



**FIRST 5 ALAMEDA COUNTY COMMISSION MEETING AGENDA**

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**Thursday, May 3, 2012**

**First 5 Alameda County  
1100 San Leandro Blvd., Suite 120  
San Leandro, CA 94577  
Conference Room A**

9:00 AM – 11:30 AM

**Commissioners:** *Chair:* Pamela Simms-Mackey M.D., *Vice Chair:* Helen Mendel, CMD, Alex Briscoe, Keith Carson, Ricky Choi, M.D., Renee Herzfeld, Lori Jones, Deborah Roderick Stark, Albert Wang, M.D.

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- 1. Public Comment**
- 2. Approval of Minutes from February 23, 2012**

**INFRASTRUCTURE**

- 3. First Reading of FY 2012-13 Budget**
- 4. First Reading of FY 2013-17 Long Range Financial Plan**
- 5. San Francisco Foundation Proposal**
- 6. Contract Authorizations**
- 7. Approval of First 5 California State Annual FY 2010-11 Report**

**PROGRAM**

- 8. Home Visiting Redesign & Strengthening Families**
- 9. FY 2013-2017 Strategic Plan Process Update**
- 10. First Reading of FY 2012-13 Strategic Plan**
- 11. State Commission & Association Updates**
- 12. Legislation and Public Policy Updates**

**MISCELLANEOUS**

- 13. Staff Announcements**
- 14. Communication from Commissioners**

**15. Discussion of Office Space/Lease (CLOSED SESSION)**

**16. Adjournment**



**FIRST 5 ALAMEDA COUNTY COMMISSION MEETING MINUTES**

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**Thursday, February 23, 2012**

**First 5 Alameda County  
1100 San Leandro Blvd., Suite 120  
San Leandro, CA 94577  
Conference Room A**

9:00 AM – 11:30 AM

**Commissioners:** *Chair:* Pamela Simms-Mackey M.D., CMD, *Vice Chair:* Helen Mendel, CMD, Alex Briscoe, Ricky Choi, M.D., Renee Herzfeld, Lori Jones

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**1. Public Comment**

There was no public comment.

**2. Approval of Minutes from December 8, 2011**

Commission Action: The Commission approved the December 8, 2011 minutes upon motion by Vice Chair Mendel, seconded by Commissioner Choi and unanimously carried (5 in favor, 0 opposed).

**3. Election of Officers**

Chair Simms-Mackey asked for nominations for the Chair and Vice Chair positions for Calendar Year 2012-13.

Commission Action: The Commission approved the nomination of Chair Simms-Mackey to continue as Commission Chair for CY 2012-13 upon motion by Commissioner Herzfeld, seconded by Commissioner Choi and unanimously carried (5 in favor, 0 opposed).

Commission Action: The Commission approved the nomination of Vice Chair Mendel to continue as Vice Chair for CY 2012-13 upon motion by Commissioner Herzfeld, seconded by Commissioner Choi and unanimously carried (5 in favor, 0 opposed).

**CONSENT**

**4. FY 2011-12 Second Quarter Investment Report**

Commission Action: The Commission approved the FY 2011-12 Second Quarter Investment Report upon motion by Vice Chair Mendel, seconded by Commissioner Jones and unanimously carried (5 in favor, 0 opposed).

## 5. FY 2011-12 Second Quarter Financial Report

Commission Action: The Commission approved the FY 2011-12 Second Quarter Financial Report upon motion by Vice Chair Mendel, seconded by Commissioner Jones and unanimously carried (5 in favor, 0 opposed).

## 6. FY 2011-12 Budget Modification

Commission Action: The Commission approved the FY 2011-12 Budget Modification upon motion by Vice Chair Mendel, seconded by Commissioner Jones and unanimously carried (5 in favor, 0 opposed).

## INFRASTRUCTURE

### 7. Ethics Training

CEO, Mark Friedman presented James Harrison, legal counsel from Remcho, Johansen and Purcell to present the Ethics/Conflict of Interest Training to the Commission.

Commissioner Alex Briscoe arrived at the meeting at 9:07AM

### 8. Contract Authorizations

Mr. Friedman presented the Contract Authorizations to the Commission. He stated that the Commission is being asked to approve the following contracts:

- Social Interest Solutions (SIS) – \$83,750: First 5 currently has a \$1,025,456 FY 2010-12 contract with SIS for maintenance, hosting and development of ECChange, ECCOnline and Pathways database systems (2009-13 Strategic Plan, page 26). The addition of \$83,750 to the existing \$686,584 FY 2011-12 contract brings the aggregate FY 2010-12 contract amount to \$1,795,790.
- Xantrion – \$136,000: During this fiscal year, Xantrion has also assisted F5AC with the purchase and installation of new computers with updated software for staff. The aggregate amount committed to be paid to Xantrion during FY 2011-12 is \$136,000 for which Commission approval is needed.

Commission Action: The Commission approved the above contracts upon motion by Commissioner Choi, seconded by Commissioner Herzfeld and unanimously carried (6 in favor, 0 opposed).

- Alameda County Health Care Services Agency - \$75,000.00: First 5 currently has a FY 2011-13, \$2,124,608.46 (\$1,062,304.23 per year) contract with ACHCSA for the Special Start program to provide intensive, multidisciplinary support services for medically fragile infants through age three. The addition of a \$75,000 contract would bring the

aggregate FY 2011-13 contract amount to \$2,199,608.46 for which Commission approval is needed.

Commission Action: The Commission approved the above contract upon motion by Vice Chair Mendel, seconded by Commissioner Herzfeld and unanimously carried with Commissioners Jones abstaining from the vote (4 in favor, 0 opposed, 1 abstained) and Commissioner Briscoe out of the room.

## **PROGRAM**

### **9. Early Care and Education Program Presentation**

Mr. Friedman stated that at the Strategic Plan Task Force meeting the desire came up to learn more about the Early Care and Education (ECE) programs. He stated that today's overview will be led by Malia Ramler. Ms. Ramler stated that she has the privilege of presenting on the Early Care and Education programs because they live in the Capacity Building strategy. She stated that she will be providing a high-level overview on the First 5 investment in Early Care and Education at this point in time as we go forward into strategic planning. She gave a description of the Child Care Quality Improvement programs using primarily the data from the 2010-11 Annual Report.

Commissioner Mendel asked if there is any follow up with the BA Cohort graduates after they graduated. Lauren Witten stated that we are just starting to look into follow up, to find out if the graduates are still in the field and at what capacity. Lisa Erickson added that Marcy Whitebook just released a study on the cohort programs and the report has some of that information. Ms. Ramler stated that the First 5 annual reports also shows that some of the participants proceeded on to graduate education, which is a really nice thing to see for building the next generation of leadership.

Chair Simms-Mackey asked if there was an incentive for the participants to stay working in Alameda County. Ms. Ramler stated that we don't have that information, as there are so many variables. Chris Hwang stated that because of the pay differential it's not always an incentive for providers to stay in the ECE field, they often move into K-12 or other areas.

### **10. FY 2013-2017 Strategic Plan Process Update**

Mr. Friedman stated that staff has been working with the Strategic Planning Task Force on the beginning stages of the 2013-17 strategic plan process. Mr. Friedman walked the Commission through the strategic plan "Givens" document and then introduced Chris Hwang who gave an overview of the community survey results that will be used to help guide staff in the strategic planning process.

Ms. Hwang shared the results of the community stakeholder's survey. She stated that there was a great response to the community online survey. She stated that there were about 560 respondents, 43% of them identified themselves as being a part of community based organizations, 36% public agencies, 14% were from a hospital/clinic or medical office and about 53% were from Early Care and Education. She stated that this survey was the first opportunity for the community to tell us how they think we can strategically use declining tax revenue. She stated that one thing that stood out for her in the results was the alignment with some of the assumptions in the Given's document that Mark Friedman just reviewed and the alignment with the First 5 three main strategies. She stated that there was a little more specificity from the community of what those strategies could look like on the ground.

**11. State Commission & Association Updates**

Mr. Freidman stated that Sherri Novick the Executive Director of the First 5 Association resigned to take a job at Kaiser in government relations. He stated that he will forward the job announcement to all Commissioners to share with anyone they know that might be interested.

**12. Legislation and Public Policy Updates**

Mr. Friedman stated that the Governor's proposal for 2012 includes severe cuts to childcare. He stated that \$518 million in cuts are proposed to California's childcare programs, which represents about a 40% cut in childcare. He stated that it will behoove us as a Commission to take a position against the proposed cuts to childcare and to authorize a formal letter to the Governor and Legislature.

Commission Action: The Commission approved the recommendation to take a position against the Governors proposed cuts to childcare in the form of a letter upon motion by Vice Chair Mendel, seconded by Commissioner Herzfeld and unanimously carried with Commissioners Jones abstaining from the vote (6 in favor, 0 opposed).

**MISCELLANEOUS****13. Communication from Commissioners**

Vice Chair Mendel announced that the tobacco tax proposed on the next election has been given a number, Prop. 29.

**14. Discussion of Office Space/Lease (Closed Session)**

Vice Chair Mendel, Commissioner Wang, and Commissioner Briscoe were appointed to the Office Space Task Force.

Commission Action: The Commission approved an initial \$100,000 to be allocated from Sustainability Funds to be used for earnest money on a purchase and authorized staff to engage the services of Gary Bettencourt and California Capital to assist with whichever option is selected, upon motion by Chair Simms-Mackey, seconded by Commissioner Mendel and unanimously carried (6 in favor, 0 opposed).

**15. Adjournment**



**To:** First 5 Alameda County Commission

**From:** Mark Friedman, CEO  
Mark R Rasiah, Financial Controller

**Date:** May 3, 2012

**Subject:** 2012-13 Budget Proposal – First Reading

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**ACTION REQUESTED**

To review and approve the FY 2012-13 Budget Proposal- First reading.

**BACKGROUND**

Each First 5 agency is required by statute to pass a Strategic Plan that outlines the use of the tobacco tax funds to serve children age 0-5 and their families. The First 5 Alameda County Commission has approved a four-year Strategic Plan for FY 2009-13. The Strategic Plan was prepared after extensive program and needs assessment and community and stakeholder input. Every two years, the Commission adopts a two year budget. In June 2011, the Commission adopted an annual budget for each of the fiscal years 2011-2012 and 2012-2013. This budget proposal for FY 2012-2013 is in aggregate, identical to that which was adopted in June last year.

This presentation is the first reading of the 2012-13 budget proposal. Staff will prepare the second and final reading for the June Executive and Commission meetings, and will incorporate in the interim any changes directed by the Commission as well as new information, if any, related to the Tobacco tax and other revenue streams. In addition, the presentation in June will include the list of contracts that exceed \$50,000 which require Commission authorization.

As is the practice of First 5 Alameda County, changes that occur during the course of the fiscal year will be formally brought before the Commission and incorporated into the budget as a mid-year Budget Modification in January 2013.

This document provides a fiscal summary of revenue projections. In addition, the document provides each program's total program expenses and the total cost of infrastructure that has traditionally been presented as an allocation to each program. The total program costs include:

- First 5 staff salaries and benefits
- Grants, contracts, and stipends
- Program Operating Costs
- Infrastructure/Overhead costs

### **CURRENT BUDGET PROPOSAL**

The following Revenue and Expense projections are presented with a comparison to the current year FY 2011-12 budget, adopted in June 2011. All Program areas are presented before the distribution of allocable administrative costs. Infrastructure costs (which include major items such as building lease costs, database hosting and computer network support) are presented in full, rather than as allocations. This was done in order to provide a comprehensive picture of the total indirect cost of supporting all programs. The Expense spreadsheet gives expense data by each Strategy, as it currently exists.

### **REVENUE AND AVAILABLE FUNDS 2012-13**

Based on estimates from the State of California Department of Finance, Tobacco tax revenues are expected to decline by 3.5% in FY 2012-2013. Despite this decline, total Prop 10 and other Revenue is expected to increase from \$17.32 million in the current year to \$17.68 million, primarily due to the California Department of Education Race to the Top Early Learning Challenge Grant that was received in FY 2011-2012. First 5 Alameda County will receive a total of \$2.3 million of grant funds over the next four years. Consistent with the Long Range Financial Plan, funds from the Sustainability Fund amounting to \$2.98 million are budgeted to be used to close the gap between decreasing Tobacco Tax revenue and projected expenses. Investment income is projected to remain at current levels due to the low interest rate climate that is expected to continue for the duration of 2013.



LINE ITEM	2011-12 ADOPTED	2012-13 PROPOSED	RATIONALE
Prop 10 Tobacco Tax	\$14,010,000	\$13,510,000	Tobacco tax revenue projection is based on assessment of current year trend through February 2012 and First 5 California projections for county commissions.
Interagency Income	\$1,013,421	\$1,306,000	<p>The SAMHSA (Substance Abuse Mental Health Services Administration) Project LAUNCH federal grant for a place-based strategy designed to promote the healthy development of young children within the targeted East Oakland community from Alameda County Public Health Department (PHD) was committed for \$655,000.</p> <p>The SAMHSA Early Connections federal grant for a six-year project that creates an infrastructure for a system of care for children ages 0-5 and their families from Alameda County Behavioral Health Care Services (BHCS) was committed in the amount of \$390,000. The remainder is for the Screening, Assessment, Referral &amp; Treatment (SART) Pathways Linkage Line (\$142,000) and reimbursement from First 5 Contra Costa for a full-time staff person for hospital outreach in Contra Costa County (\$119,000).</p>
Grants	\$1,100,317	\$1,672,000	<p>The Federal Grant amount consists of a proposed reauthorization of part of the federal earmark for the SART program (\$400,000), and the California Department of Education Race to the Top Early Learning Challenge grant (\$538,000).</p> <p>The State Grant consists of a Comprehensive Approach to Raising Educational Standards (CARES) Phase II grant (\$300,000).</p> <p>A grant from The Long Foundation (\$400,000) was committed to expand the School Readiness program. A two year (FY2011-2013) grant from the Kellogg Foundation for a total of \$40,000 was committed for the Help Me Grow program. The unexpended portion of \$34,000 is reflected here.</p>
Fiscal Leveraging	\$700,000	\$700,000	Medi-Cal Administrative Activities (MAA), based on conservative estimates of actual invoices submitted for MAA in 2010-11.

LINE ITEM	2011-12 ADOPTED	2012-13 PROPOSED	RATIONALE
Investment Revenue	\$500,000	\$ 500,000	To be conservative and to reflect the sustained low interest rates climate of recent years, investment revenue yield is estimated to be under 2%, and also assumes a decreased fund balance due to partial liquidation of the investment portfolio.
Sustainability Fund	\$3,846,262	\$2,982,000	This amount is consistent with the Long Range Financial Plan approved in June 2011. That Plan allows for up to \$4.35 million in Sustainability Funds to maintain programs in 2012-2013.

**EXPENDITURES 2011-12**

The following Expense information compares the current 2011-12 budget with the proposed 2012-13 budget. The program expenditures presented below consist of Salaries and Benefits, Program related Contracts, Grants and Professional Services Costs and Direct Program Costs. They exclude shared or indirect Infrastructure costs which are shown separately. The budget will be approved at the Strategy level as shown below, but will be managed at the program level. The budget narrative provides more detail on each Program.

Programs are supported by facilities, infrastructure and data systems. These costs are shown separately as Infrastructure Costs in the proposed budget. The goals of this format of presentation are two-fold. First, to disclose the full cost of each infrastructure component or fixed overhead cost in total, instead of as an allocated cost. Secondly, in a declining funding environment keeping track of costs in aggregate can lead to better tracking, financial control and reporting.

Consistent with legislative requirements brought about by AB 109, expense costs continue to be separated into three cost categories: Program, Evaluation and Administration. The expenses in each category are consistent with First 5 California guidelines, and those set forth in the Government Finance Officers Association’s First 5 Financial Management Guide.

**Salaries and Benefits**

Salaries and benefits are projected to increase from \$6.28 million to \$ 6.73 million, an increase of \$0.44 million. The increase is due in part to the 4% Cost of Living Allowance paid to staff starting in January 2012 and an increase of 3.2 FTEs in select staffing categories.

Salaries are budgeted based on actual amounts. Benefits are budgeted at 50% of salaries. Consistent with direction from the Commission, the approved benefit package has remained mostly consistent with the Alameda County benefit package, including membership in the Alameda County Employee’s Retirement Association (ACERA), health and dental benefits, life insurance and a flexible benefit of \$1,500 to offset health, life insurance or flexible spending account costs. The 50% allocation is based on actual cost estimates that are revised periodically as needed.

### Continuum of Care and Linkages for Children and Families (COCL)

The total COCL budget proposal for 2012-13 is \$9.39 million compared to \$9.14 in the current year, a net increase of \$0.24 million.

PROGRAM	2011-12 BUDGET	2012-13 PROPOSAL	FUNDING SOURCES/VARIANCE	STRATEGY
Perinatal Services and Home visiting.	\$5,569,721	\$5,616,681	Tobacco Tax, Medi-Cal Administrative Activities (MAA), Other Sources	Home-Based Family Support
Children's SART (Screening, Assessment, Referral and Treatment)	\$1,640,418	\$1,584,763	Tobacco Tax, Medi-Cal Administrative Activities (MAA), Behavioral Health Care Services funding for Pathways data system, Federal Grant, Kellogg Foundation.	Coordinated Screening, Assessment, Referral and Treatment (SART)
Early Connections	\$203,609	\$453,053	Behavioral Health Care Services (SAMHSA Federal Grant)	Coordinated Screening, Assessment, Referral and Treatment (SART)
School Readiness Includes Literacy, Kindergarten Readiness and Transition	\$1,035,303	\$1,074,084	Tobacco Tax, Long Foundation Private Grant	Community-Based School Readiness Services
Project LAUNCH	\$590,454	\$530,775	Public Health Department (SAMHSA Federal Grant)	Integrates all strategies at the community level
Cultural Access Services	\$106,500	\$135,500	Tobacco Tax, Medi-Cal Administrative Activities (MAA)	Cultural Access Services is a program that works across all strategies, providing translation and interpretation services to support all programs.
<b>Total Continuum of Care And Linkages</b>	<b>\$9,146,005</b>	<b>\$9,394,856</b>	<b>\$248,851</b>	

**Community and Provider Capacity Building (PCB) & Program Operations**

The Provider Capacity Building (PCB) & Program Operations budget proposal for 2012-13 is \$7.50 million compared to \$7.67 million in the current year, a decrease of \$173,942. This represents a \$263,556 reduction in Total Grants and Contracts, which was partly offset by an \$87,714 increase in the Personnel Budget, which includes The Grants and Contracts Management Group. Program Operations consists of the Deputy Director function and a Contingency Budget of \$50,000 for unforeseen program expenses that may arise during the year.

PROGRAM	2011-12 BUDGET	2012-13 PROPOSAL	FUNDING SOURCES/VARIANCE	STRATEGY
Community Grants	\$2,315,449	\$2,317,429	Tobacco tax	Programs funded in various strategy areas, dependent on funding priorities selected by the Commission
ECE Community based training.	\$1,458,429	\$1,192,662	Tobacco Tax	Integrated Child Care Quality Support System
College and University Education	\$1,277,031	\$1,131,022	Tobacco Tax, Federal Grant	Integrated Child Care Quality Support System
Quality Counts and Child Care Capital Grants	\$1,449,810	\$1,399,041	Tobacco Tax	Integrated Child Care Quality Support System
Training Institute/Coaching Training/Family Financial Fitness	\$273,827	\$253,713	Tobacco Tax	Provider Capacity Building
Child Development/Mental Health Strategies	\$401,083	\$390,901	Tobacco Tax	Mental Health Consultation to Child Care
Child Development/Early Learning	\$0	\$313,167	California Department of Education Race to the Top Early Learning Challenge grant	Provider Capacity Building

Program Operations, Contracts & Grants Management	\$501,348	\$505,100	Tobacco Tax	Program oversight for all strategies. Contracts & Grants Management and tracking.
<b>Total Provider Capacity Building</b>	<b>\$7,676,977</b>	<b>\$7,503,035</b>	<b>(\$173,942)</b>	

**Early Childhood Policy Advocacy and Communication (PAC)**

The Policy Advocacy and Communications budget proposal for 2012-13 is \$241,451 compared with \$186,539 in the current year, an increase of \$54,912.

PROGRAM	2011-12 BUDGET	2012-13 PROPOSAL	FUNDING SOURCES/VARIANCE	STRATEGY
Policy agenda, Systems Change & Sustainability and linking with health reform.	\$186,539	\$241,451	Tobacco Tax	Workgroup to consist of staff from each of the strategy areas.
<b>Total Policy Advocacy</b>	<b>\$186,539</b>	<b>\$241,451</b>	<b>\$54,912</b>	

**Evaluation and Technology**

The Evaluation and Technology (E&T) budget proposal for 2012-13 is \$947,053 compared to \$804,218, in the current year, an increase of \$142,836.

PROGRAM	2011-12 BUDGET	2012-13 PROPOSAL	FUNDING SOURCES/VARIANCE	COMMENTS
Evaluation, Database, Technical Assistance.	\$804,218	\$947,053	Tobacco Tax, Behavioral Health Care Services (SAMHSA Federal Grant), Long Foundation Private Grant. Medi-Cal Administrative Activities (MAA).	Includes: internal and external evaluation activities, including annual report compilation, and ECE external evaluations (School Readiness); ECC Online and ECChange databases, only portions used for internal evaluation; provision of evaluation technical assistance to providers.

<b>Total Evaluation and Technology</b>	<b>\$804,218</b>	<b>\$947,053</b>	<b>\$142,836</b>	
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**Administration**

The Administration budget proposal for 2012-13 is \$1.04 million compared with \$0.98 million in 2011-12, a net increase of \$65,245. The increase is partly due to centralizing agency wide staff development costs under Human Resources and partly to the cost of living allowance for staff.

<b>PROGRAM</b>	<b>2011-12 BUDGET</b>	<b>2012-13 PROPOSAL</b>	<b>FUNDING SOURCES/VARIANCE</b>	<b>COMMENTS</b>
Commission, Finance, Human Resources and Facilities Management	\$984,743	\$1,049,988	Tobacco Tax, Medi-Cal Administrative Activities (MAA)	See note above
<b>Total Administration</b>	<b>\$984,743</b>	<b>\$1,049,988</b>	<b>\$65,245</b>	

**Infrastructure**

The Infrastructure budget proposal for 2012-13 is \$1,533,618 compared with \$1,871,519 in 2011-12, a net decrease of \$337,901. This budget group consists of all fixed and overhead costs incurred by First 5 Alameda County, in providing services.

<b>PROGRAM</b>	<b>2011-12 BUDGET</b>	<b>2012-13 PROPOSAL</b>	<b>FUNDING SOURCES/VARIANCE</b>	<b>COMMENTS</b>
Database Management, Network Support, Space Rental/Building Lease. Equipment leases, Communications, Insurance, Professional Services etc.	\$1,871,519	\$1,533,618	Tobacco Tax, Medi-Cal Administrative Activities (MAA), Grants.	See note above
<b>Total Infrastructure</b>	<b>\$1,871,519</b>	<b>\$1,533,618</b>	<b>(\$337,901)</b>	

**Administrative Cap**

As part of the agency Finance Policy and consistent with AB 109 and SB 35, First 5 Alameda County has set an administrative cost cap of 10%. Costs are segregated through the year into the Program, Evaluation and Administrative divisions according to guidelines and definitions set forth by First 5 California and in the Government Finance Officers Association (GFOA) First 5 Financial Management Guide.

The proposed budgets’ administrative costs do not exceed the cap. They are:

<b>2011-12 ADMINISTRATIVE CAP</b>	
Program	88.5%
Evaluation	5.3%
Administration	6.2%
<b>TOTAL</b>	<b>100.00%</b>

**Fiscal Impact**

The fiscal impact is \$20,670,000 in budgeted expenses, a major portion of which will be funded by a combination of Prop 10 and other revenue sources amounting to \$17,688,000. The balance is expected to be funded by the use of Sustainability funds in the amount of \$2,982,000 in FY 2012-13.

This amount is within the range set forth in the Long Range Financial Plan figures approved in June 2011. That plan projected up to \$4.35 million in Sustainability Funds to be used to maintain programs in 2012-13.

**RECOMMENDATION**

That the Commission approves the FY 2012-13 Budget Proposal-First reading.

Submitted by:

Reviewed by:

\_\_\_\_\_  
 Mark R Rasiah  
 Financial Controller

\_\_\_\_\_  
 Mark Friedman  
 Chief Executive Officer

**First 5 Alameda County  
Proposed Revenue and Available Funds Budget  
For the Period July 1, 2012 - June 30, 2013**

Revenues	Actual* Revenue FY 2009-10	Actual* Revenue FY 2010-11	Adopted Budget FY 2011-12	Proposed Budget FY 2012-13	Variance %
<b>Prop 10 Tobacco Tax</b>	<b>14,532,492</b>	<b>14,238,817</b>	<b>14,010,000</b>	<b>13,510,000</b>	-4%
<b>Interagency Income</b>					
- ACBHCS Early Connections(SAMHSA)			305,184	390,000	28%
- ACPHD Project LAUNCH (SAMHSA)			608,237	655,000	8%
- SART Linkage Line			100,000	142,000	42%
- First 5 Contra Costa				119,000	
<b>Total Income from Alameda Co. Agencies</b>	<b>1,464,249</b>	<b>1,154,409</b>	<b>1,013,421</b>	<b>1,306,000</b>	29%
<b>Grants</b>					
Federal	121,554	208,870			
- SART Earmark #2			500,000	400,000	-20%
- Race To The Top				538,000	
State	2,179,686				
- CARES PLUS		66,142	272,000	300,000	10%
Private					
- Long Foundation	207,899		308,317	400,000	30%
- Kellogg Foundation			20,000	34,000	70%
<b>Total Grants</b>	<b>2,509,139</b>	<b>275,012</b>	<b>1,100,317</b>	<b>1,672,000</b>	90%
<b>Fiscal Leveraging</b>					
MAA	1,060,853	757,725	700,000	700,000	0%
TCM	103,129	(103,129)			
Title IV-E	25,697				
<b>Total Fiscal Leveraging</b>	<b>1,189,679</b>	<b>654,596</b>	<b>700,000</b>	<b>700,000</b>	0%
Investment Revenue	1,471,102	679,203	500,000	500,000	0%
Miscellaneous Income	281,976	42,436			
<b>TOTAL REVENUE</b>	<b>21,448,637</b>	<b>17,044,473</b>	<b>17,323,738</b>	<b>17,688,000</b>	2%
<b>Available Funds</b>					
<b>Sustainability Funds</b>	<b>3,278,751</b>	<b>6,641,473</b>	<b>3,346,262</b>	<b>2,982,000</b>	-11%
<b>TOTAL REVENUES &amp; AVAILABLE FUNDS</b>	<b>24,727,388</b>	<b>23,685,946</b>	<b>20,670,000</b>	<b>20,670,000</b>	0%

\* Source: Audited Financial Statements



**First 5 Alameda County  
Proposed Expenditure Budget  
For the Period July 1, 2012 - June 30, 2013**

Expenditures	Actual* Expenses FY 2009-10	Actual* Expenses FY 2010-11	Adopted Budget FY 2011-12	Proposed Budget FY 2012-13	Variance
<b>Personnel Costs</b>	6,918,676	7,055,491	6,288,645	<b>6,731,119</b>	442,474
<b>Contracts</b>	12,053,746	11,219,257	10,049,790	<b>9,642,406</b>	(407,384)
<b>Grants</b>	3,923,295	3,617,487	2,338,822	<b>2,366,400</b>	27,578
<b>Professional Services Contracts</b>	284,397	222,379	319,250	<b>294,250</b>	(25,000)
<b>Program Operating Costs</b>	492,015	636,078	633,975	<b>720,308</b>	86,333
<b>Infrastructure Costs</b>	1,055,259	935,254	1,039,518	<b>915,518</b>	(124,000)
<b>TOTAL EXPENDITURES</b>	<b>24,727,388</b>	<b>23,685,946</b>	<b>20,670,000</b>	<b>20,670,000</b>	0

\* Source: Audited Financial Statements

First 5 Alameda County

Proposed Expenditure Budget  
For the Period July 1, 2012 - June 30, 2013

	Continuum of Care		Prov. Capacity Building		Policy. Advocacy. Comm.		Eval. & Technology		Administration		Infrastructure		T o t a l		Variance %
	Adopted FY 2011-12	Proposed FY 2012-13	Adopted FY 2011-12	Proposed FY 2012-13	Adopted FY 2011-12	Proposed FY 2012-13	FY 2011-12	FY 2012-13	Adopted FY 2011-12	Proposed FY 2012-13	Adopted FY 2011-12	Proposed FY 2012-13	Adopted FY 2011-12	Proposed FY 2012-13	
<b>Personnel Costs</b>															
Salaries & Benefits	2,729,268	2,985,936	1,779,427	1,867,141	186,539	241,451	677,017	684,953	916,393	951,638			6,288,644	6,731,119	7%
<b>Program Contracts/Grants</b>															
Contracts	5,904,412	5,900,862	3,270,578	2,942,444			115,000	255,000			758,000	544,100	10,047,990	9,642,406	-4%
Grants & Stipends			2,338,822	2,366,400									2,338,822	2,366,400	1%
Professional Services Contracts	190,000	128,000	55,250	92,250							74,000	74,000	319,250	294,250	-8%
<b>Total Contracts/Grants</b>	<b>6,094,412</b>	<b>6,028,862</b>	<b>5,664,650</b>	<b>5,401,094</b>	<b>0</b>	<b>0</b>	<b>115,000</b>	<b>255,000</b>	<b>0</b>	<b>0</b>	<b>832,000</b>	<b>618,100</b>	<b>12,706,062</b>	<b>12,303,056</b>	<b>-3%</b>
<b>Program Operating Costs</b>	322,325	380,058	232,900	234,800			12,200	7,100	68,350	98,350			635,775	720,308	13%
<b>TOTAL DIRECT PROGRAM COSTS</b>	<b>9,146,005</b>	<b>9,394,856</b>	<b>7,676,977</b>	<b>7,503,035</b>	<b>186,539</b>	<b>241,451</b>	<b>804,217</b>	<b>947,053</b>	<b>984,743</b>	<b>1,049,988</b>	<b>832,000</b>	<b>618,100</b>	<b>19,630,481</b>	<b>19,754,483</b>	<b>1%</b>

**INDIRECT COSTS**

Communications	30,000	30,000	30,000	30,000	0%
Copying/Printing/Postage	30,000	40,000	30,000	40,000	33%
Equipment Leases/Rentals/Maint.	3,000	3,000	3,000	3,000	0%
Equipment Purchase	36,000	10,000	36,000	10,000	-72%
Insurance	85,000	85,000	85,000	85,000	0%
Membership and Dues	22,000	24,000	22,000	24,000	9%
Professional Services	148,000	128,000	148,000	128,000	-14%
Space Rental	660,000	570,000	660,000	570,000	-14%
Miscellaneous	3,000	3,000	3,000	3,000	0%
Depreciation	22,519	22,518	22,519	22,518	0%
<b>Total Infrastructure</b>	<b>1,871,519</b>	<b>1,533,618</b>	<b>1,039,519</b>	<b>915,518</b>	<b>-12%</b>

**TOTAL**

<b>20,670,000</b>	<b>20,670,000</b>	<b>0%</b>
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**2012-2013 PROPOSED PERSONNEL ALLOCATION**

BUDGETED FTE's

PROPOSED  
BUDGET

	<u>2010 - 2011</u>	<u>2011 - 2012</u>	<u>2012 - 2013</u>	
	PERMANENT FTE	PERMANENT FTE	PERMANENT FTE	CHANGE FTE
ALL PROGRAMS	53.31	40.85	44.05	3.20
EVALUATION & TECHNOLOGY	7.50	5.50	5.50	-
ADMINISTRATION	10.50	7.88	7.88	-
<b>TOTAL BUDGETED PERSONNEL</b>	<b>71.31</b>	<b>54.23</b>	<b>57.43</b>	<b>3.20</b>

Positions Expressed in Full Time Equivalent Units (FTE)



**To:** First 5 Alameda County Commission

**From:** Mark R Rasiah, Financial Controller

**Date:** May 3, 2012

**Subject:** Revised Long Range Financial Plan Recommendation

---

**ACTION REQUESTED**

To review and approve the attached 2013-17 Long Range Financial Plan.

**BACKGROUND**

First 5 Alameda County has adopted a Long Range Financial Plan annually since March 2004. Adoption of a Long Range Financial Plan has been a statutory requirement of all First 5 Commissions since 2006-07. Historical background information about the Long Range Financial Plan is provided in Appendix C.

The current Long Range Financial Plan (LRFP) was formally approved by the Commission in June 2011. An update to the LRFP is presented herewith (Appendix A) with underlying assumptions (Appendix B). The update largely reflects the Proposed Budget for FY 2012-2013.

**MINIMUM FUND BALANCE REQUIREMENTS**

The Sustainability Fund cannot be spent down to zero; some funds must be maintained as an operating reserve to cover ongoing cash flow requirements to act as a buffer since there are delays in receiving state tobacco tax revenues or other revenues. The recommendation is to maintain an amount in the Fund Balance, at a minimum, equal to six months of operating expenses plus an amount to cover fiscal obligations under the Reduction in Workforce Policy (currently about \$500,000).

**FISCAL IMPACT**

There is no fiscal impact.

**RECOMMENDATION**

That the Commission approves the Long Range Financial Plan presented in Appendix A.

Submitted by:

Reviewed by:

---

Mark R Rasiah , Financial Controller

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Mark Friedman, Chief Executive Officer



## APPENDIX B – ASSUMPTIONS FOR THE REVISED LONG RANGE FINANCIAL PLAN

Presented below are the assumptions used to develop the Long Range Financial Plan Scenario A contained in Appendix A.

### REVENUES

2011-12 figures are from the budget approved in June 2011. For 2012-13 and subsequent years, the following revenue assumptions were used:

- **Tobacco Tax** – The California Department of Finance (DoF) prepared revised projections of First 5 tobacco tax revenues in June 2011. These take into account the effects of the federal tobacco tax, other declines in state tobacco tax revenues (such as those due to general economic conditions), Prop 99 backfill amounts and other factors. The projections cover the 2010-2015 period.

The DoF projections for Alameda County show expected drops of 1.7% in 2011-12, 3.5% in 2012-13, 5% in 2013-14 and 5.2% in 2014-2015. Annual declines in tobacco tax revenues for 2011-13 were averaged out at 3.5% in the Proposed Budget based on these DoF estimates. Starting in 2016-17, the annual rate of decline is expected to reduce to 2.5% because of historical experience that reductions in tobacco tax collections do not continue at a steep rate of decline but instead “flatten out” within four to five years.

- **Fiscal Leveraging** – From FY 2009-10, fiscal leveraging revenues consist entirely of federal reimbursements under the Medi-Cal Administrative Activities (MAA) program. It is assumed that programs eligible for MAA claiming will be sustained throughout the remainder of the 2009-13 strategic plan period and that these will be maintained at 2010-11 rates.
- **Other**– Private Grant Revenues from the Long foundation and the Kellogg Foundation are expected to continue through the FY 2014-15 period. Other grant revenues in 2011-15 consist of the federal earmark for the SART program. Interagency income represents SAMHSA federal grants for Project LAUNCH and Early Connections; Reimbursement from First 5 Contra Costa for hospital outreach coordinator services and reimbursement from ACPHD for ECChange maintenance and hosting costs. The State grant is for CARES Phase II. When new grants are awarded, the Long Range Financial Plan will be revised if appropriate at that time to incorporate the effect of those grants.

- **Investment Revenue** – The 2012-13 budget estimates investment income to be earned at a rate of approximately 1.1% of the beginning fund balance. To be conservative and to reflect the sustained low interest rates of recent years, investment income is estimated to be 2.0% of the beginning fund balance for the period thereafter.

#### **EXPENSES**

2011-12 figures are from the budget approved in June 2011. For 2013-14 and subsequent years, total expenses have been reduced so as to leave a minimum fund balance as recommended below. The plan does not provide for any cost of living allowances. It is assumed that inflationary increases will be well within the range of annual budgetary savings, as in previous years.

#### **MINIMUM FUND BALANCE REQUIREMENTS**

The Sustainability Fund cannot be spent down to zero; some funds must be maintained as an operating reserve to cover ongoing cash flow requirements to act as a buffer if there are delays in receiving state tobacco tax revenues or other revenues. The recommendation is to maintain an amount in the Fund Balance, at a minimum, equal to six months of operating expenses plus an amount to cover fiscal obligations under the Reduction in Workforce Policy (currently about \$500,000).

**APPENDIX C – HISTORICAL BACKGROUND**

The Long Range Financial Plan tool was designed to strategically guide the use of First 5 Alameda County's Sustainability Fund. The Sustainability Fund was established by the First 5 Alameda County Commission as a strategy to ensure a long term commitment to funding services for children age 0-5, even as the tobacco tax revenue declined.

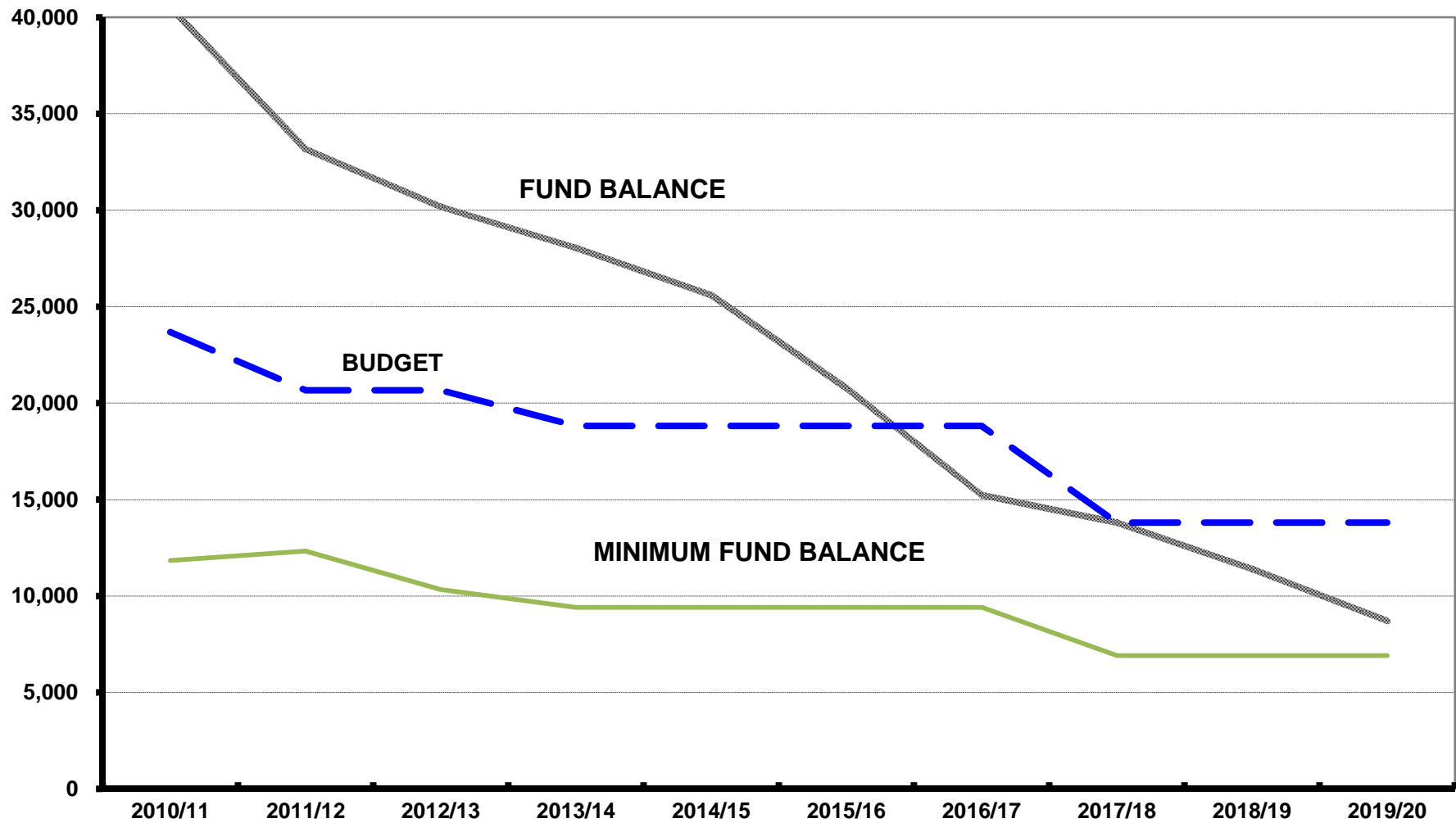
The Sustainability Fund is projected to be approximately \$37 million at the end of the current fiscal year (2010-11) and was accumulated in a number of ways over the past ten years. First, the Fund developed through the initial reserve that occurred when tax dollars were accumulated but funds could not be spent until a Strategic Plan was passed (Jan. 1999-Jan. 2000). In addition, contributions to the Sustainability Fund were budgeted over a number of years (2001-2004). Finally, budgeted funds that remained unspent were directed by the Commission to the Sustainability Fund rather than rolling to the subsequent year's budget (2001-present).

It is important to note that Sustainability Funds have been budgeted for program use since 2005-06, which means that expenses have been projected higher than revenues in each of those years, but budget savings in those years made it unnecessary to draw from the Fund. However, changes to budgeting procedures were instituted for the 2009-10 budget to reduce over-budgeting of expense line items. These changes have resulted in draws from the Sustainability Fund since FY2009-10. The plan assumes that Sustainability Funds will continue to be used to maintain a balanced budget.

	2009 - 2013 Strategic Plan			2013 - 2017 Strategic Plan				2017 - 2021 Strategic Plan				
	<i>Actual</i>	<i>BUDGET</i>	<i>BUDGET</i>	<i>Projections</i>								
	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	
<i>Dollars in Thousands</i>												
<b>Beginning Fund Balance</b>	47,158	40,517	33,170	30,188	28,053	25,604	20,783	15,245	13,811	11,402	8,712	
<b>REVENUES</b>												
Tobacco Tax	14,238	14,010	13,510	13,037	12,581	12,141	11,837	11,541	11,253	10,971	10,697	
<b>CARES PLUS</b>	66	272	300									
<b>AB212</b>												
Interagency Income(SAMHSA/LAUNCH)	1,154	1,013	1,306	1,382	1,382	336	336	336				
Fiscal Leveraging	757	700	700	700	700	700	700	350				
Federal Grants (SART Approp. 2)	209	500	400									
Private Grants (Kellogg/Longs)		328	434	450	475							
Misc/RTT	(59)		538	607	724	413						
Investment Income	679	500	500	500	500	400	400	150	150	150	150	
<b>TOTAL REVENUES</b>	17,044	17,323	17,688	16,676	16,362	13,990	13,273	12,377	11,403	11,121	10,847	
<b>EXPENSES</b>												
Programs	20,942	17,010	17,139	16,000	16,000	16,000	16,000	11,000	11,000	11,000	11,000	
Evaluation & Technology	1,079	804	947	947	947	947	947	947	947	947	947	
Administration	1,664	985	1,050	980	980	980	980	980	980	980	980	
Infrastructure(SIS/Lease/Prof.Svc)		1,871	1,534	884	884	884	884	884	884	884	884	
<b>TOTAL BUDGETED EXPENSES</b>	23,685	20,670	20,670	18,811	18,811	18,811	18,811	13,811	13,811	13,811	13,811	
<b>CASHFLOW</b>												
<b>Building</b>	- - -	- - -	- - -									
<b>Total Disbursements</b>	23,685	24,670	20,670	18,811	18,811	18,811	18,811	13,811	13,811	13,811	13,811	
<b>Excess of Disbursements over Receipts</b>	(6,641)	(7,347)	(2,982)	(2,135)	(2,449)	(4,821)	(5,538)	(1,434)	(2,408)	(2,690)	(2,964)	
<b>Ending Fund Balance</b>	40,517	33,170	30,188	28,053	25,604	20,783	15,245	13,811	11,402	8,712	5,748	
<b>MINIMUM FUND BALANCE REQUIRED</b> (50% OR 6 Months of annual disbursement)	11,843	12,335	10,335	9,406	9,406	9,406	9,406	6,906	6,906	6,906	6,906	
<b>Ending Fund Balance:</b>												
Committed for Stabilization	\$ 40,517	\$ 33,170	\$ 29,688	\$ 28,053	\$ 25,604	\$ 20,783	\$ 15,245	\$ 13,311	\$ 11,402	\$ 8,712	\$ 5,748	
Provision for Reduction in Workforce Policy	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ -	
<b>Total Ending Fund Balance</b>	<b>\$ 40,517</b>	<b>\$ 33,170</b>	<b>\$ 30,188</b>	<b>\$ 28,053</b>	<b>\$ 25,604</b>	<b>\$ 20,783</b>	<b>\$ 15,245</b>	<b>\$ 13,811</b>	<b>\$ 11,402</b>	<b>\$ 8,712</b>	<b>\$ 5,748</b>	



### LONG RANGE FINANCIAL PLAN - FORECASTED BUDGET, FUND BALANCE & MINIMUM FUND BALANCE RESERVE (\$000s)





**To:** First 5 Alameda County Commission  
**From:** Janis Burger, Deputy Director  
**Date:** May 3, 2012  
**Subject:** Contract Authorizations

---

**REQUESTED ACTION**

To review and approve the following contract authorizations.

**BACKGROUND**

Per our Financial Policies, Section VII. Purchasing and Contracting, the Commission must approve contract/award amounts in excess of \$50,000. The following awards require specific authorization from the Commission.

**HAYWARD UNIFIED SCHOOL DISTRICT - \$11,000**

First 5 Alameda County currently has a FY 2011-13 contract in the amount of \$140,000 (\$70,000 per year) with Hayward Unified School District (HUSD) to provide year-round school readiness programs and transition services including summer pre-kindergarten programs to 6 sites (2009-13 Strategic Plan, page 11). We are requesting approval of a contract amendment for HUSD to expand the summer pre-kindergarten program to 1 additional site bringing the total to 7 sites for the year. Funds will be used for materials, teacher prep time and outreach for the 2012 summer pre-kindergarten program. The addition of \$11,000 to the existing \$140,000 FY 2011-13 contract brings the total FY 2011-13 contract amount to \$151,000 for which Commission approval is needed.

**Fiscal Impact:** None. All funds are budgeted and will be received from the Long Foundation grant.

**Action Requested:** Approve an increased contract amount of \$151,000.00 for Hayward Unified School District for FY 2011-13.

**LOW INCOME INVESTMENT FUND (LIIF) - \$72,000**

First 5 Alameda County currently has a FY 2011-13 contract in the amount of \$1,224,000 (\$612,000 per year) with LIIF to administer capital grants to child care programs including those participating in the Quality Counts program (2009-13 Strategic Plan, page 12). The LIIF contract was reduced during our FY 10-11 budget reduction process; however, due to budget savings and changes to our Quality Counts (QC) program, we are proposing to increase the contract back to the original contract amount (pre-budget reductions). The QC program will be increasing the number of sites served, which means an increase in the number of sites eligible for the Quality Grant capital grant program administered by LIIF. The contract increase will accommodate the larger number of grants needed for additional QC participants. The addition of \$72,000 to the existing \$1,224,000 FY 2011-13 contract brings the total FY 2011-13 contract amount to \$1,296,000 for which Commission approval is needed.

**Fiscal Impact:** None. All funds are budgeted.

**ACTION REQUESTED:** Approve an increased contract amount of \$1,296,000 for Low Income Investment Fund for FY 2011-13.

**CHILDREN'S HOSPITAL & RESEARCH CENTER AT OAKLAND (CHRCO) - \$52,000**

First 5 Alameda County is requesting approval of a \$52,000 FY 2011-13 sole source contract with CHRCO for the planning and implementation of training to enhance the developmental knowledge of Alameda County 0 to 5 mental health services providers and for translation services for a parent advisory group (2009-13 Strategic Plan, page 15). CHRCO was selected to implement this project based on capacity and expertise in this subject. CHO currently has \*several other awards and the addition of this \$52,000 brings the aggregate contract amount to \$2,937,861.50 for which commission approval is needed.

\*Two \$120,000 FY 2011-13 community grants to provide asthma case management and developmental playgroups for Spanish speaking families,  
 \$8,000 FY 2011-12 contract to provide community consultation groups for Spanish speaking providers,  
 \$50,500 FY 2011-12 contract to recruit participants for and provide the ECMH Harris Training Program.  
 \$2,587,361.56 FY 2011-13 contract to provide intensive multidisciplinary support services for medically fragile infants through the Special Start program

**Fiscal Impact:** None. All funds will be received from the federal SAMHSA Early Connections grant.

**ACTION REQUESTED:** Approve an aggregate contract amount of \$2,937,861.50 for Children's Hospital & Research Center at Oakland for FY 2011-13.

**Recommendation:** That the Commission approves the following contract authorizations.

Submitted by:

Reviewed by:

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Janis Burger,  
Deputy Director

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Mark Friedman,  
Chief Executive Officer



**To:** First 5 Alameda County Commission  
**From:** Mark Friedman, CEO  
**Date:** April 30, 2012  
**Subject:** 2010-11 First 5 California State Annual Report

---

**REQUESTED ACTION**

To review and approve the 2010-11 First 5 California State Annual Report

**BACKGROUND**

Proposition 10 legislation requires each county Commission to conduct one public hearing on the First 5 California State Annual Report. The report is a compilation of data collected from counties that participate in statewide initiatives including Power of Preschool, Health Access and School Readiness. The report also summarizes the county results on the state identified focus areas: Family Functioning, Child Development, Child Health and Systems of Care. The report can be downloaded at: [http://www.cafc.ca.gov/pdf/annual\\_report\\_pdfs/Annual\\_Report\\_10-11.pdf](http://www.cafc.ca.gov/pdf/annual_report_pdfs/Annual_Report_10-11.pdf).

**FISCAL IMPACT**

There is no fiscal impact for this approval.

**RECOMMENDATION**

To review and approve the 2010-11 First 5 California State Annual Report

Submitted by:

Reviewed by:

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Mark Friedman,  
Chief Executive Officer

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Janis Burger,  
Deputy Director



*investing in the future*

FIRST 5 CALIFORNIA  
2010-2011  
ANNUAL REPORT

---



FIRST 5 CALIFORNIA 2010–2011 ANNUAL REPORT

health ■ education ● services ▲ support



# investing in the future:

## MESSAGE FROM THE EXECUTIVE DIRECTOR

First 5 California touches the lives of millions of children and their families every year. This 2010–2011 Annual Report tells that story with both *a state and local community voice*.

Children change rapidly in their earliest years—they seem to grow almost overnight. Their brains—in particular—expand at an astonishing rate. In fact, research shows that 90 percent of a child’s brain develops during the first five years.

Nurturing and protecting children at this critical developmental stage is the focus of First 5 California. By investing in cutting-edge statewide services and support, we work to ensure that more California young children are born healthy and can reach their full potential.

Along with the First 5 county commissions and numerous other partners, First 5 California offers innovative programs and services designed to help young children thrive and succeed in school and life. This early learning community has worked for a long time to create an integrated, high-quality early learning system. Since the passage of Proposition 10 in 1998, First 5 California has been a partner in creating this sustainable system for future generations.

As noted in this report, First 5 California currently is developing and implementing quality programs and resources that target three primary audiences: the *Child*, the *Parent*, and the *Teacher* in the focus areas of nutrition, early literacy and language development, and smoking cessation.

Public education and outreach efforts on these subjects deliver research-based messages to hard-to-reach and low-income populations. Focus groups have shown that First 5 California remains a trusted source for parents, and we strive to deliver quality information to parents and other caregivers in the best interest of their children.

Recently, First 5 California completed the goals of its five-year strategic plan, which relied heavily on leadership and investments to create evidence-based programs that result in quality. The strategic plan created a powerful blueprint for First 5 California programs and supportive services, many of which are fully detailed in this Annual Report—our *Child, Parent, and Teacher Signature Programs*.

While much has been accomplished, more work is ahead. The early learning community—including First 5 California—is more aligned than ever in our commitment to ensure young children succeed in early learning settings, kindergarten, and beyond.

Kris Perry  
Executive Director



“Recent advances in brain research have provided great insight into how the brain . . . continues to grow and develop after birth. . . . Scientists now believe that [growth] is highly dependent upon the child’s experiences.”

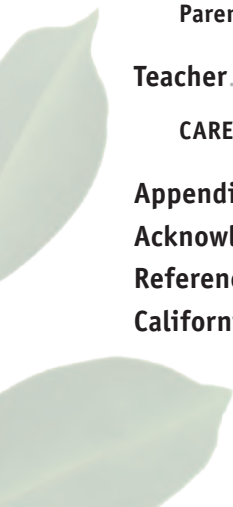




*empowering families  
and communities*

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providing support

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Child development



guidance  
and support



# California's Young Children Ready to Learn

## LEADERSHIP: FIRST 5 CALIFORNIA

With the passage of Proposition 10—the California Children and Families Act—in 1998, seeds for a better future for California's youngest children were firmly planted. For the past 13 years, the First 5 California Children and Families Commission (First 5 California) has established quality standards and invested in the development of programs and services emphasizing improvement in early education, child care, social services, health care, research, and community awareness.

## STRUCTURE: STATE AND COUNTY

First 5 California was created to promote and support early childhood development for children ages 0 to 5 within the provisions contained in the California Children and Families Act (the Act).

The Act authorized the establishment of 58 First 5 county commissions and required that each develop and update a local strategic plan

based on the assessed needs in the county. First 5 California prepares guidelines to assist the county commissions in the update and execution of their plans.

State leadership is provided by a seven-member Commission appointed by the California Legislature and Governor, with the Secretary of the California Health and Human Services Agency serving as an ex-officio member. The Commission hires the First 5 California Executive Director; Kris Perry has served in this capacity since July 2005.

**PUBLIC SUPPORT: Build a foundation of support for a comprehensive, integrated, and holistic early childhood development system.**

— *First 5 California Guiding Principle*

## EXHIBIT 1: First 5 California Commission Members FY 10/11

### COMMISSION MEMBERS:

**Jennifer Kent**

Chair

*Appointed by Governor*

**Molly Munger**

Vice Chair

*Appointed by Speaker of the Assembly*

**Maria Minon, M.D.**

*Appointed by Governor*

**Conway Collis**

*Appointed by Speaker of the Assembly*

**Patrick Duterte**

*Appointed by Governor*

**Casey McKeever**

*Appointed by Senate Rules Committee*

**Joyce Iseri**

*Appointed by Senate Rules Committee*

### EX-OFFICIO MEMBER:

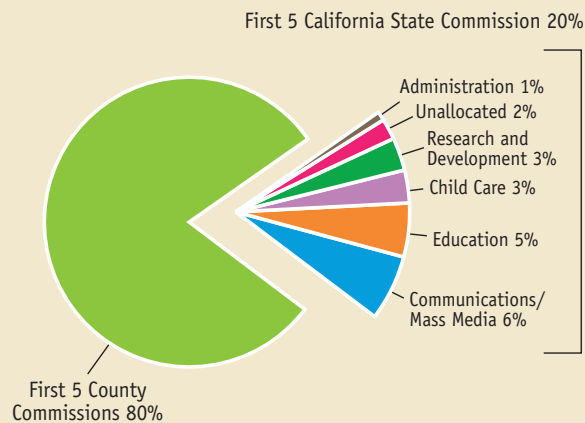
**Diana Dooley**

*Secretary of the California Health and Human Services Agency*

# results



EXHIBIT 2: First 5 California Children and Families Commission Funds—Allocation of State Portion



Source: Health and Safety Code Section 130105

First 5 county commission members are appointed by the county board of supervisors. Each county commission includes two members selected from county health and local health-related service agencies, as well as one member of the appointing county board of supervisors.<sup>2</sup> Members also can be selected from other child development organizations within the county.

## ACCOUNTABILITY: FUNDING AND AUDIT RESULTS

Under the Act, the State Board of Equalization collects an excise tax levied on all tobacco products and deposits the revenue into the California Children and Families Trust Fund, allocating 20 percent to First 5 California and 80 percent to county commissions. In Fiscal Year (FY) 2010/11, First 5 California received \$94 million.

The amount of money allocated annually to each county commission is based on the number of births in the county relative to the total number in the state for the year.

First 5 county commissions use their funds to support local programs in four result areas:

- Child Development
- Child Health
- Family Functioning
- Systems of Care

The California Department of Finance, Office of State Audits and Evaluations, conducted an audit of the First 5 California financial records for FY 2010/11. Submitted in November 2011, this report on the California Children and Families Trust Fund was free of any negative findings.

First 5 California's Administrative Services Division, Contract and Procurement Division, and the Information Technology Office provide staff support for the following operations and systems:

- Fiscal management of the California Children and Families Trust Fund
- Tax revenue disbursements to county commissions
- Local agreement and program disbursement management

- Procurement and contract management
- Workforce recruitment and development
- Information technology
- Audits and annual fiscal reports
- Business services

The administration of these and other programs is consistent with all applicable state and federal laws, rules, and regulations.

During FY 2010/11, First 5 California contributed \$81.4 million to the Managed Risk Medical Insurance Board, addressing a gap in funding for the Healthy Families Program and averting the establishment of a children’s health coverage applicant waiting list. The funds were used to ensure health care services for more than 200,000 children ages 0 to 5 through June 2011.

Recognizing the importance of early intervention programs, First 5 California also provided \$50 million in FY 2010/11 to support regional center services provided to children ages 0 to 5 in the Early Start Program administered by the California Department of Developmental Services.

## PARTNERSHIPS: WORKING TOGETHER

The First 5 California Commission works with First 5 county commissions to further the goals of the Act. Partnerships focus on research design; implementation of Signature Programs for Child, Parent, and Teacher; data collection and evaluation for Signature Programs; and continuous program improvement. First 5 California provides technical assistance to First 5 county commissions in the areas of data collection, program implementation, and outreach.

**PARTNERSHIPS AND LEVERAGING:**  
**Promote collaboration with public and private partners, building on existing systems.**

— *First 5 California Guiding Principle*





# Serving California's Young Children, Parents, and Teachers



First 5 California tracks progress in four key result areas to support evidence-based funding decisions, program planning, and policies:

- Child Development
- Child Health
- Family Functioning
- Systems of Care

These result areas comprise a framework for reporting and assessing early childhood outcome data. Appendix A includes a complete description of the First 5 California result areas and services. This data reporting framework provides a statewide overview of number, type, and costs of services provided to children and adults for a particular fiscal year.

Stakeholders can use this information as one source to determine First 5 impact and resource allocation. Exhibit 3 contains the total number of services provided to children ages 0 to 5 and adults in FY 2010/11 for the three result areas of Child Development, Child Health, and Family Functioning.

The total expenditures for children ages 0 to 5 and adults receiving services in FY 2010/11 by result areas and providers are presented in Exhibits 4 and 5, respectively.

**QUALITY STANDARDS: Incorporate the highest quality, evidence-based standards when assessing program effectiveness.**

— *First 5 California Guiding Principle*

One result area, Systems of Care, differs from the others. It consists of programs and initiatives that support program providers in the other three result areas. In FY 2010/11, 22 percent of expenditures went toward community strengthening efforts; 32 percent toward service, outreach, planning, support, and management; and 46 percent toward provider capacity building, training, and support.

**EXHIBIT 3: Total Number of Services Provided to Children Ages 0 to 5 and Adults in FY 10/11 Across Result Areas**

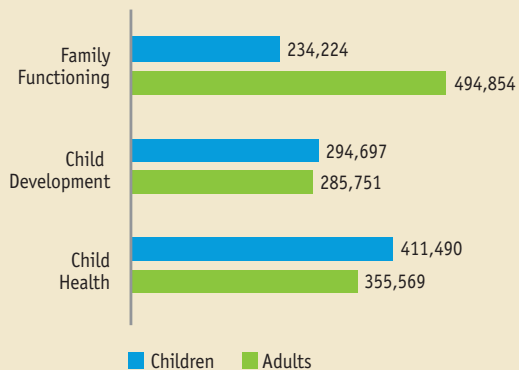




EXHIBIT 4: Total Expenditures for Children Ages 0 to 5 and Adults Receiving Services in FY 10/11 by Result Area\*

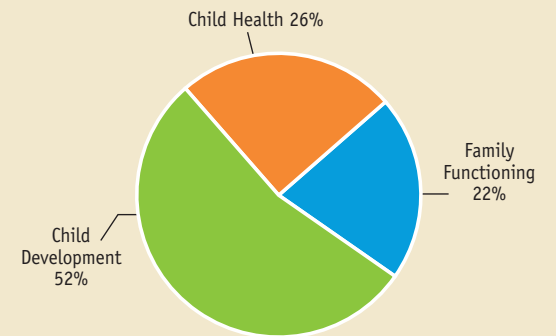
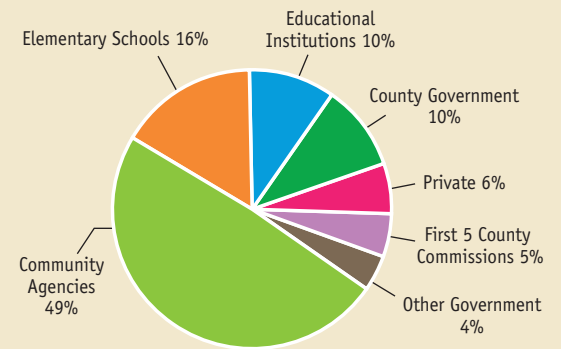


EXHIBIT 5: Total Expenditures for Children Ages 0 to 5 and Adults Receiving Services in FY 10/11 by Provider\*



\*The percentages in this chart may not add to 100 due to rounding. Source: County Revenue and Expenditure Summary, November 2011

◀ Photo courtesy of First 5 Humboldt.

# Child

## CHILD DEVELOPMENT FOCUS

Large developmental disparities exist among children ages 0 to 5 across California. Such an early readiness gap threatens later learning, development, and health. Programs that support disadvantaged children make it possible to overcome socioeconomic barriers that limit opportunities for success.

First 5 California and county commissions actively promote screening and assessment that help identify critical issues in children with special needs. When identified and addressed early, these issues will not delay children's chances for success in school and beyond. Descriptions of the eight services within the Child Development result area can be found in Appendix A. The number of child development services provided to children by service in FY 2010/11 can be found in Exhibit 6.

**CHILD CENTERED: Focus all programs and activities on the needs of California's children.**

— *First 5 California Guiding Principle*

## POWER OF PRESCHOOL

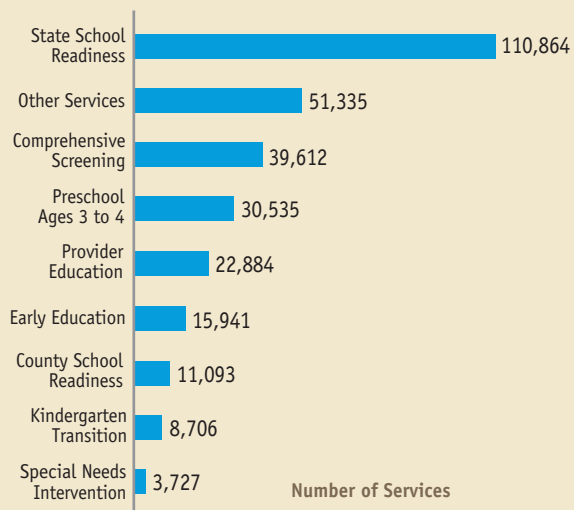
National research indicates that high-quality preschool has a significant and positive impact on early childhood outcomes, including cognitive, language, and social development.<sup>3</sup> This is particularly true for at-risk children. Approximately 50 percent of California's 3- and 4-year-old children do not attend preschool, and even fewer attend high-quality preschool.<sup>4</sup> High-quality preschools go beyond the basics to provide opportunities for evidence-based learning activities, along with the development of nurturing and supportive relationships with teachers and caregivers.

Scientific studies conclude that high-quality preschool programs improve school readiness and lead to better academic achievement in elementary school. In addition, a fiscal analysis of return on investment indicates that high-quality preschool generates approximately \$7 for every dollar invested, ultimately resulting in significant savings on welfare, education, and criminal justice.<sup>5</sup>

First 5 California's Power of Preschool (PoP) program is a high-quality, free, voluntary, part-day preschool for 0 to 5 year olds, across eight



**EXHIBIT 6: Child Development—Total Number of Services Provided to Children Ages 0 to 5 in FY 10/11 by Service**



**Power of Preschool actively reduces the achievement gap and improves school readiness among disadvantaged and underserved communities.**

California counties. These counties include Los Angeles, Merced, San Diego, San Francisco, San Joaquin, Santa Clara, Ventura, and Yolo. PoP actively reduces the achievement gap and improves school readiness among disadvantaged and underserved communities. Between 2005 and 2010, First 5 California invested \$109 million in PoP demonstration programs. Page 21 lists counties with PoP and other First 5 California Matching Fund Programs.

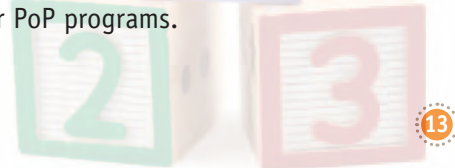
Data from all PoP sites in FY 2010/11 indicate that:

- Preschools are high quality: classroom environmental assessments rate an average of 5.4 out of a possible score of 7. (Five of the eight PoP counties reported this average score.)
- Teachers are well qualified: nearly 58% are Master Teachers with bachelor's or higher degrees in early childhood education.

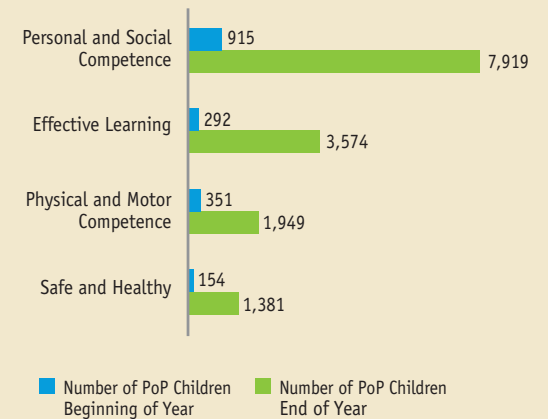
PoP requires participating counties to use the Desired Results Developmental Profile 2010 (DRDP 2010), a comprehensive assessment tool, to evaluate enrollees' progress. In FY 2010/11, PoP counties submitted DRDP data for children who had both fall and spring assessments (10,514 of 25,246 children). Children progress through five DRDP developmental levels, from lowest (Not Yet at First Level) to highest (Integrating). As depicted in Exhibit 7, pre- and post-program assessment data reflect the percentage increase at the Integrating developmental level for each Child Desired Result area:

- 765% for the measure Personal and Social Competence
- 1124% for the measure Effective Learning
- 455% for the measure Physical and Motor Competence
- 794% for the measure Safe and Healthy

PoP assists thousands of children to become competent and effective learners. An analysis of available PoP data reveals that PoP counties register strong school readiness levels and high-quality learning environments. The following stories reflect two counties with compelling results within their PoP programs.



**EXHIBIT 7: Power of Preschool—Integrating Level Changes in FY 10/11**



Source: Power of Preschool Evaluation Questions and Data Collection Form, November 2011



# quality preschools



## VOICE FROM A LOCAL COMMUNITY: FIRST 5 SAN FRANCISCO .....

### **PRESCHOOL FOR ALL: LOCAL-STATE PARTNERSHIP**

San Francisco's Preschool for All is a free, half-day preschool for all 4 year olds in San Francisco. First 5 San Francisco manages this state-, county-, and city-funded program. The purpose of Preschool for All is to provide high-quality preschool education to pre-kindergarten children.

San Francisco's Preschool for All is unique in that it is the only countywide program in California to offer preschool universally to all 4-year-old residents.<sup>6</sup> San Francisco also utilizes a mixed delivery system, with

preschool programs operated by the San Francisco Unified School District, Head Start, private nonprofit providers, corporate child care, and family child care homes.

In San Francisco, preschool attendance among 4-year-old children increased from 72 percent in 2007 to 83 percent in 2009, and this increase is due, in part, to First 5 San Francisco's investment in preschool facilities. Maximizing preschool attendance through multiple providers is important; preschool attendance is correlated with improved kindergarten readiness, and kindergarten readiness is associated with long-term achievement.<sup>7</sup>

In addition to many other agencies, Preschool for All works alongside the county's separately funded early care and education programs. This collaboration enables efficiency in teaching, nurturing, and preparing children for the future.

**First 5 California's Power of  
Preschool (PoP) program partners  
with local commissions  
to leverage resources for  
quality preschools.**

**Preschool attendance is correlated with improved kindergarten readiness, and kindergarten readiness is associated with long-term achievement.**

Preschool for All welcomes children of all income levels, needs, and cultural backgrounds.

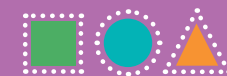
Currently, there are 121<sup>8</sup> preschools participating in Preschool for All, all of which provide quality education; are licensed and insured; follow employment regulations; demonstrate financial responsibility; and employ qualified teachers. In 2010/11, 2,870 4-year-old children were served in San Francisco.<sup>9</sup>

Preschool for All supports the professional development of its teachers by funding enhanced teacher training and increased compensation. In 2008, 178 Preschool for All teachers and assistants participated in the Comprehensive Approaches to Raising Educational Standards (CARES) program to enhance professional development and educational attainment.

According to an evaluation report on San Francisco's Preschool for All program conducted by the American Institutes for Research in 2010, teacher-child interactions are typically warm and emotionally supportive, with effective behavior and instructional management strategies that enhance children's learning. Findings further indicate that Preschool for All teachers received high scores for incorporating the life experiences and cultural backgrounds of children who are English learners.<sup>10</sup>



▲ Photo courtesy of First 5 San Francisco.



learn, grow,  
develop



## VOICE FROM A LOCAL COMMUNITY: FIRST 5 SAN JOAQUIN .....

### QUALITY PRESCHOOLS

In FY 2010/11, San Joaquin County preschool programs enrolled 864 children. First 5 San Joaquin supports quality preschool education through programs administered by the Charterhouse Center for Families; Child Abuse Prevention Council; and Tracy, Lodi, Manteca, Stockton, and Lincoln Unified School Districts. Literacy and language development are important focus areas of these programs. Highlighted below are a few examples:

- The “Building Literacy Together” program at the Tracy Unified School District provides free preschool services, health insurance and developmental screenings, and a two-week kindergarten bridge program. “Parenting for Academic Success” is offered to parents during the school year in Spanish and English.
- The “Rock, Roll, and Read” program in the Lodi Unified School District improves movement, music, and literacy skills of toddlers and preschoolers.
- At the Manteca Unified School District, activities include collaboration with the UC Davis Co-op Extension nutrition program, “Raising a Reader” program, monthly book time with the kindergarten teacher, and family involvement in the parent-teacher club.

**First 5 California’s Power of  
Preschool (PoP) program  
assists thousands of California  
children in eight counties to  
become effective learners.**

- Stockton Unified School District promotes various family literacy events. Presentations of the “Families Reading Together” program at the Stockton/San Joaquin Public Library inform parents of the importance of reading to children daily, while modeling appropriate reading techniques for parents.
- Lincoln Unified School District promotes a variety of kindergarten transition activities for preschool children to make them better prepared to enter kindergarten.

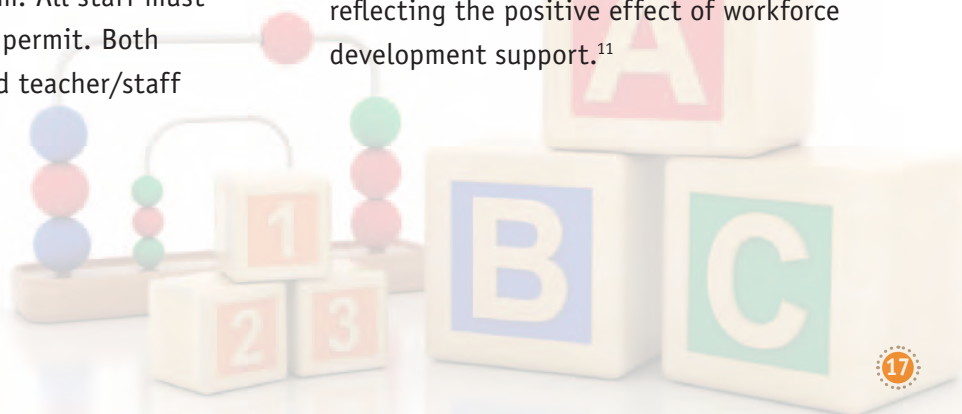
To ensure that preschool-aged children receive a quality education, First 5 San Joaquin requires preschool teachers to use an approved curriculum. All staff must have a child development permit. Both teacher-to-child ratios and teacher/staff

**High-quality preschool has a significant and positive impact on childhood outcomes...**

credentialing requirements are carefully monitored. The number of teachers earning a bachelor’s degree increased by 19 percent. Those earning a master’s or doctorate degree increased by 3 percent between 2007 and 2009. By the spring of 2009, the percentage of teachers with a child development program director permit had increased from 6 to 20 percent, reflecting the positive effect of workforce development support.<sup>11</sup>



California’s First 5 preschool programs are improving the lives of California’s young children and preparing them for tomorrow’s challenges.





research-  
based



## EDUCARE

Children in low-income families typically enter kindergarten 12 to 14 months behind the national average in pre-reading and language skills. California is ranked 30th in the nation for the percentage of children in poverty.<sup>12</sup> According to the National Center for Children in Poverty, 43 percent of children lived in low-income families, defined as an income below 200 percent of the federal poverty level, in 2009. Economically disadvantaged children often grow up in environments lacking in cognitive, social, and emotional stimulation and support.

The Educare model was first established in 2000. Currently, there are 13 Educare centers in 10 states. Educare promotes school readiness by implementing programs that reduce the achievement gap in children ages 0 to 5. Educare targets disadvantaged children and their families, including children from low socioeconomic backgrounds who are less likely to attend high-quality preschool programs.

The Educare approach for early education is comprehensive and research-based. First 5 California is part of a public-private partnership that has committed to establishing California's first Educare center in Silicon Valley, followed by a second site being developed in Los Angeles.

## VOICE FROM A LOCAL COMMUNITY: ..... FIRST 5 SANTA CLARA COUNTY

### PUBLIC-PRIVATE PARTNERSHIP

In April 2010, First 5 California approved an innovative public-private partnership that established the state's first Educare in Santa Clara County. Educare of California @ Silicon Valley (ECSV) is comprised of national and local philanthropists, foundations, public entities, business leaders, community-based organizations, public policy makers, Santa Clara County Office of Education Head Start and Early Head Start, State Preschool, East Side Union High School District CALSAFE, WestEd E3 Institute, and Franklin-McKinley School District.

**DIVERSITY: Ensure that families from all of California's diverse populations connect to services needed to succeed.**

— *First 5 California Guiding Principle*

The architects of ECSV understand that parents are key to early child development. Program features are designed to develop and strengthen the abilities of parents to support their child's learning when they enter school. Family support services are provided by full-time social workers and other community-based family service consultants.

ECSV is a collaborative effort with governance and oversight of First 5 Santa Clara County, Santa Clara County Office of Education, Franklin-McKinley School District, the Silicon Valley Leadership Group, First 5 California, Packard Foundation, Catholic Charities, East Side Union High School District, and the national Bounce Learning Network.

Currently, a 34,000-square-foot, state-of-the-art facility is being constructed in the Santee neighborhood of San Jose within the Franklin-McKinley School District, adjacent to the Santee Elementary School. The school district has 75 percent of its students as English learners and 90 percent as qualified for free or reduced lunch. The Santee neighborhood is an

impoverished community with Santee Elementary School performing in the bottom 20 percent of all schools statewide.<sup>13</sup>

Scheduled to be fully operational in fall 2014, ECSV will serve approximately 200 children, infants through 5 years of age, of low wage-earning families; teen parents and parents in job training are a priority to serve. The facility will include classrooms, classroom observation rooms, and spaces for community gatherings. The Family Resource Center will include housing, immigration, counseling, employment assistance, nutrition assistance, health services, community gardens, family-engagement educational opportunities, in-home support services, early literacy, Triple P Positive Parenting and Abriendo Puertas parent engagement support.

ECSV will leverage current evidence-based First 5 California programs, including Comprehensive Approaches to Raising Educational Standards (CARES) Plus and Power of Preschool (PoP), to implement a professional development institute for early educators, which will include training, coaching, reflective practice, and mentoring.



The Educare arch, placed at each of its centers, symbolizes the nationwide effort to build quality preschools.

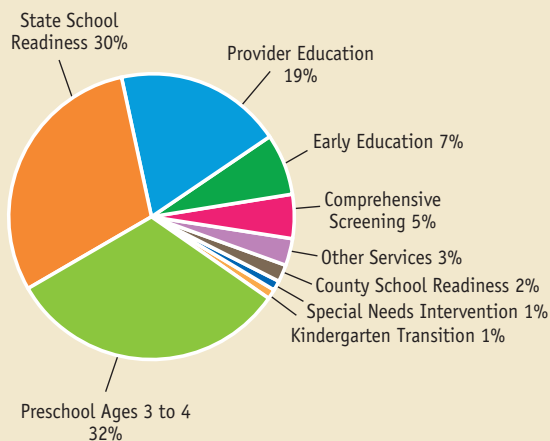
Photo and artwork courtesy of Ounce of Prevention.

early learning

# school readiness



**EXHIBIT 8: Child Development—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 10/11 by Service**



The percentages in this chart may not add to 100 due to rounding.  
Source: County Revenue and Expenditure Summary, November 2011

## SCHOOL READINESS

With a focus on low-performing schools, First 5 California’s School Readiness program aims to improve the ability of families, schools, and communities to prepare children to enter school ready to learn. School Readiness programs target early learning and kindergarten transition; parenting education and family strengthening; health screenings and treatment; and communication between early care settings and elementary schools. Typically, parents are expected to be highly involved in School Readiness programs, as parents are regarded as a child’s most important teacher.

School readiness encompasses the cognitive, social, physical, emotional, and supportive elements internal and external to a child that facilitate that child’s ability to enter kindergarten ready to learn. Equally important are the child’s basic literacy and math skills, as it has been demonstrated that children who enter school with basic knowledge of math and language skills are more likely to experience academic success, attain higher levels of education, and obtain employment.

Kindergartners who enter school without these skills are likely to remain behind as they move through the education system, making it imperative that school readiness and achievement gaps are addressed as early as possible.

First 5 California Matching Fund Programs, on page 21, contain the number of School Readiness programs per county. Featured on pages 22–24 are counties with compelling developments and results within their School Readiness programs.

The distribution of child development-related expenditures for children ages 0 to 5 and adults in FY 2010/11 by services and providers can be found in Exhibits 8 and 9, respectively.

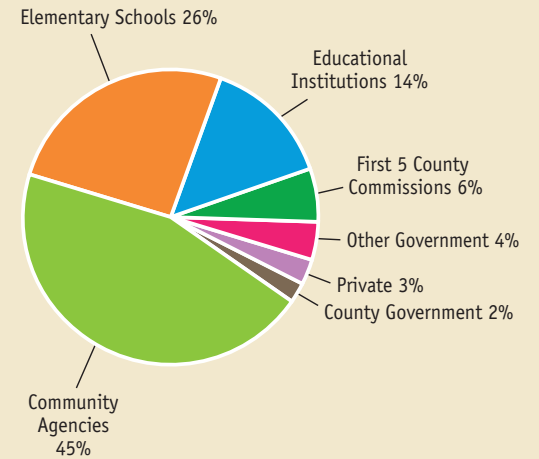
**Kindergartners who enter school without readiness skills are likely to remain behind as they move through the education system.**



## FIRST 5 CALIFORNIA MATCHING FUND PROGRAMS

The First 5 California Commission partners with First 5 county commissions to focus on research design; implementation of Signature Programs for Child, Parent, and Teacher; data collection and evaluation for Signature Programs; and continuous program improvement.

EXHIBIT 9: Child Development—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 10/11 by Provider



The percentages in this chart may not add to 100 due to rounding. Source: County Revenue and Expenditure Summary, November 2011



## VOICE FROM A LOCAL COMMUNITY: FIRST 5 SANTA BARBARA COUNTY .....

### TOOL INFORMS ACADEMIC SUCCESS

Since its inception in 1998, First 5 Santa Barbara County has worked with its partners to ensure that children have the support they need to enter school ready to learn. An important part of creating school readiness is acquiring quality data for the purposes of gaining a deeper understanding of what works; assessing intervention effectiveness; and improving school readiness measurements and interventions.

In 2003, First 5 Santa Barbara, UC Santa Barbara, and the Santa Maria Bonita School District developed the Kindergarten Student Entrance Profile (KSEP) tool to standardize the assessment of entering kindergarteners. The KSEP has drawn national attention as a universal screening measure and is currently being used by several school districts across the United States, as well as school districts throughout Santa Barbara County.

The KSEP tool measures school readiness, that is, the degree to which children are ready to start kindergarten. The KSEP contains 16 items within school readiness domains of socio-emotional, physical, and cognitive abilities. This content is consistent with the essential school readiness indicators of the National

**The Kindergarten Student Entrance Profile (KSEP) has drawn national attention as a universal screening measure and is currently being used by several school districts...**

Association for the Education of Young Children and the California Desired Results Developmental Profile.

The KSEP is an observational rating scale completed by trained teachers who have observed children for three weeks in their natural classroom environments. Each item is rated on a 4-point scale:

- 1 = not yet
- 2 = emerging
- 3 = almost mastered
- 4 = mastered

Since 2005, First 5 Santa Barbara, UC Santa Barbara, and the Santa Maria Bonita School District have used the KSEP to assess school readiness and academic performance of thousands of children entering kindergarten.

Through this valuable collaboration, the organizations examined student academic performance from kindergarten through the third grade.

- KSEP scores significantly predicted mid-kindergarten phonological awareness and end-of-the-first-grade reading fluency.
- Students with higher California Standard Test scores at the end of the second grade had significantly higher KSEP ratings at kindergarten entry than students with lower California Standard Test scores.<sup>14</sup>



★ tools for success



## VOICE FROM A LOCAL COMMUNITY: FIRST 5 HUMBOLDT .....

### SOLID SUCCESS RATE

Children participating in the summer transition program of the Hoopa School Readiness program in Humboldt County have scored better in all result areas in five of the past seven years. During these years, the children improved on all 30 developmental themes of the Modified Desired Results Developmental Profile as compared to children not attending the program, even when controlling for preschool attendance. For the other two years, the summer transition program students scored better on 29 of 30 themes.

The School Readiness program in Hoopa has been working with children ages 0 to 5 and their families for more than eight years. School Readiness supports a variety of programs and services including a summer transition program, child and family literacy activities, family dinners, preschool orientation, parenting classes, baby sign language classes, and a dental health program.

In partnership with Humboldt County Department of Health and Human Services, a part-time public health nurse began working with the School Readiness program in the fall of 2009. The public health nurse works with early childhood education providers

to assist them in securing health insurance for children ages 0 to 5. The nurse also assists in vision and hearing screenings for preschool-age children and helped to create a training curriculum for children impacted by grief.

Survey data from parents and caregivers who participated in First 5 Humboldt-funded parent and family support projects in 2010 suggest high levels of satisfaction. Below is one parent's story.

Sarah\* is a 27-year-old Native American single mother of two boys, ages 2 and 4. She is a recovering addict, has successfully completed a rehab program, and is working full time. Sarah attends her recovery program meetings two nights a week, and her boys go with her, attending the School Readiness program. Sarah was introduced to opportunities to attend Incredible Years and Positive Indian Parenting. The School Readiness program visited Sarah's older son's preschool and suggested he attend transitional summer school and a weekly Buddy Reader program. Sarah's younger son had severe dental decay, and his needs were addressed with a visit to a pedodontist at Kíma:w Dental Clinic.

## CHILD HEALTH FOCUS

The importance of child health to school readiness and early elementary success is well established. Children’s overall health can make a difference in how they will do in school. A child who is sick, has undiagnosed visual or hearing problems, or neglected dental disease might miss class, struggle in school, and even have learning problems. First 5 California and county commissions promote optimal health through the identification, treatment, and elimination of risks that threaten children’s health. First 5 California’s investments support prevention, screening, and educational strategies beginning in the prenatal period.

Descriptions of the 13 services that benefitted children within the Child Health result area can be found in Appendix A. Exhibit 10 contains the number of child health services provided to children ages 0 to 5 in FY 2010/11 by service.

First 5 county commissions are important sources of support for children’s oral health services and programs in their counties, and many have allocated funds toward this purpose. More than half (55 percent) of commissions

reported that First 5 California’s four-year Oral Health Education and Training Initiative helped to support local First 5 efforts, such as improving rates of community water fluoridation, training providers, and opening community dental clinics.<sup>15</sup>

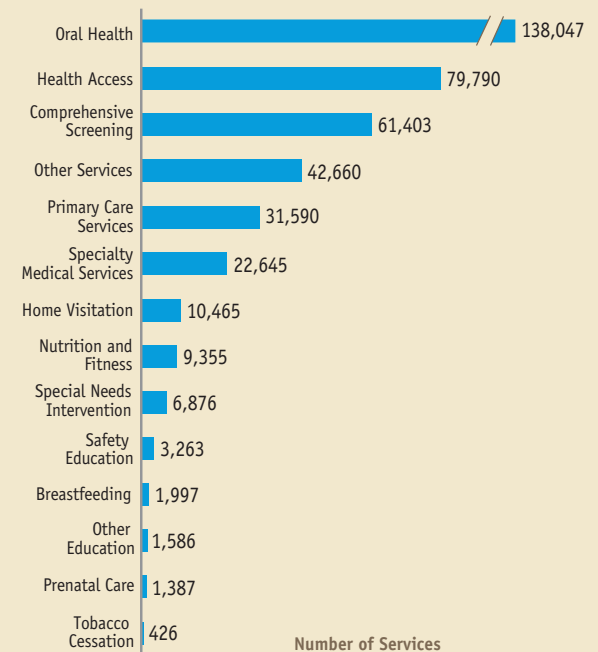
Collaboration by local commissions in the Initiative’s provider trainings, for instance, expanded access by increasing local dentists’ skill and comfort level in treating young children. At follow-up, many of these providers had begun to include more 1- to 5-year-old children in their practice as a result of the training.

**First 5 California’s investments support prevention, screening, and educational strategies beginning in the prenatal period.**

# child health



**EXHIBIT 10: Child Health—Total Number of Services that Benefitted Children Ages 0 to 5 in FY 10/11 by Service**



Source: County Demographic Worksheet, November 2011



improving lives



▲ Photo courtesy of First 5 Sacramento.

“I didn’t know to take my child to a dentist; I thought you wait for the baby teeth to fall out first.”

— Maria V., parent of a 5-year-old preschooler



## VOICE FROM A LOCAL COMMUNITY: FIRST 5 SACRAMENTO .....

### DENTAL OUTREACH SUPPORTS SCHOOL READINESS

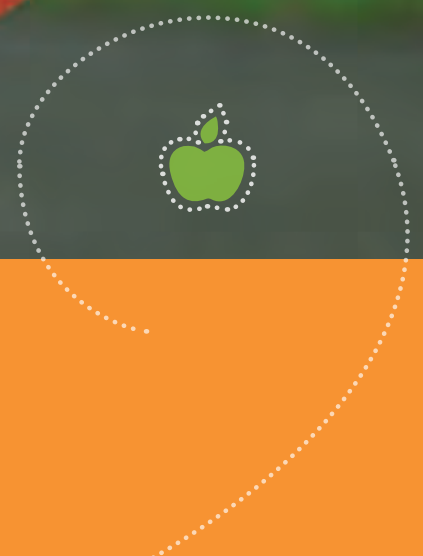
Children in Sacramento County face many obstacles to receiving dental care, especially those children without health insurance and with special needs. Partnering with Sacramento County’s Children’s Dental Task Force, First 5 Sacramento has made significant strides toward increasing dental services for local, low-income families.<sup>16</sup>

First 5 Sacramento supports Smile Keepers, a mobile dental van that provides oral health screenings, fluoride varnish applications, parental oral health education, and parent resource information and assistance. The program targets children ages 0 to 5 who attend state, Head Start, and Children’s Center preschools.

Last year, approximately 7,000 Sacramento preschoolers were served. Sacramento

County Dental Health Program staff, along with Smile Keepers’ dental van staff, attend school readiness events and health and resource fairs each year, thereby reaching even more children in the community.

Sacramento County is the only county in the state in which the majority of children with Medi-Cal are mandatorily enrolled in managed care dental plans for their dental services. First 5 Sacramento supported a 2010 study of this model of dental care to investigate to what degree this program was serving the best interests of children.<sup>17</sup> One key finding was that *fewer than one in five Medi-Cal children saw a dentist in the last year, even though they were covered by a dental plan*. One of the recommended strategies in the report was to establish more community resources for these enrolled children.



child health  
improvement

# intervention

EXHIBIT 11: California Smokers' Helpline—Education Level of Callers in FY 10/11\*

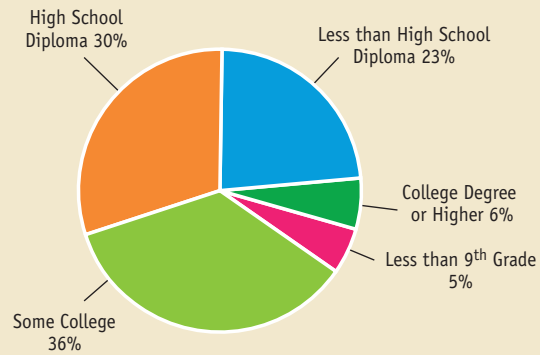
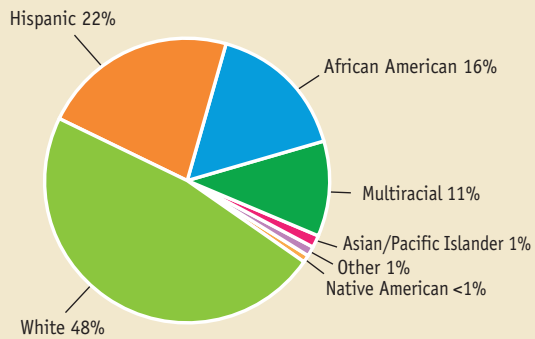


EXHIBIT 12: California Smokers' Helpline—Race/Ethnicity of Callers in FY 10/11\*



\*The percentages in this chart may not add to 100 due to rounding.  
Source: California Smokers' Helpline, University of California, San Diego, November 2011



## SMOKING CESSATION

First 5 California strives to promote the health of young children by targeting practices that pose serious risks to them at crucial developmental stages. A major health risk to children ages 0 to 5 (and beyond) is exposure to tobacco smoke. Nearly 1 million children in California under age 12 live in homes where smoking is allowed or live with an adult or adolescent smoker.<sup>18</sup>

Secondhand smoke is particularly dangerous for babies and young children whose lungs are still developing. Asthma, ear infections, pneumonia, bronchitis, and respiratory ailments are just some of the health problems that can result from exposure to secondhand smoke. Additionally, newborns exposed to secondhand smoke are at an elevated risk for Sudden Infant Death Syndrome (SIDS).

Tobacco use among pregnant women remains the number one preventable cause of infant mortality.<sup>19</sup> The California Health Interview Survey (CHIS), co-funded by First 5 California, found exposure to secondhand smoke varies across particular groups. African American children, children living in the Northern/Sierra and San Joaquin Valley regions, and children

living in lower income households are at higher risk for exposure to secondhand smoke.<sup>20</sup>

In an effort to reduce the likelihood that babies and young children will develop these health problems, and to help individuals and families quit smoking, First 5 California supports the California Smokers' Helpline. The toll-free Helpline (1-800-NO-BUTTS) provides one-on-one telephone counseling, self-help materials, and referrals to local resources.

Helpline counselors utilize scientifically validated protocols that have been shown to double the odds of callers quitting smoking successfully. Services provided by the Helpline are available in English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese. In FY 2010/11, First 5 California provided \$1 million to support the Helpline. Nineteen percent of those who called the Helpline were pregnant or caring for a child between 0 to 5 years old.

The distribution of child health-related expenditures for children ages 0 to 5 and adults in FY 2010/11 by services and providers can be found in Exhibits 13 and 14 respectively.

EXHIBIT 13: Child Health—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 10/11 by Service\*

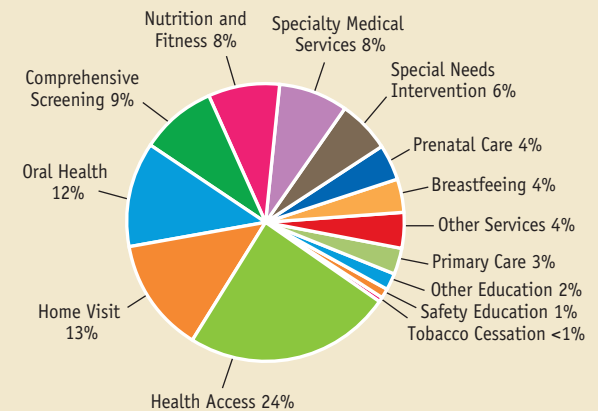
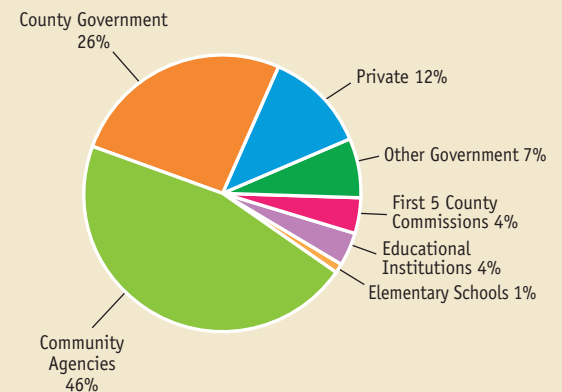


EXHIBIT 14: Child Health—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 10/11 by Provider\*



\*The percentages in this chart may not add to 100 due to rounding. Source: County Revenue and Expenditure Summary, November 2011

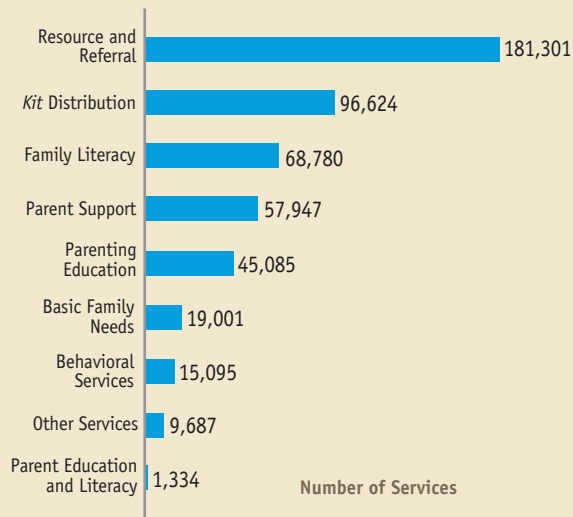
# Parent

## FAMILY FUNCTIONING FOCUS

A parent is a child's first teacher. First 5 California assists families by offering information, support, guidance, and referrals through its Parent Signature Program. County commissions provide eight service categories in the Family Functioning result area, as fully described in Appendix A.

Exhibit 15 shows the number of Family Functioning services provided to adults by service category in FY 2010/11.

**EXHIBIT 15: Family Functioning—Total Number of Services Provided to Adults in FY 10/11 by Service**



Source: County Demographic Worksheet, November 2011

## KIT FOR NEW PARENTS

First 5 California's award-winning *Kit for New Parents* is the flagship project of its Parent Signature Program. The *Kit* targets hard-to-reach and low-income populations, providing information and tips for first-time parents, grandparents, and caregivers. For about a decade, First 5 California has distributed the *Kit* free-of-charge to local hospitals, physicians, and community groups to reach new parents. Contents include a practical guide for the first five years, a health handbook, and other important information on literacy and learning, child safety,

**First 5 California assists families by offering information, support, guidance, and referrals through its Parent Signature Program.**



developmental milestones, finding quality child care, and more.

Three million *Kits* have been distributed throughout California since 2001. The *Kit* was redesigned with streamlined content and environmentally-friendly packaging in February 2011. The *Kit* is available in English, Spanish, Cantonese, Korean, Mandarin, and Vietnamese.



## PARENT EDUCATION WEBSITE

Another component of the Parent Signature Program is First 5 California's Parent Education Website. The site features practical advice for parents, with a focus on accessible information based on early childhood best practices and research.

Easily navigated and visually appealing, the site covers health, education, literacy development, smoking cessation, and more. Parents can download information, view videos, and easily link to First 5 California social media tools including Facebook and Twitter.

According to a recent Public Policy Institute of California study, Californians of all ethnicities have dramatically increased their access to the Internet via a smart phone or cell phone.<sup>21</sup> The Parent Education Website has been designed for clear viewing on these devices, as well as on tablet computers.

Since its launch in 2009, the Parent Education Website ([www.first5california.com/parents](http://www.first5california.com/parents)) has received more than three million visits.

In addition, counties have developed ways to assist parents and families, such as in the family resource center highlighted on page 32.

EXHIBIT 16: Family Functioning—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 10/11 by Service\*

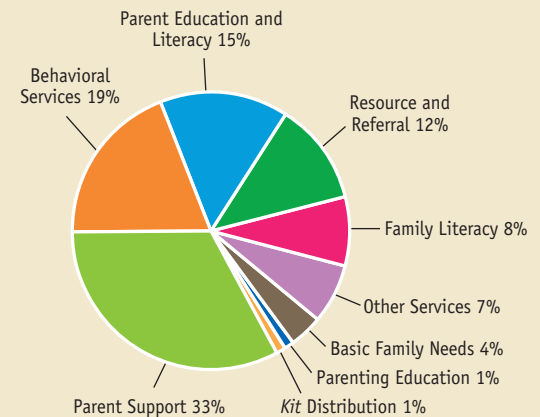
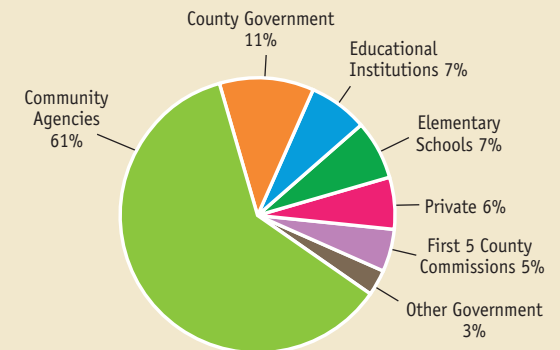


EXHIBIT 17: Family Functioning—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 10/11 by Provider\*



\*The percentages in this chart may not add to 100 due to rounding. Source: County Revenue and Expenditure Summary, November 2011

## VOICE FROM A LOCAL COMMUNITY: FIRST 5 LOS ANGELES .....

### FAMILY CENTER SUPPORTS SELF-SUFFICIENCY

First 5 Los Angeles has partnered with the California Hospital Medical Center in developing the Hope Street Family Resource Center, a multiple-service center designed to provide assistance with school readiness, family literacy, and child health.

The Hope Street Family Resource Center supports both parents and children, enabling and teaching parents how to:

- Create healthier home environments
- Provide nutritious meals
- Improve family relationships
- Understand child behavior and development

Hope Street also resulted in numerous positive outcomes for parents. Parents attended an average of seven hours of parent education classes and received an average of seven home visits. About 16 fathers attended fatherhood program activities. Parents reported actively

promoting their children's language and literacy by developing home libraries, and almost half reported reading to their child three or more days a week using interactive reading strategies. Almost all parents reported knowing how to positively discipline their children and 90 percent indicated that they feel confident in their parenting skills.<sup>22</sup>

Parents reported that their child's enrollment in the School Readiness program made it easier to:

- Accept a job (62 percent)
- Keep a job (80 percent)
- Enroll in an educational or training program

Quality, full-day child care, along with parenting education programs and home visits, support a family's ability to achieve self-sufficiency. Parents report that better understanding of their child's development and strategies for promoting that development positively impacted their relationship with their families.



The Hope Street Family Resource Center is a multiple-service center designed to provide assistance with school readiness, family literacy, and child health.



**First 5 California supports parents as a child's first teacher. Parents who read to their toddler every day can help their child develop a lifelong love of learning.**



# Teacher



Teacher quality is a powerful contributor to children's learning and success. Children are supported and developed through rich teacher-child interactions from educators with the knowledge and skills to identify and support the needs of particular groups of children, including English learners. Teacher quality is so critical that a growing number of states and the federal Head Start program have mandated that early childhood educators attain more professional development and training in the field.

The most important influences on the social and emotional development of young children are parents, guardians, caregivers, and early care providers. Research shows that early care providers with higher education levels and specialized training have higher quality interactions with children resulting in positive effects on learning.<sup>23</sup>

High-quality programs with qualified early care providers create learning environments that stimulate and support the child through formative developmental stages. One study

indicates that only 13 percent of California's low-income children are in high-quality early learning programs that teach advanced thinking skills and language development.<sup>24</sup>

**High-quality programs with qualified early care providers create learning environments that stimulate and support the child...**

## CARES Plus

The Comprehensive Approaches to Raising Educational Standards (CARES) Plus Program is a First 5 California Signature Program. It is designed to increase the quality of early learning programs for children ages 0 to 5 by supporting the professional development of the

workforce. CARES Plus is an enhancement of the original CARES Program (2000-2008) that gained national recognition from Head Start, Zero to Three, and the Center for Law and Social Policy during its tenure.

CARES Plus offers professional development opportunities in both English and Spanish for early learning educators that include community college courses, access to online best practices learning sessions, video library, and personal coaching. The primary goals of CARES Plus are to:

1. Improve the effectiveness of early educators.
2. Positively impact the learning and developmental outcomes of young children.
3. Reduce turnover among early educators.

Through CARES Plus, First 5 California has introduced two validated tools for early educators developed by the University of Virginia:

- The CLASS Observation tool—an online, interactive, multimedia self-paced course.

- MyTeachingPartner (MTP)—an evidence-based professional development tool focused on improving classroom interactions through intensive coaching, classroom observation, and analysis of teaching practice.

CARES Plus includes a research design that will compare the assessments of teachers who take professional development courses, participate in higher education courses, or participate in the coaching pilot (MTP).

One of the strengths of the CARES Plus model is building on local collaborations with community colleges, as reflected in First 5 Contra Costa on page 36.

**One of the strengths of the CARES Plus model is building on local collaborations with community colleges...**



teacher  
quality



“Working as a Professional Growth Advisor (PGA) at Los Medanos College has been a wonderful experience because through this role I have been able to help and guide other colleagues to grow in so many areas professionally. Along my journey as a PGA I have been able to refine my leadership skills as well as to understand [that] leadership is an interactive way that pulls people together to become comfortable with the language of personal responsibility and commitment.”

– Maria A.

## VOICE FROM A LOCAL COMMUNITY: FIRST 5 CONTRA COSTA .....

### PEER SUPPORT FOR TEACHERS

First 5 Contra Costa administers the CARES Plus Classroom Assessment Scoring System (CLASS), called the Contra Costa CARES Plus CLASS Academy. The CLASS Academy builds upon First 5 Contra Costa’s Professional Development Program, which offers academic support for child care professionals at three local community colleges: Diablo Valley College, Contra Costa Community College, and Los Medanos College.

One notable accomplishment of the Professional Development Program is its inclusion of a diverse array of early learning educators. At Diablo Valley College, several Farsi-speaking family child care providers, encouraged by their peers, enrolled in an entry level English-as-a-Second Language (ESL) course in 2010.<sup>25</sup> Each student was provided with a scholarship for books and tuition. Early childhood education advisor Sue Handy stated that these were the most motivated students she had ever worked with and that “peer support has been just as influential in motivating them as the financial incentives.” Today, the vast majority of these original students have enrolled in more advanced childhood development courses on the path to upgrading their child development permits to the associate teacher level.

In July 2010, First 5 Contra Costa conducted a study of the Professional Development Program and its components. Ninety-five percent of early childhood professionals reported that learning workshops helped them build confidence in their abilities as leaders, while 83 percent took on new and challenging roles in the workplace as a result of being a mentor.

One focus group participant acknowledged the important role financial incentives play in developing a professional early care educator workforce, stating, “Providers come for the money and take classes and then they don’t want to stop, even if there is no money. They see how professional they are and their job is easier and they get respect from parents. With classes that we have taken, we family child care providers now get respect as teachers.”

**First 5 California’s CARES Plus aims to build quality and retention of early learning teachers.**



Photo courtesy of First 5 Contra Costa.

rich teacher-child  
interactions

# APPENDIX A: FIRST 5 CALIFORNIA RESULT AREAS AND SERVICES

## Result 1: Improved Family Functioning

Providing parents, families, and communities with relevant, timely, and culturally appropriate information, education, services, and support.

### Services:

- **Behavioral, Substance Abuse, and Other Mental Health Services**  
Behavioral and mental health services, substance abuse services, treatment, and counseling and/or therapy for children or adult family members, including play, parent-child interaction approaches, child-abuse counseling, and family therapy.
- **Adult Education and Literacy for Parents**  
Education, training, ESL classes, literacy, and/or a General Equivalence Diploma (GED).
- **Community Resource and Referral**  
Programs that provide referrals or service information about various community resources, such as medical facilities, counseling programs, family resource centers, and other supports for families; for instance, 211 services or community resource reporting.
- **Distribution of Kit for New Parents**  
Programs that provide and/or augment the First 5 California *Kit for New Parents* to new and expectant parents (e.g., a hospital visitation program to new mothers), as well as caregivers of children 0 to 5.
- **Family Literacy Programs**  
Programs designed to increase the amount of reading that parents do with their children. Programs may include educating parents about the benefits of reading or looking through books (e.g., Even Start, Reach Out and Read, Raising a Reader).

- **Provision of Basic Family Needs (e.g., Food, Clothing, Housing)**  
Meals, groceries, or clothing provided through programs such as food pantries and store certificates, emergency funding or household goods acquisition assistance, temporary or permanent housing acquisition assistance, and related case management.
- **Targeted Intensive Parent Support Services**  
Intensive and issue specific support services to families at risk including home visitation, long-term classes or groups, or other intensive support for parents or expectant parents to increase knowledge and skills related to parenting and improved family functioning.
- **General Parenting Education Programs**  
Short-term, non-intensive instruction on general positive parenting topics.

## Result 2: Improved Child Development

Increasing the quality of and access to early learning and education for young children.

### Services:

- **Preschool for 3- and 4-year-olds**  
Preschool for 3- and 4-year-olds distinct from a comprehensive school readiness program. Includes funding pre-existing spaces or spaces in programs with the intensity and quality similar to Power of Preschool criteria.
- **State School Readiness Programs and Local Match**  
State and local match-funded services under the State Commission's School Readiness Initiative, designed to improve children's readiness for school.
- **Local School Readiness (Mirror Programs)**  
County commission-based School Readiness programs funded solely by county commission dollars that are "mirror" programs to the State School Readiness Program.

- **Comprehensive Developmental Screening and Assessment**  
Screening and diagnostic services including behavioral, mental health, developmental, and physical health. This includes screening programs that measure cognitive/intellectual functioning, language and communication skills, social and emotional development, and perceptual/motor functioning to identify children who show developmental delays. These services determine the nature and extent of a problem and recommend a course of treatment and care.
- **Targeted Intensive Intervention for Children Identified with Special Needs**  
Programs that identify children with special needs and provide intensive and specific services to those children. Children with disabilities and other special needs refers to those children who are between birth and 5 years of age and meet the definition of "special needs."
- **Early Education Programs for Children (other than School Readiness and Preschool for 3- and 4-year olds)**  
Quality intensive educational activities and experiences for children intended to foster social, emotional, and intellectual growth, and prepare them for further formal learning.
- **Early Education Provider Programs**  
Training and educational services, supports, and funding to improve the quality of care or facilities. This includes Comprehensive Approaches to Raising Educational Standards, facility grants, and supply grants to providers.
- **Kindergarten Transition Services**  
Classes, home visits, or other activities designed to help children be more comfortable and accustomed to the learning environment, expectations, activities, and school personnel when they enter kindergarten. This category also includes individual child learning plans and school-wide transition plans.



### Result 3: Improved Child Health

Promoting optimal health through identification, treatment, and elimination of the risks that threaten children's health and lead to developmental delays and disabilities in young children.

#### Services:

- **Breastfeeding Assistance**  
Education related to the benefits of breastfeeding, including classes to women, families, employers, and the community, as well as breastfeeding support services to women.
- **Nutrition and Fitness**  
Information and services about nutrition, fitness, and obesity prevention for the 0 to 5 population; this includes programs to teach the basic principles of healthy eating, food handling and preparation, and the prevention of illness.
- **Other Health Education**  
Information and services about health other than nutrition, fitness, and obesity prevention.
- **Health Access**  
Health insurance, premium support, and enrollment assistance programs that ensure use of health services, strategies to retain health insurance, and insurance premium payments or subsidies.
- **Home Visitation for Newborns and Their Families**  
Home visitation services to promote and monitor development of children ages 0 to 2.
- **Oral Health**  
Dental screenings, checkups, cleanings, preventive and acute treatments, and education on preventive care. May include training for providers as well as for children and families.
- **Prenatal Care**  
Education, treatment, and counseling to promote healthy pregnancies and deliveries.

- **Primary Care Services (e.g., Immunizations, Well Child Checkups)**  
Medical care services to children ages 0 to 5 including preventive, diagnostic, and therapeutic care by a licensed healthcare professional.
- **Comprehensive Screening and Assessment**  
Screening and diagnostic services including behavioral, mental health, developmental, and physical health. Includes screening programs that measure cognitive/intellectual functioning, language and communication skills, social and emotional development, and perceptual/motor functioning to identify children who show developmental delays. These services determine the nature and extent of a problem and recommend a course of treatment and care.
- **Targeted Intensive Intervention for Children Identified with Special Needs**  
Programs that identify children with special needs and provide intensive and specific services to those children. Children with disabilities and other special needs refers to those children who are between birth and 5 years of age and meet the definition of "special needs."
- **Safety Education and Intentional and Unintentional Injury Prevention**  
Programs that disseminate information about child passenger and car safety, fire safety, water safety, home safety (childproofing), and the dangers of shaking babies. Includes education on when and how to dial 911, domestic violence prevention, and intentional injury prevention. Referrals to community resources that focus on these issues may also be included.
- **Specialty Medical Services**  
Emergency and critical care services for children ages 0 to 5 who require specialty care or have an illness or injury that requires immediate, short-term intervention or other specialty care services including care for chronic childhood illnesses. This category also includes follow-up on medical conditions or concerns identified from health/developmental screenings, such as autism, vision, or asthma.

### Result 4: Improved Systems of Care

Education on tobacco-related issues and abstinence support for participants using tobacco products. Includes providing information on reducing young children's exposure to tobacco smoke.

### Result 4: Improved Systems of Care

Implementing integrated, comprehensive, inclusive, and culturally and linguistically appropriate services to achieve improvements in one or more of the other Focus Areas.

#### Services:

- **Service Outreach, Planning, Support, and Management**  
General planning and coordination activities, program monitoring, technical assistance and support, support for interagency collaboration, support for services to diverse populations, contract administration, program database management, and program support and oversight activities.
- **Provider Capacity Building, Training, and Support**  
Provider training and support to improve their capacity to participate and deliver services to families with young children. Includes business planning, grant writing workshops, sustainability workshops, and large community conferences or forums.
- **Community Strengthening Efforts**  
Community awareness and educational events on a specific early childhood topic or promoting broad awareness of the importance of early childhood development.

## ACKNOWLEDGEMENTS

First 5 California, the Institute for Social Research, and Academic Technology & Creative Services at California State University, Sacramento would like to acknowledge and thank the following First 5 County Commissions and staff for contributions to the First 5 California 2010–2011 Annual Report:

### First 5 Contra Costa–Page 36

Sean Casey, Executive Director  
Debra Silverman, Early Childhood Education Program Officer  
Tracy Irwin, Public Affairs Manager

### First 5 Humboldt–Page 24

Wendy Rowan, Executive Director  
Kim Puckett, Evaluator

### First 5 Los Angeles–Page 32

Evelyn V. Martinez, Chief Executive Officer  
Leila Espinosa, UCLA Center for Healthier Children, Families, and Communities  
Vickie Kropenske, Director, Hope Street Family Center at California Hospital Medical Center

### First 5 Sacramento–Page 26

Toni Moore, Executive Director  
Debra Payne, Program Planner, Health/Dental/Kit for New Parents  
Tanya Burgos, Dental Clinic Manager, The Effort

### First 5 San Francisco–Page 14

Laurel Kloomok, Executive Director  
Wei-min Wang, Program Officer, Preschool for All

### First 5 San Joaquin–Page 16

Lani Schiff-Ross, Executive Director  
Billi Jo Zopfi, Contracts Analyst

### First 5 Santa Barbara County–Page 22

Patricia Wheatley, Executive Director  
Pedro Paz, Manager of Program and Evaluation

### First 5 Santa Clara County–Page 18

Jolene Smith, Chief Executive Officer  
Tiffany Ton, Executive Assistant  
Tyson Jue, Chief of Policy and Communications  
David Brody, Chief Program Officer  
Judith Calvo, Associate Director  
Sahar Ghafari, Research/Evaluation Coordinator  
FIRST 5 WestED/E3 Institute

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The enclosed disk contains a full PDF version of this Annual Report and the *California State Controller's Annual Report to the First 5 California Commission*. In addition, view a PDF version of the *First 5 California 2010-2011 Annual Report* at [www.cffc.ca.gov](http://www.cffc.ca.gov).

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This annual report was prepared in conjunction with the Institute for Social Research, California State University, Sacramento.







FIRST 5 CALIFORNIA

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30% post-consumer waste



**To:** First 5 Alameda County Commission  
**From:** Mark Friedman, Chief Executive Officer  
**Date:** April 30, 2012  
**Subject:** 2012-13 Strategic Plan Review

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**REQUESTED ACTION**

That the Commission conduct the first review of and recommend modifications to the FY 2009-2013 strategic plan as required by Proposition 10 – The California Children and Families Act.

**BACKGROUND**

Proposition 10 the voter approved initiative that established First 5 Commissions in November of 1998 requires that each county commission review the strategic plan and hold two public meetings on an annual basis and either modify it or approve it as it is.

Last June, the Commission approved a two-year FY 2011-13 budget for the last two fiscal years of the current strategic plan. There are no significant changes for the final year of the FY 2009-13 Strategic Plan. The goals, outcomes and programs remain the same. The new three strategy agency structure will be incorporated in to the new FY 2013-17 strategic plan.

**FISCAL IMPACT**

There is no fiscal impact. Spending will occur in alignment with the Commission approved FY 2012-13 budget.

**RECOMMENDATION**

That the Commission review the current strategic plan and recommend any modifications.

Submitted by:

Reviewed by:

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Mark Friedman  
Chief Executive Officer

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Janis Burger  
Deputy Director