results from a nonprofit workspace survey sponsored by local foundations and the Commission as well as an update on current plans for nonprofit or community organization centers in Orange County, including the Orange County Great Park.

There will be a Supplemental Transmittal for this item.

**F. State Legislative Update (Report and Action)**

During the current special session of the State Legislature on Health Care Reform, at least one proposal has emerged that would have a direct impact on the county commissions. Senate Bill x1 5 (Cox) would place a ballot measure before the voters to reallocate all of the Proposition 10 cigarette taxes to an expansion of the Healthy Families program. This is the same proposal contained in SB893 (Cox) earlier this year which was opposed by both the Orange County Board of Supervisors and your Commission, as well as over a hundred other organizations and failed passage from its initial Committee.

We will provide an update and any recommended actions before or at the Commission meeting.

**G. Outside Strategic Assessment by The Bridgespan Group (Report)**

The Project Team from The Bridgespan group will provide a brief status report at your Commission meeting, and outline progress to date and upcoming activities. Depending upon travel arrangements, this report may be provided at the beginning of the meeting under the *Presentation* agenda item.

**Attachments:**

Exhibit A -Quarterly Investment Report

1. Financial Highlights
2. Prop 10 Briefings

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**Quarterly Investment Report  
For the Period July 1, 2007 through September 30, 2007**

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**OVERVIEW**

Pursuant to California Government Code Section 53646, and the Commission's Investment Policy Statement adopted on May 2, 2007, the Treasurer submits the Quarterly Investment Report to the Commission. The Investment Report summarizes investment activities for the Commission, for the three-month period from July 1 through September 30, 2007.

Currently the Commission invests solely in the 1) Orange County Investment Pool's Money Market Fund ("Money Market Fund"), and 2) the Sustainability Fund invested in a Specific Long-Term Investment Program ("SIP"). All funds are managed by the Orange County Treasurer's Office.

The funds invested in the Money Market Fund are invested for liquidity. The funds invested in the Sustainability Fund invested in a SIP are invested in specific U.S. Treasury Notes, with maturities not to exceed three years. The U.S. Treasury Notes are invested in a "laddered" maturity approach.

The on-going monitoring of the Commission's investment program by staff and Sperry Capital Inc., the Commission's independent investment advisor, indicates that the investments are in compliance with the Commission's adopted Investment Policy as well as with the California Government Code. The overall performance of the Orange County Investment Pool's County Pool Money Market Fund has tracked with money market benchmark indices. In addition, the Commission appears to have sufficient liquidity together with anticipated revenues to meet the Commissions' budgeted expenditures over the next six months.

**MONEY MARKET FUND**

The Commission's investment in the Orange County Money Market Fund on September 30, 2007 totaled \$117,990,930.

**SPECIFIC LONG-TERM INVESTMENT PROGRAM**

The market value (i.e. the price of each security at the close of the market on the last trading day of the month) of the U.S. Treasury Notes in the SIP was \$44,791,400 on September 30, 2007, with an average yield of 4.8%. As the individual U.S. Treasury Notes mature, the proceeds are reinvested by the Orange County Treasurer.

## MARKET CONDITIONS

**U.S Treasury Yields:** Due in large part to the concern over subprime mortgage securities, the third quarter witnessed a flight to quality as investors sought the protection of U.S. Treasury securities investments. The yield on the 10-year Treasury began the quarter at 5.00 percent and closed at 4.59 percent.

**Ascending Yield Curve:** There is an ascending U.S. Treasury yield curve for the first time in several years. On September 30, three month U.S. Treasury Bills yielded 3.82%, the 10 year U.S. Treasury yielded 4.59% and the 30 year U.S. Treasury yielded 4.83%.

**Markets & Rates:** The Federal Open Market Committee (FOMC) lowered the Fed Funds rate by 50 basis points from 5.25% to 4.75% on September 18. The Fed is walking a tightrope between the need for satisfying the capital market's need for liquidity and the Fed's concern over inflation.

The third quarter was a difficult one for the capital markets. Perhaps the biggest area for concern for the Fed and the capital markets was the further worsening in the subprime mortgage market. Capital market participants were focused on the challenge to accurately value billions of dollars of Structured Investment Vehicles (or "SIVs"). One of the key themes of the capital markets, particularly related to subprime loans, is that liquidity is evaporating. The Fed wants to step in and provide liquidity. Therefore, the Fed may begin to ease interest rates. However, with the increasing cost of oil, the Fed is also concerned about an increase in the inflation rate.

## COMPLIANCE MONITORING

During July, August and September the Commission's SIP was free of non-compliance incidents. In September the OCIP Money Market Fund had one technical incident wherein the percentage of portfolio holdings for medium-term notes exceeded 30% of the market value of the portfolio by 0.63 of 1%. As a result of a reduction in the total assets of the Money Market Fund, holdings of medium-term notes temporarily increased to 30.63% of the pool's market value. The Orange County Treasurer's Office expects this to clear when pool balances increase sufficiently, or upon the maturity of medium-term note holdings on November 28 and December 10, 2007.

## PORTFOLIO PERFORMANCE SUMMARY

The following table presents an overview of the Orange County Investment Pool's Money Market Fund for months ending July, August, and September 2007.

Orange County Pool - Money Market Fund					
Period Ending	Total Pool Market Value	Average Yields			AVG Days to MAT
		Month	Net	MMF AVG	
September 30, 2007	\$1,432,086,153	5.41%	5.22%	5.22%	45 Days
August 31, 2007	\$1,504,259,141	5.43%	5.21%	5.17%	52 Days
July 30, 2007	\$1,591,863,228	5.40%	5.19%	5.17%	51 Days

## SUMMARY STATEMENTS

Attached for further information and reference are three statements from the September 30, 2007 Orange County Treasurer's Investment Management Report.

- A. Investment Balances Statement: The balances for all funds managed by the Treasurer are reported on this Statement. The September 30, 2007 balance of the Commission's SIP (\$44,070,899), expressed as book value (i.e. cost of the investment), can be found under "Non Pooled Investments" on page two of the Statement.
- B. Statement of Activity: This Statement reports the beginning and ending balances of the Commission's funds in the Money Market Fund. All deposits, withdrawals, investment earnings, and administrative fees for the reporting period are also posted. The Commission's September 30, 2007 ending balance was \$117,990,930.
- C. Investment Portfolio Report: This Report presents detailed information for each of the U.S. Treasury Securities that comprise the Commission's SIP. The September 30, 2007 book value was \$44,070,899, and the market value was \$44,791,400.

The Orange County Treasurer apportions interest earnings in the commingled pools to all investors each month. According to the Treasurer's forecast, apportionment of the Commission's interest earnings for the period ended September 30, 2007 will be posted to the Commission's cash account in the County general ledger by November, 2007.

# FINANCIAL HIGHLIGHTS

## October 30, 2007

### Investment Update

The Children and Families Commission of Orange County investment portfolio consisting of U.S. Treasury bills is **\$39,808,590** with laddered maturities extending through October 2009. The Commission's investment portfolio report is included in Attachment 1C. Unrealized gains and losses that are noted have not become actual. They become realized gains and losses when the security in which there is a gain or loss is actually sold. The U.S. Treasuries in the Commission's investment portfolio are held until maturity.

### Revenue Update

The Children and Families Commission of Orange County received and recorded **\$9,431,762** in total revenues year to date. The detail of all revenues received is included in Attachment 1B.

- **\$10,374,338** – Tobacco Tax Revenues for July 2007 through September 2007. As reported by the state, Prop 10 revenues for July 2007 through September 2007 were approximately \$1,300,000 or 14.4% higher than the year to date estimated budget plan of \$9,000,000. Commission cash receipts for tobacco tax revenue include payments through August totaling \$6,720,222 as included in Attachment 1B.
- **\$2,721,028** – Interest Revenues received for July 2007 through October 2007 are approximately \$388,000 or 16.6% higher than the year to date estimated budget plan of \$2,333,333. The increase in rate of return earned by the Commission's funds on deposit at the County Treasurer has contributed to the higher than expected interest earnings.

### Expenditure Update

The total actual operating expenditures and encumbrances year to date are **\$36,321,830**. Overall budgeted expenditures and encumbrances were approximately \$11,961,500 or 49% higher than the year to date current operating budget plan of \$24,360,330. This variance is due to timely contract executions resulting in encumbrance reservations against the fiscal year 2007-2008 budget.

The following is an overview of the actual operating expenditures and encumbrances for the year to date ended October 30, 2007:

- **\$36,321,830** – Total Year To Date Actual Operating Expenditures and Encumbrances
  - **\$33,268,891** for Children's Programs
    - **\$20,723,166** – Healthy Children Programs
    - **\$2,698,021** – Strong Families Programs
    - **\$7,520,071** – Ready to Learn (School Readiness) Programs
    - **\$2,327,633** – Quality Services including Capacity Grants, AmeriCorps/VISTA, POMS (Evaluation costs of \$1,740,936)
  - **\$3,052,939** for Administrative Functions

Administrative costs and functions are defined by State Commission guidelines (Fiscal Memorandum No. 05-01, dated April 14, 2006) pursuant to Chapter 284, Statutes of 2005 (AB 109). Actual Administrative expenditures and encumbrances of \$3,052,939 were 2.8% of the year to date ended October 30, 2007 Operating Budget of \$107,708,288.

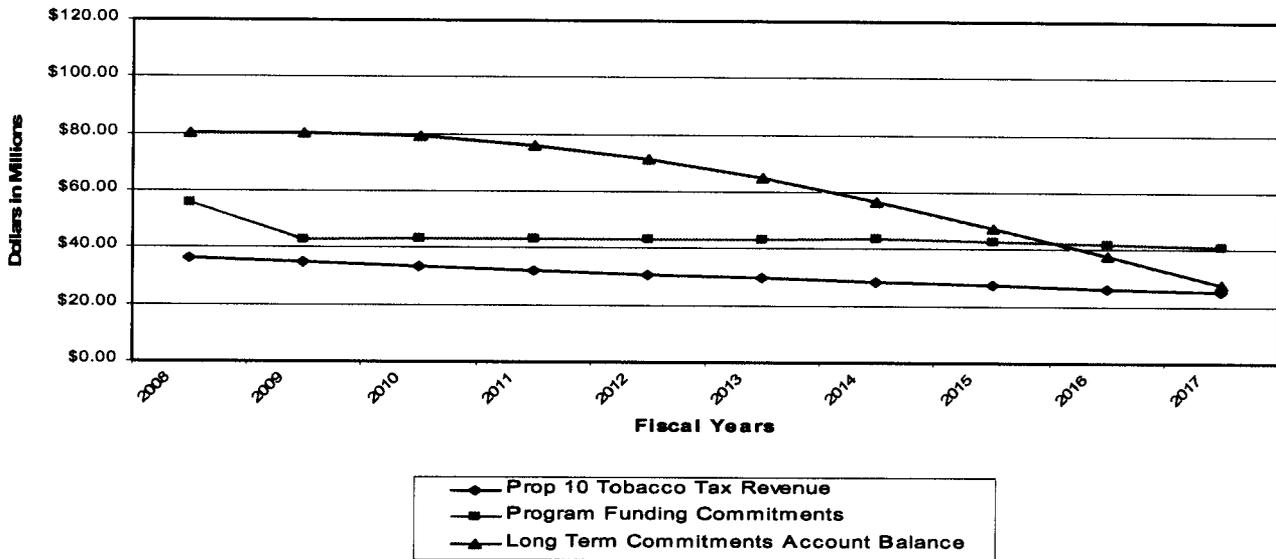
### Consistent with 10-Year Financial Plan

The Commission has dedicated funding for long-term support of programs consistent with the current Ten-Year Financial Plan.

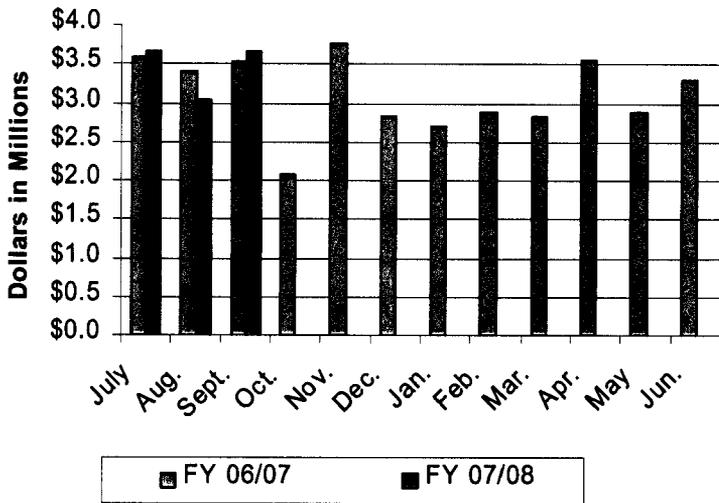


# Children and Families Commission of Orange County Snapshot Period Ended October 30, 2007

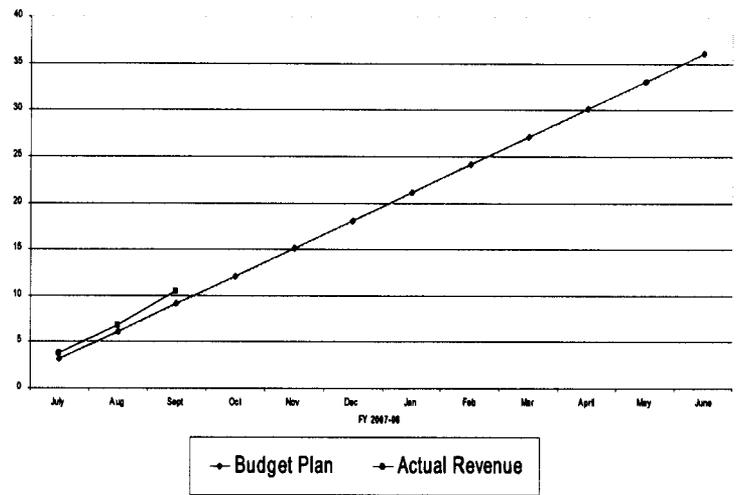
## 1) Ten-Year Financial Plan Projections



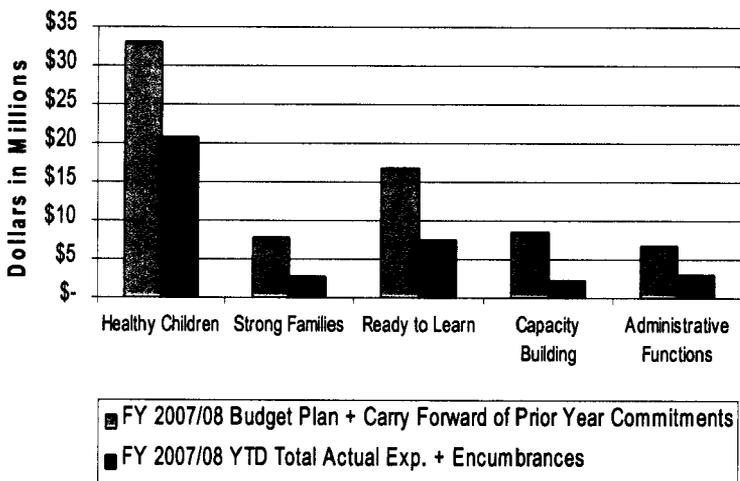
## 2) FYS 06/07 & 07/08 Tobacco Monthly Revenues \*



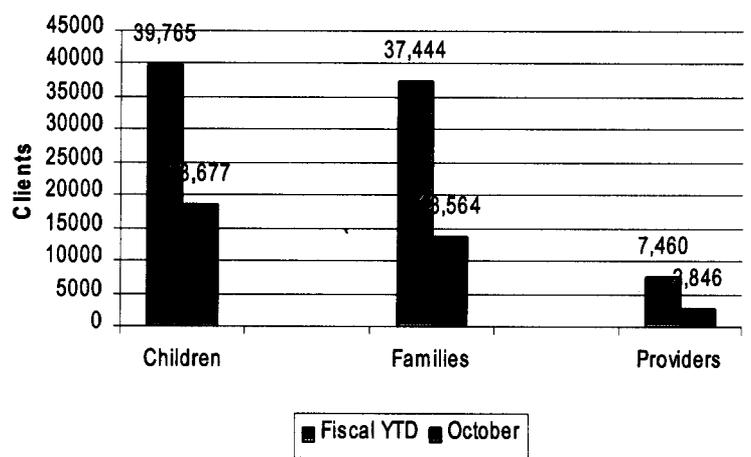
## 3) FY 2007-08 Cumulative Tobacco Tax Revenue Budget Plan Vs. Actuals To Date \*



## 4) FY 2007-08 Budget Plan Vs. YTD Total Actuals



## 5) Clients served in October and Fiscal YTD



\* SOURCE: County Funds Distribution Report (July 07 – September 07) First 5 California

**Children and Families Commission of Orange County**  
**Comparison of FY 2007-08 Budget vs. Actuals - Unaudited**  
**Period Ended 10/31/07**

**High Level Summary**

	<b>FY 2007-08</b> <small>(budget + carry forward for prior year commitments)</small>	<b>FY 2007-08 YTD</b> <b>Total Actual</b> <b>Expend. &amp; Encumb.</b> <b>Thru 10/31/07</b>	<b>Budget vs.</b> <b>Actuals</b>	<b>Actuals % of</b> <b>Final Budget</b> <b>Amount</b>
<b>FINANCING</b>				
<u>General Purpose Revenues</u>				
Tobacco Tax Revenue	36,000,000	6,720,222	-29,279,778	19%
All Other General Purpose Revenues	8,070,000	2,780,322	-5,289,678	34%
General Purpose Revenues Subtotal	44,070,000	9,500,544	-34,569,456	22%
Special Purpose Revenues	5,649,564	-68,782	-5,718,346	-1%
<b>TOTAL REVENUES</b>	<b>49,719,564</b>	<b>9,431,762</b>	<b>-40,287,802</b>	<b>19%</b>
Multi-Year Commitments - Operating Budget	0	0		
Fund Balance Available	46,500,000	43,587,439		
PY Carry forward Encumbrances	11,488,724	14,087,217		
<b>TOTAL FINANCING</b>	<b>107,708,288</b>	<b>67,106,418</b>	<b>-40,287,802</b>	<b>62%</b>
<b>REQUIREMENTS</b>				
<u>PROGRAM SERVICES</u>				
Healthy Children	33,059,512	20,723,166	-12,336,346	63%
Strong Families	7,632,423	2,698,021	-4,934,403	35%
Ready to Learn	16,643,485	7,520,071	-9,123,414	45%
Capacity Building	8,395,398	2,327,633	-6,067,765	28%
<b>TOTAL PROGRAM SERVICES</b>	<b>65,730,819</b>	<b>33,268,891</b>	<b>-32,461,928</b>	<b>51%</b>
Administrative Functions	6,850,172	3,052,939	-3,797,232	45%
Contingency Funding	500,000	0	-500,000	0%
<b>TOTAL OPERATING EXPENSES</b>	<b>73,080,990</b>	<b>36,321,830</b>	<b>-36,759,160</b>	<b>50%</b>
Transfer to Long Term Commitments Account	10,000,000	0	-10,000,000	0%
Undesignated/Unreserved	24,627,298			
<b>TOTAL REQUIREMENTS</b>	<b>107,708,288</b>	<b>36,321,830</b>	<b>-46,759,160</b>	<b>34%</b>
<b>FINANCES LESS EXPENSES</b>	<b>0</b>	<b>30,784,588</b>	<b>30,784,588</b>	

11/27/2007

**Children and Families Commission of Orange County  
Investment Portfolio Report  
As of 10/31/07**

<u>Issuer</u>	<u>Treasury Bond (semi-annual coupons)</u>	<u>Purchase Date</u>	<u>Maturity Date</u>	<u>Days to Maturity</u>	<u>Yield (%)</u>	<u>CUSIP</u>	<u>Cost</u>	<u>Market Value</u>	<u>Unrealized Gain (Loss)</u>	<u>Accrued Earnings</u>	
										<u>For Month</u>	<u>To Date</u>
U.S. Treasury Security	8/17/2006	1/31/2008	532	4.9822	912828EU0	4,957,812.50	5,003,905.00	11,121.28	20,885.61	\$ 90,253.15	
U.S. Treasury Security	8/25/2006	4/30/2008	614	4.9197	912828FC9	4,996,093.75	5,018,750.00	19,901.52	20,176.72	3,420.71	
U.S. Treasury Security	9/6/2006	4/30/2008	602	4.8511	912828FC9	5,001,562.50	5,018,750.00	18,280.21	19,899.04	(426.73)	
U.S. Treasury Security	9/15/2006	10/15/2008	761	4.7986	912828BM1	4,835,937.50	4,954,690.00	29,930.23	19,917.52	96,079.78	
U.S. Treasury Security	9/26/2006	1/15/2009	842	4.5856	912828BV1	4,855,468.75	4,956,250.00	31,948.67	19,010.08	116,964.37	
U.S. Treasury Security	10/2/2006	4/15/2009	926	4.6332	912828CE8	4,821,484.40	4,940,625.00	42,991.94	19,210.51	83,406.17	
U.S. Treasury Security	10/11/2006	7/15/2009	1008	4.7447	912828CN8	4,856,445.30	4,970,310.00	58,892.36	19,683.22	108,657.80	
U.S. Treasury Security	10/16/2006	10/15/2009	1095	4.8011	912828CX6	4,803,125.00	4,945,310.00	73,683.29	19,866.66	76,339.82	
<b>Subtotal for: Treasury Bond</b>						<b>39,127,929.70</b>	<b>39,808,590.00</b>	<b>286,749.50</b>	<b>158,649.36</b>	<b>574,695.07</b>	
<b>Grand Total</b>						<b>\$ 39,127,929.70</b>	<b>\$ 39,808,590.00</b>	<b>\$ 286,749.50</b>	<b>\$ 158,649.36</b>	<b>\$ 574,695.07</b>	

All of the above investments and any investment decisions made for the month October 31, 2007 were in full compliance with the Commission's investment policy as adopted on May 2, 2007.

The Commission had adequate cash flows for six months of operations.

Signed by: \_\_\_\_\_  
Director of Finance



# Prop 10 Briefings

**November 2007**

## **FIRST 5 Association Meeting Highlights**

32 commissions were represented at the Association meeting in Fresno on November 14. First 5 Fresno Executive Director Steve Gordon introduced his Commission Chair, Supervisor Susan Anderson, who welcomed the Association and expressed her appreciation for the work being accomplished statewide by the First 5 movement and locally by First 5 Fresno.

### **Policy and Legislative Update**

Association Executive Director Sherry Novick provided an update on bills discussed at the last meeting.

- SB 7, which restricts smoking in cars with young children, was signed into law. Sherry said that the Smokers Helpline is hoping to link with local First 5 commissions and contractors to publicize the new law and the assistance available to pregnant women and parents of young children through the First 5-funded services at the Helpline.
- SB 120, which would have required chain restaurants to post nutritional information for items on their menus, was vetoed, as was AB 1164, which would have created a mechanism for family childcare licensees to organize. Sherry said she was told by legislative staff that both bills are likely to be introduced again.

Sherry reported that on November 15 the Board of Equalization will act on the Prop 99 backfill. The amount proposed this year is slightly higher than the previous year (\$19.6 million for 2006-07 vs. \$18.5 million for 2005-06.) The item is on the BOE's consent calendar. According to Advocacy Liaison Mike Ruane (Orange) the deduction will likely occur in December or January.

The most recently amended health reform bill, ABX1 1, authored by the Democratic Assembly and Senate leaders, was being heard by the Assembly Health Committee as the Association met and was expected to be passed out of committee for a vote on the Assembly floor later in the month.

- Sherry distributed a document highlighting the main provisions of the bill and explained that most of the financing mechanisms are not in the bill, but will be placed before the voters in a ballot initiative, most likely in November 2008.
- The funding mechanism includes an increase in the tobacco tax of \$2/pack of cigarettes and a commensurate amount for other tobacco products. Sherry reported that staff working on the issue anticipate including a backfill for Prop 10 and Prop 99, similar to that included in Proposition 86 two years ago. However, it will be important to monitor the language of the final ballot initiative to ensure it includes the backfill provision.
- Several aspects of ABX1 1 will have a potentially negative impact on county finances, so CSAC is watching the bill and has proposed amendments. It is possible that unions also will propose

amendments, and since the Governor disagrees with elements of the bill, negotiations with him may result in further changes.

- Jennie Tasheff (Sonoma) asked what effect the new federal cigarette tax proposed to fund SCHIP will have on counties. Sherry said she was not aware of any analysis that had been done on that and said it is still uncertain what that tax will be since the SCHIP funding is still being negotiated in an attempt to win sufficient Congressional support to overcome (or avoid) a veto.
- Laura Spiegel (San Diego) asked whether increased taxes on cigarettes overall would drive sales down. Sherry said that while that may happen, to the extent the backfill is included at the state level, Prop 10 and Prop 99 will not be affected by loss caused by higher state taxes. Both will be affected by a new federal tax, however.

## **Legislative Outreach: Plans for 2008**

Mike Ruane reported that feedback from the most recent All About the Kids Day (AATKD) led the EC to conclude that an annual event in the Capitol might not be the most effective approach. Therefore the EC decided not to hold AATKD in 2008, but rather to encourage and support commissions to engage Legislators at the local level.

- Mike gave an example of how he works with local grantees to communicate the importance of First 5 funding. He convened the 15 grantees that had received the most First 5 funding and shared newspaper articles about their programs. One of the articles included a statement that the grantee's prenatal program wouldn't exist without First 5 funding. This helped all the grantees to recognize how important it is to make their First 5 funding information public. Mike said this is the information that encourages legislators to protect Prop 10.

- Steve Gordon said First 5 Fresno convened a very successful legislative brunch. He suggested finding ways to link First 5 efforts to issues that legislators care about, for instance, connecting First 5 asthma prevention and management with the air quality issue, which is a major issue in the Central Valley. The freeze last winter provided another example. Steve said legislative representatives were surprised to learn that First 5 contributed funds to support families affected by the freeze and that they can work together as partners.
- Wendy Rowan (Humboldt) said her commission produces a calendar that legislators find useful. Each month highlights a significant First 5-funded partner and information for parents and caregivers. It was designed for parents and providers but has been useful in keeping legislators informed as well.
- Sean Casey (Contra Costa) said his commission sends a quarterly letter to elected officials. When events are planned in their districts, they are invited to attend in order to see what First 5 is funding and meet with providers and families. Sean said the goal is to get each legislator to attend one event each year.
- Wendy Wayne (Kern) said she promotes site visits by having legislators meet with her at a program site, rather than in her office.
- Mark Friedman (Alameda) said his commission has had success with legislators speaking at First 5 events and inviting Legislators to serve as leaders of First 5 activities, such as the planning effort for Preschool for All.
- Francine Rodd (Monterey) said she has found it helpful to have legislative district staff participate on commission committees.
- Jeane Hetland (Mariposa) said in small counties, it has been useful to make presentations to service organizations.

- Debbie Gossell (Solano) described her commission's community engagement committee, which provides a mechanism for outreach.
- Jennie Tasheff said her commission had a good response from its federal legislative delegation on children's health and the SCHIP issue.
- Amy Reisch (Marin) said her commission publishes one-page issue briefs and lets their local representatives know they can use and reproduce them.
- Lani Schiff-Ross (San Joaquin) said going to community events is good, so the legislators see First 5 staff directly. The First 5 San Joaquin Leading Ladies for School Readiness program has representation from a Congressman's office and a state Senator's office.
- Janet Hogan (Tulare) reminded members that it is important to educate individuals who may win elections in future years. With term limits, changes occur frequently.
- Leticia Alejandrez (California Family Resource Association) said her organization helps Family Resource Centers build their capacity to build relationships with local legislators. She suggested joining with Family Resource Centers to deliver the message of First 5's importance.
- Francine said she especially wants to know how to change the minds of representatives who initially aren't interested. Wendy Rowan gave an example of trying to reach a legislator, but of having success only after building a relationship with a staffer.
- Sherry reminded members that sometimes Senators and Assembly members vote in a way that appears to undermine First 5, as they did with SB 893, knowing the bill won't pass and feeling obligated to support their caucus's position on the bill. However, it is less clear if they would vote that way if they knew the resources would truly be lost to their district. Therefore, even if legislators seem opposed to First

5 on a statewide or political level, it remains important to educate them about the benefits of First 5 within their own districts.

Sherry asked Association members to continue to let her know about successful activities for engaging and informing legislators so that she can share them with commissions statewide.

## **Describing First 5...**

Members engaged in small group discussions to identify First 5-funded programs in their counties and regions that provide examples that answer the following questions:

1. What are critical services that First 5 commissions invest in that would otherwise not be funded?
2. What are examples of early intervention and prevention that can reasonably be assumed to reduce future costs?
3. What are examples of outcomes indicating healthier children and families?
4. What are examples of how First 5 funds leverage other funds by creating greater collaboration and efficient use of existing funds and/or bringing in new funds?

Sherry will use the responses to these questions to begin developing materials that describe the local work of First 5 for use in outreach to lawmakers, opinion-makers, and stakeholder organizations.

## **Small County Augmentation Workgroup**

- Sherry reviewed the background of the Small Population County Workgroup and its progress to date, which includes developing a proposal to use county SMIF funds as a source for half the cost of the augmentations; discussion of the actual costs of operating a commission in a small county; and development of options for a disbursement methodology. At the last full-day

meeting of the Workgroup, the members also began discussing issues that need resolution in order to develop language for a bill to authorize this use of SMIF funds.

- The week after the last workgroup meeting, Kris Perry called a teleconference of all workgroup members to express her concern about introducing legislation at this time, and said that instead, she would recommend to the State Commission that they continue funding the augmentations for the next three years. *[Please see the State Commission Meeting Highlights below for a full description of Kris's proposal to the State Commission.]*
- Mark Friedman, a member of the workgroup thanked the members of the workgroup, especially Sheila Kruse (Tuolumne) and Ellen Vieira (Plumas) who put a great deal of time into working with state staff on the disbursement methodology.
- Ellen Vieira said she feels like she has been on the workgroup for 7 years and joked that she doesn't consider it an ad hoc activity any longer.

## 2008 Executive Committee Nominations

Mike Ruane (Orange) gave an update from the Nominating Committee. He announced that the current officers, committee chairs, and liaisons had agreed to serve a second year, which the Nominating Committee supported so that a concrete succession plan can be developed.

Mike also announced the representatives selected by the regions to serve in 2008:

- Bay Area - Jolene Smith
- Central - Janet Hogan
- Northeast - Jill Blake
- Northwest - Tom Jordan
- Greater Sacramento Area - John Sims
- Southern - Patricia Wheatley and Laura Spiegel

Mike said the slate will be announced in December in accordance with the bylaws and presented at the annual meeting in January. Jennie acknowledged the Nominating Committee members: Sean Casey (Contra Costa), Jill Blake (Butte), Lani Schiff-Ross (San Joaquin), Claudia Harrison (Ventura) and Mike Ruane (Orange).

## Year End Reporting

Sherry explained that the Association will try to gather as much feedback as possible about problems that members experienced in the annual report and audit process this year so that Evaluation Workgroup members and the ad hoc Fiscal Workgroup can be helpful in solving them.

Evaluation Chair Sheila Kruse listed common difficulties she had heard about.

- County audits did not match their annual report numbers
- Technical difficulties in submitting forms through Adobe Acrobat
- Confusion over SMIF funds, which are county funds not state funds
- Splitting demographic information between programs when children participate in multiple programs within School Readiness
- Including only the state and county funds for School Readiness reporting, when other local agencies provide part of the local match

Other members added:

- Chinayera Black-Hardaman (Madera) said she didn't find the process that difficult, thanks to the workgroup. However, the technical assistance contractor wasn't very helpful. It wasn't clear if the assistor understood what she was trying to communicate.
- Francine Rodd reported that Casey Castillo (San Benito) had experienced the same thing.
- Lisa Watson (Kings) said she thought the TA person wanted to be helpful, but didn't have needed information. If he

called back at all, it was after a significant delay.

- Susan Hughes (San Luis Obispo) asked for clearer instructions and submission forms that could be printed.
- Several members noted that the fields in the forms did not allow enough space to provide information, requiring Word documents to be attached and sent separately.
- Sean Casey (Contra Costa) said he supports electronic submission but would have appreciated a notice of receipt.
- Pedro Paz (Santa Barbara) observed that since the new Evaluation Framework no longer requires county reporting on the individual program level, it seems odd to report on School Readiness that way. Sheila replied that this was a point of much contention in the workgroup, but that the state staff who supported the current School Readiness reporting are no longer on staff, and this may change in the future.
- Lani Schiff-Ross reported several problems including cells that didn't format correctly. She noted that ECERS scores rounded up, so scores were reported higher than they actually were. Various forms called for entering the same data multiple times. A solution would be to link forms, so when information is entered, it would populate throughout. Another problem was that the same form was called different things in different parts of the report. Lani acknowledged state staffers Tina Fitzgerald and Stacie Sormano for their good attitude and responsiveness.
- Tom Jordan (Lake) noted that other staff members were helpful also.

Sherry reminded the group that the development of the forms and instructions was in large part a joint state-county effort and the Association is committed to helping solve the problems as they are identified.

## Association Program Report

- Sherry reported that the Association will soon post the results of its first year's work on childhood obesity prevention under its contract funded by the California Department of Public Health. The project has resulted in a compilation of best practices, curricula, resources, and a listing of county commission activities to prevent childhood obesity. She handed out draft copies of the information that will be posted early next year when construction is completed on a new portion of the website. Sherry said the next DPH-funded contract will likely involve reaching out to child care providers through county commissions, but said the agreement is still in process.
- Sherry announced that on December 14, the EC will meet at First 5 Los Angeles to plan activities for the coming year. To better plan program-related activities, she asked for input regarding the needs of county commissions and what members most value. Members broke into small groups to answer:
  1. What are the most useful Association trainings/convenings you have attended?
  2. What topics would you most like to discuss with your colleagues from other counties?
  3. What areas of your commission's work or investments do you have most concerns about?
  4. What areas of your commission's work or investments do you feel best about?
  5. What requirements of Prop 10 are most confusing – where more explanation and TA would be helpful?

Sherry gathered the written responses to compile for the EC planning session.

## State of the State Commission

Marsha Jones, Chief, Legislative and Government Affairs, provided an update in place of Executive Director Kris Perry who was in New York for CNN's *Fit Nation Solution Summit*.

- Marsha thanked First 5 Fresno's Steve Gordon and Kendra Rogers and the entire Central Region for their hospitality. She commended First 5 Fresno for being a leader and innovator in funding the first SMART Model of Care in California. She also noted other First 5 Fresno accomplishments, including its outdoor play initiative; its Kindergarten Camp program; and assistance in constructing the first child development center ever in the City of Del Rey.
- Marsha reviewed the First 5 California agenda for the next day and highlighted activities over the last two months.
  - The second phase of the childhood obesity prevention campaign, focusing on the Asian Pacific Islander American (APIA) community, will begin November 27 with a Bay Area media roundtable for APIA reporters hosted by First 5 Alameda.
  - The Leading Ladies for School Readiness was started by First 5 San Joaquin and First 5 Alameda. They join First 5 Riverside, First 5 San Bernardino and First 5 Sacramento in this effort to reach out through the faith community.
  - The partnership with Westfield shopping malls to deliver childhood obesity prevention messages will consist of branding, message placement, and collateral distribution, valued at nearly \$1.5 million. Westfield has committed to the partnership through March 2008. The Rogers Group is coordinating at the local level.

- All 58 counties submitted annual report data by the November 1 statutory deadline.

Because Marsha is new to First 5 California, Sherry asked her about other state positions she has held and how she finds First 5 California in comparison. Marsha said she has worked in the Capitol on constituent issues for a State Senator, for CalPERS, for the Department of Health Services, and most recently for the Department of Insurance. She said what she most enjoys about First 5 California is how small it is, that staff leaders and decision makers are just steps away, and that staffers are very committed.

## Regional Reports

*Central:* Janet Hogan welcomed members to the Central region. Steve Gordon invited members to take bags contributed by Kings County.

*Northeast:* Jill Blake reported that counties in the Northeast region have been supporting each other through the Annual Report process. Two Executive Directors, Kathy Peterson (Mono) and Nina Machado (Amador) are on the mend. In Inyo, November 9<sup>th</sup> was Jara Halfen's last day.

*Northwest:* Wendy Rowan expressed appreciation that Tom Jordan is willing to take on the regional representative position on the EC for 2008.

*Sacramento:* Lani Schiff-Ross reported that the region focuses on a topic of interest at each meeting. In January they will focus on workforce development. Past topics have included literacy and systems change. At a recent meeting, the Make-a-Wish Foundation gave a presentation. Lani said the organization's mission has changed to include children with life threatening medical conditions, not only terminal illnesses. She said Sarah Neville-Morgan will attend the next meeting.

Bay Area: In regional representative Jolene Smith's absence, Amy Reisch reported that the region has drafted a shared regional communications plan. They are also working on a policy agenda for the region to use with legislators and other policy-makers.

## Other Reports

California Family Resource Association (CFRA) Liaison Wendy Rowan announced the second biennial CFRA policy conference to be held in southern California in April: "The Time is Now: Prioritizing Family Strengthening Policy in California."

Sherry announced that the First 5 Association has finalized its contract with First 5 California to plan the 2008 statewide conference. The hotel contract is not yet finalized with Sacramento State University. However, the conference dates of May 21<sup>st</sup> to May 23<sup>rd</sup> are being held by the Marriott Hotel in Anaheim and confirmation is expected soon.

## State Commission Meeting Highlights

Chair Ramirez introduced Diane Levin who will represent ex officio member Dr. David Long, Secretary of Education, on the Commission. He also announced that new Commissioner Eleni Tsakopolous-Kounalakis will attend her first meeting in January.

## Executive Director's Report

- Kris Perry reported on her participation at CNN's *Fit Nation Solution Summit* in New York the previous day where she represented the State Commission at a forum led by former president Bill Clinton.
- She delivered printed copies of the strategic plan adopted by the

Commission at the previous meeting. A copy of the plan will be posted on the Commission's website shortly.

- RAND released two studies at an event in San Francisco where Commissioner Munger represented the Commission. The reports show that the school readiness gap for children entering kindergarten mirrors the achievement gap that exists in later grades. The studies suggest that effective pre-K can narrow the achievement gap by narrowing the readiness gap. Two more studies focused on quality issues will be released early next year.
- The Blue Ribbon Task Force on Autism released its final report and recommendations. Commissioner Kears, former Commissioner Vismara, and incoming Commissioner Tsakopolous-Kounalakis participated on the Task Force. Recommendations in several areas relate to objectives in the State Commission's strategic plan.
- Final evaluations have been completed for the Oral Health Demonstration Project and sites have provided feedback on the findings, which will be summarized by early December. Several sites raised concerns related to reporting errors. Staff are working to address those concerns.
- The statewide MEES conference was held in Sacramento on November 14. Commissioner Attore served as keynote speaker.
- Six School Readiness trainings were held in October, 4 on-site and 2 on-line. Of the 43 who attended, 22 participated on-site and 21 on-line. The successful use of the on-line technology portends greater cost efficiencies in the future by reducing the need to travel.
- Staff is in the process of selecting a vendor to assist in securing an IT contractor to build a data system to support the Evaluation Framework. The RFP will reflect the latest information on similar data systems to ensure a user-friendly and cost-effective system.

- Staff launched a CARES data system which allows counties to submit their CARES program data electronically to First 5 California. They are also in the process of administering a survey to CARES program participants to evaluate field and site retention. Results should be ready early 2008.
  - In October, First 5 California coordinated segments with Univision in Los Angeles and Sacramento to highlight the Commission's commitment toward a statewide health access program. The segments included a focus on Los Angeles and Sacramento First 5 commissions to highlight their local Healthy Kids programs.
  - County Commissions in San Francisco and Santa Clara were involved in a segment produced by Univision San Francisco to create awareness of some of their key health programs.
  - A recipe booklet developed by Mexican-American Chef and nutritionist Laura Diaz, or Chef LaLa, will be released early next year and will include 10 recipes and tips on nutrition to encourage families to incorporate healthy habits into their daily lives.
  - Kris closed by introducing her parents who traveled from Bakersfield to observe the Commission meeting.
- families, both through direct funding and by convening public and private agencies to optimize their collaboration and mutual problem-solving. Sherry urged the Commissioners to visit local programs to more fully understand the impact of First 5 at the local level.
- Sherry also noted the evening's reception hosted by First 5 Fresno, which featured traditional dance performances by children from four different cultural groups.
  - Because of slow but steady turnover among senior county commission staff as Proposition 10 nears its 10<sup>th</sup> year of implementation, the Association plans to step up its training program. A fiscal/administrative training event is planned for February and other training components are in development for convenings throughout the year.
  - Sherry distributed draft copies of the Association's compilation of resources for child obesity prevention, including curricula for preschool-aged children, best practices, and county commission-funded activities.
  - Sherry commended the work of the Small Population County Workgroup and the commitment of the larger counties to support the smaller ones. She passed along the observation by Mike Ruane, Executive Director of the Orange County Children and Families Commission, that during the southern California fires, trucks and crews came from all parts of the state, including the smallest of counties, underscoring the importance of statewide mutual assistance, whether fighting fires or raising healthy children.

## Association Report

- Sherry Novick described the previous day's site visit arranged by First 5 Fresno to Exceptional Parents Unlimited. EPU is home to the First 5-funded centralized Assessment Center for Children, as well as multiple evidence-based programs, all in one location and operated collaboratively to meet the needs of children 0 - 5 experiencing, or at risk of, developmental delays.
- The site visit demonstrated the use of First 5 county funds to leverage comprehensive services for children and

## Presentation by Host County

Steve Gordon, Executive Director of First 5 Fresno, welcomed the State Commission and introduced three of his commissioners, Dr. Ed Moreno, Hugo Morales, and Wilma Hashimoto. He then introduced the producers of *0 - 5 in 30 Minutes*, a weekly

public television program jointly funded by the First 5 Commissions of Fresno, Merced, Madera, and Tulare counties.

- It is the only magazine-style parenting program on public TV and is watched by 31,000 viewers per week.
- Both men and women watch the program, with a larger number of men than women watching on Sunday mornings.
- The program features people, programs, and resources accessible to viewers in the Central Valley and is close-captioned in Spanish.
- All program content is converted into narrative and posted on the station's website, which includes links to all the agencies and resources featured on the show.
- Representatives of Radio Bilingüe commented on the importance of reaching the Mixteco population, who make up a large portion of the farm worker population in the Central Valley and elsewhere and frequently do not speak English or Spanish.

## Research and Evaluation

- Stacie Sormano, Deputy Director for Research and Evaluation, presented the proposal for the Special Needs Project evaluation that had been approved by the Research and Evaluation Committee. The plan is to coordinate the evaluation of the SNP through:
  - PEDS data
  - A school readiness program survey
  - A family survey in multiple languages
  - A qualitative analysis to be based on a protocol developed by the SNP technical assistance contractor
  - Case studies targeted on sites demonstrating the strongest performance, with the goal of identifying best practices
- Commissioner Kears said that it's clear there is a dearth of screening and assessment for children 0 - 3, but this is a problem no single group or approach can address alone. He asked how First 5 can participate with other groups - mental health departments, regional centers, social services and others - to expand and sustain assessment efforts. He argued that First 5 should act as a catalyst to bring these efforts together.
- Sarah Neville-Morgan, Deputy Director for Program Management, noted that the January convening of SNP sites will include a focus on the Blue Ribbon Task Force recommendations and that state staff will also attend the Association's upcoming meeting of its Early Childhood Mental Health project.
- Commissioner Miñon warned against focusing on individual diagnoses; an approach is needed that screens for a range of issues, not one that tries to solve problems one diagnosis at a time.
- Commissioner Munger asked how close we are to knowing what to do, what recommendations to offer.
- Commissioner Miñon said we still have a lot to learn about what is best practice and Kris added this is complicated and many states are far ahead of California. They don't use a single tool or system. She predicted a time, perhaps a year away, when First 5's recommendations will be clear and the policy window will open.
- Chair Ramirez asked how school readiness is defined in order to determine whether the SNP is successful in improving the school readiness of children with disabilities and other special needs.
- Stacy responded that the definition is very broad. It would be best to look at how kids are performing when compared to their peers, but the current program design does not allow for this. It would be very difficult to change the data being collected by participating counties midway through the project.
- Debra Gossell, Commissioner from Solano County and early intervention

specialist, pointed out that the Desired Results Developmental Profile, Access version, measures the readiness of children with disabilities to enter kindergarten. She suggested that sites could use this to measure school readiness if they are not already doing so.

## Legislative Update

- Marsha Jones, Chief of Legislative and Government Relations, updated the Commission on the health reform bills pending before the Legislature, one of which (AB X1 1) was voted out of the Assembly Health Committee the previous day. She described the process that is expected, including putting the financing mechanism for the bill on the November 2008 ballot.
- Commissioner Kears noted that the hardest part of the proposal is the financing and that it makes little sense to use a tobacco tax as a vehicle since it is intended to be a diminishing revenue stream.

## Small Population County Augmentations

The Commission unanimously approved continued funding for the small population county augmentation, in an amount up to \$3.5 million annually, for Fiscal Years 2008-09, 2009-10, and 2010-11.

- The Commission will hire a contractor with expertise in financial modeling to assist the Small Population County Workgroup with development of an updated fiscal model for the augmentations, to be completed by January 2009.
- The motion specified that the new model may result in a reduction in the amount of State Commission funds needed to augment small population counties either by identifying other sources of revenue or modifying the augmentation formula. It may also

result in a reduction in the number of counties that are eligible, a reduction in the amount of funding they receive, or both.

- Kris explained that the Small Population County Workgroup, which includes representatives of large and small county commissions, the Association, and State Commission staff, met at the request of the State Commission over the last 8 months to secure a long-term funding solution to ensure continued operation of First 5 in small population counties.
- The workgroup developed a mechanism through which larger counties could contribute half the cost of the augmentations from interest earned on tobacco tax revenues that are held in the state's Surplus Money Investment Fund (SMIF) prior to disbursement to the counties. Up until now, the State Commission has funded the entire augmentation, which to date has amounted to approximately \$24 million. Kris recommended not moving forward with the SMIF proposal at this time, however, because it will require amending the California Children and Families Act, and she felt the timing is not right to introduce such a bill in the Legislature.
- Commissioner Dartis expressed concern that the \$3.5 million, which is based on old birthrate data and has not been updated to reflect increased costs, could actually represent a loss of purchasing power and decline in services. Kris responded that most augmented counties receive the bulk of their funds from the tax revenue; it is only in the smallest counties that this represents the majority of their operating money.
- Commissioner Kears noted that the revenue base in relation to need is declining for all commissions, resulting in everyone having to reduce costs or find more funding sources. He urged county commissions to adopt the most cost efficient administration possible

and join together where possible to create greater economies of scale.

- Kris said the workgroup had taught her a lot about rurality and the special needs of small population counties, such as the long distances between population centers, which may be why it is easier for mid-size and larger counties to partner.
- Commissioner Dartis complimented the workgroup for its efforts and the counties for their willingness to support one another. She asked if there is a contractor who can take the workgroup beyond its current thinking and if the work might be completed by summer 2008. Kris called that an ambitious timeframe, but said it's possible that a preliminary proposal could be ready in May.
- Chair Ramirez noted the financial model will be only as good as the organizational structure it supports and that it may be necessary to create new structures.
- Ellen Vieira (Plumas), representing the small population county executive directors who serve on the workgroup, told the Commission that small counties are always working to reduce administrative costs in order to maximize programs for children. She thanked the Commission for its support of small population counties and told of her own daughter who is newly pregnant and will benefit directly from First 5 whether she lives in a large or small county.
- Christina Arrostituto (Solano) said that as ED of a county that stands to lose funds when the SMIF transfer occurs, she felt compelled to express her support for on-going funding for the small population counties because of the importance of the statewide impact of First 5.
- Commissioner Munger emphasized that no one disagrees; all commissioners want the small counties to be supported on a permanent basis.

## **KCET Partnership on Science Readiness Program**

The commission unanimously approved \$4 million over a 2-year period to fund production, outreach, and evaluation of the new KCET science program, *What's the Big Idea? (WTBI?)*

- *WTBI?* is a daily animated PBS children's television show developed in conjunction with the Jim Henson Company. Forty programs will be produced, to be aired five days a week for eight weeks, beginning October 2008 and repeated over a two year period.
- The objective of the show is to help preschool-age children in their instinctive quest to understand the world around them, while providing parents and teachers with a model to explain these ideas in a developmentally appropriate way, based on a curriculum aligned with the National Science Education Standards and the National Academy of Science.
- The program features an animated cast that includes Josh, an inquisitive preschooler, and eight culturally diverse friends and family members. The Josh character will be available to First 5 California to use as a mascot on its outreach and educational materials.
- Along with the television program, the series will include an interactive website for children and adults; a series of paid Spanish-language radio spots that will include tips on how parents can encourage their kids' explorations; and an educational outreach component with educational materials and targeted training for parents and caregivers.
- A 15-second First 5 California spot will run with every program.
- KCET, in collaboration with First 5 California, will conduct research to assess what children are learning from the series through experimental testing of groups of children ages 2 - 5 in the target audience.

- The \$4 million from First 5 California is approximately one-fourth of the total funds needed. The program has received \$5 million in other committed funding and a \$3 million request of the National Science Foundation is pending. The producers expect the remainder of the funds to be raised through corporate underwriting and are in discussion with potential candidates.
- Several commissioners asked about the financial security of the program, given that less than 60% of the funding has been raised so far. KCET officials responded that the State Commission's commitment will greatly enhance the fundraising effort, as will the fact that this is one of the few programs that PBS has picked up for national distribution in 2008.
- Hugo Morales, Commissioner from First 5 Fresno and founder of Radio Bilingüe, said that historically PBS has not served the needs of African American and Latino populations, and that these populations are under-represented in creative and decision-making roles within PBS and its affiliated stations.
- Other who spoke during public comment stressed the importance of having people of color develop the *WTBI?* characters, given that the cast includes Asians, African-Americans, and Latinos.
- KCET officials responded that KCET has been honored by the National Hispanic Media Coalition for its programs and employment practices and takes ethnic diversity seriously, both in front of and behind the camera.
- Commissioner Dartis said it will be important to take note of the ethnic make-up of the audience since the intention is to serve California's diverse population.
- Commissioner Kears added that he will want to see the data that shows who is being reached because First 5 outreach funds are intended to reach populations representing the largest population

growth in the state and those most underserved.

## Commission Committees

The Commission added Commissioner Tsakopoulos-Kounalakis to the Legislation Committee to replace former Commissioner Vismara. Commissioner Munger is the other member of that committee.

The Commission voted to add a new Program Committee. Commissioners Munger and Dartis were appointed to serve on the new committee. In January, after public notice, the Commission plans to fold the Equity Principles Committee into the Program Committee.

## First 5 California Programs

In 2008, the State Commission will create a workgroup to review all the currently funded programs (known as legacy programs) -- those implemented through matching grants to county commissions and those executed by the State Commission through third-party contractors -- in order to assess their viability in meeting First 5 California's goals. In response to the commissioners' request at the last meeting, Sarah Neville-Morgan presented an overview of the current First 5 California programs. [Note: Detailed explanation of these programs is available at <http://www.cfc.ca.gov/handouts.htm> under Agenda Item 11.]

## School Readiness

**Term:** Cycle 1 - 2001-2008; Cycle 2 - 2006-2012. The terms are 4 years each, with overlap depending on when individual counties began Cycle 1. All counties have entered Cycle 2 except 17 will do so in 2008.

**Partners:** The 58 county commissions and their local partners

**Objective:** To improve the ability of children, families, schools, and communities

to prepare children to enter school ready to learn, with a priority on children entering schools that have API scores in the lowest 30%.

**Results:** Over 60% of SR programs serve bilingual and bicultural families; 78% are Latino and 60% are English language learners.

- Chair Ramirez, who previously worked for an agency that was a School Readiness contractor, commented that measurement of the impact of the SR program has always been unclear, and asked whether the Commission will see an impact on the scores of children in low API schools.
- Sarah Neville-Morgan said the data gathered is primarily demographic and not designed to collect that impact information. She said it is not feasible to make major changes in the data collection this late in the process.
- Kris Perry explained that the SR program was designed to be flexible in order to meet local needs, so comparability and attribution are not possible, unlike a program such as Head Start, where every site follows the same model. She reminded commissioners that school readiness is the overarching mission of the Commission and its biggest investment, but when the API scores changes in a community – whether upwards or downwards – the program cannot necessarily take the credit or blame.
- Commissioner Dartis said, nonetheless, the Commission should be in a position to tell a compelling story about systems change through the program.
- Commissioner Kears said he hopes the costly data collection and evaluation do not merely tell us what we already know, emphasizing that the evaluation needs to measure the value of the program.
- Chair Ramirez expressed concern that providers be able to implement useful data collection.

## ***Power of Preschool***

**Term:** 2005 – 2010

**Partners:** First 5 commissions in Los Angeles, Merced, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Ventura, and Yolo

**Objective:** To provide high quality part-day preschool programs with a focus on underserved and high-priority communities

**Results:** Approximately 7,200 children were served in FY 2005-06 and 2006-07.

Participating commissions are submitting program and evaluation data for FY 2006-07 to evaluate the quality of teachers and facilities; screening and assessment efforts; participant improvement over the school year; and parent satisfaction.

- Commissioner Munger asked how many new spaces were created and how many were upgrades.
- Sarah Neville-Morgan said approximately 25% were new spaces and Kris Perry said she expects that percentage to increase more rapidly over time since those are the hardest to create and take the longest.

## ***Special Needs Project***

**Term:** 2003 – 2009, with county demonstration projects operational 2005 – 2009

**Partners:** First 5 commissions in El Dorado, Los Angeles, Mendocino, Merced, Monterey, Orange, Riverside, San Diego, San Francisco, and Sonoma

**Objective:** To improve the school readiness of children with disabilities and other special needs through early identification of special needs, and to demonstrate effective practices in serving these children and families.

**Results:** 2,553 children were screened in FY 2005-06, using a multi-faceted screening protocol, and half were referred for assessment or services.

- Commissioner Dartis pointed out that it will be important to incorporate the

efforts of counties that are not participating in the demonstration project but have extensive experience with screening in order to tell the whole story of how First 5 is meeting the needs of children who would otherwise have been missed.

- Chair Ramirez asked how this work relates to Prop 63 and Commissioner Kears responded that Prop 63 is a matter of local decision-making and that planning is underway currently at the county level.

## ***Health Access***

**Term:** 2005 – 2010, with start dates between 2004 and 2006

**Partners:** 23 First 5 county commissions

**Objective:** To provide insurance coverage to all children 0 – 5 in families with incomes up to 300% of the federal poverty level, regardless of their immigration status

**Results:** An evaluation will be done in 2008 through a statewide survey of participants. Best practices will be extracted from findings and shared with others.

- Commissioner Munger wondered whether the State Commission was instrumental in shaping the program at the local level, given the match rate of only 1:4. Kris Perry explained that this was part of a larger effort that had begun at the county level, so the State Commission funds were contributing to a project whose dimensions were already established.

## ***Comprehensive Approaches to Raising Educational Standards (CARES)***

**Term:** 2000-2005 for Round 1 and 2005-2009 for Round 2

**Partners:** 40 – 44 commissions, varying over time

**Objective:** To improve the quality of child care and early learning programs by increasing the education, professional

development, and retention of the early learning workforce.

**Results:** CARES provided approximately 68,500 incentives to early learning teachers and providers from FY 2000-01 through 2005-06. The number of child development permits processed has increased by 84.5% during the course of the CARES program.

- Commissioner Munger wondered why, of the 12,800 participants who received support in 2005-06, only 1,340 had achieved child development permits or higher education degrees.
- Sarah Neville-Morgan explained that it takes time to complete the necessary units, especially for providers who work full-time. She noted, however, that CARES has transformed the child development field by including the permit requirement for participants even if they do not work for state-subsidized Title 5 programs, which previously was the primary place providers with permits were found. She also noted that since 2004, CARES has focused on participants' educational plans to ensure that the units they receive contribute toward permits and degrees.
- Chair Ramirez said the challenge will be to look at the various components of the CARES program and see where First 5 funds have the biggest impact since there will never be sufficient funding to compete with the salaries of kindergarten teachers.
- Commissioner Dartis agreed that the Commission may need to re-think the elements of the program and its specific goals.

## ***A Place of Our Own/Los Niños en Su Casa***

**Term:** 2004 – 2009

**Partners:** KCET, local PBS stations, child care resource and referral agencies, First 5 School Readiness and CARES programs

**Objective:** To improve the knowledge and practices of home-based child care providers  
**Results:** Season 2 showed increased knowledge among 75% of home-based providers and positive changes among parents and caregivers in the way they think about caring for children. The program has also received numerous national awards

## ***Oral Health Initiative***

**Term:** 2004 - 2008

**Partners:** California Dental Association Foundation and the Dental Health Foundation

**Objective:** To provide education and training to dental and medical professionals to improve the detection and treatment of dental disease in young children

**Results:** The average response to surveys of 13,000 dental and health professionals who received training showed participants learned new information or skills from the training.

## ***Migrant Education Even Start***

**Term:** 2003 - 2008

**Partner:** California Department of Education

**Objective:** To enhance and expand the existing MEES program in 60 targeted areas of the state through increased enrollment, creation of new sites, transportation, education services for parents, home visitation, and assisting families to receive child care licenses

**Results:** Enrollment of 7,427 children and parents, improved pre- to post-intervention developmental screenings of children, and decreased numbers of children with at-risk screening results

## ***Kit for New Parents***

**Term:** Current term is 2007-10

**Partners:** All 58 county commissions

**Objective:** To provide new parents and caregivers with resources to educate them on early child care and development

**Results:** An evaluation in 2004 found that the majority of parents and caregivers who received the Kit indicated it changed their thinking or behavior regarding child safety practices, helping their babies learn, and feeding their baby.

## ***Low Income Investment Fund's Affordable Building for Child Development/Constructing Connections***

**Term:** Cycle 1 - 2004-07; Cycle 2 - 2007-10

**Partners:** The Low Income Investment Fund and Constructing Connections sites in Kern, Los Angeles, Riverside, Santa Barbara, Solano, Ventura, Merced, Orange, Sacramento, Amador, and Calaveras counties

**Objective:** To increase access to quality child care spaces through greater access to facilities financing and provider training and support

**Results:** The project is leveraging more than \$62 million for the creation and renovation of child care spaces, nearing the 2010 goal of 15,000 spaces.

## ***Tobacco Cessation***

**Term:** 2001 - 2009

**Partners:** California Department of Public Health's Helpline

**Objective:** To decrease the number of pregnant women, parents, and caregivers who use tobacco

**Results:** The Helpline has responded to approximately 40,000 calls per year of which 20% are from pregnant smokers or smoking parents of children 0 - 5.

- During public comment, representatives of CARES programs in Merced and Kings counties described the benefits of the program in those counties, including the increased professionalization of early educators, increased provider self-esteem, and systems change that is occurring by bringing together educational and training agencies to coordinate curricula and increase articulation between programs.
- Representatives of local School Readiness programs described the success of SR programs that may not be evident in the statewide evaluation.
- Jim Moore, School Readiness coordinator for First 5 Tulare and a former educator, described why it took time to gear up the programs, including problems contracting with schools and waiting for the schools to complete their hiring processes, but said that data is now available from developmental screenings administered during participating children's 3<sup>rd</sup> year, 4<sup>th</sup> year, and upon kindergarten entry. Every SR program in Tulare has a staff person who is of the major ethnic group served and who speaks the language of those served, and all programs include the elements shown to be instrumental to positive outcomes in the kindergarten entry profiles.

### **Upcoming First 5 Events**

- 11/29 ECMH Project County Teams  
11/30 meeting  
St. Claire Hotel  
San Jose
- 12/10 Association meeting for county commissions interested in Touchpoints training  
First 5 Sacramento Offices
- 1/22 Health Access Learning Exchange  
Location TBA  
Sacramento
- 1/22 Early Childhood Meeting for Network for Health California (Nutrition Network)  
Sacramento Convention Center
- 1/23 Association meeting  
DoubleTree Hotel  
Sacramento
- 1/24 State Commission meeting  
Location TBA  
Sacramento
- 2/28 - Fiscal/ Admin Summit  
2/29 Location TBA

For more information please visit the First 5 calendar at <http://www.f5ac.org>