



Administrative/Finance	<input checked="" type="checkbox"/>
Operations	<input checked="" type="checkbox"/>
Executive	<input checked="" type="checkbox"/>

AGENDA DATE: May 28, 2024

COMMISSION AGENDA #: 7.B. (PUBLIC HEARING)

SUBJECT:

First 5 California’s Annual Report, Fiscal Year 2022 - 2023

BACKGROUND:

The Children and Families Act of 1998 (Proposition 10) requires that:

1. Each County Commission submit a fiscal audit and an annual report to the First 5 California Children and Families Commission (First 5 California) by November 1st of each year;
2. First 5 California perform an annual audit and submit an annual report to county commissions, the Governor, and the State Legislature by January 31st of each year; and,
3. Each County Commission hold at least one public hearing on First 5 California’s Annual Report.

DISCUSSION:

The Annual Report (Attachment 1) covers the period of July 1, 2022, through June 30, 2023, and provides a comprehensive overview of the state’s programs and services.

The budgets, data and other information in the Annual Report illustrates First 5 California’s dedication to its purpose of promoting, supporting, and improving the early development of children from prenatal to five years of age.

First 5 California has remained committed to the charge of advancing statewide systems change efforts, including making additional strategic investments in counties across the state. As a result, First 5s continue to be a catalyst for transformational change. New investments in the FY 2022-2023 included:

- \$125 million for Improve and Maximize Programs so All Children Thrive (IMPACT) Legacy, a comprehensive effort to enhance the quality of early learning and care and support the workforce, with a focus on addressing the needs of the whole child, including health, behavioral health, child development, and family strengthening.
- \$10 million to strengthen and elevate the 0–5 strategy, investments, and impact under the Children and Youth Behavioral Health Initiative (CYBHI) in partnership with the California Health and Human Services Agency.
- \$2 million for the Twenty-Five Year Lookback Project to evaluate the overall impact of First 5 since the passage of Proposition 10.
- \$3 million to work with the Children’s Data Network for the Prenatal to Age Five Data Landscape Project, focused on the development of a First 5 California early childhood dashboard, possible online public-facing portal/ dashboard, and indicators that speak to the health, safety, and well-being of young children and their families.
- Foundational research for a Fatherhood Initiative including a communications plan assessment, academic peer review, and environmental scan to identify the key issues regarding the changing definition of fatherhood and exemplary fatherhood initiatives within the local First 5 Network.

In addition to new investments approved in FY 2022–2023, several investments approved in previous years continued to be implemented during the year:

- Grant dissemination and enhanced education, training and technical assistance, communications, and system of change collaboration with local First 5s on Home Visiting Coordination and the Small Population County Funding Augmentation (SPCFA).
- The Dragon Song campaign was developed and released to provide the first step toward creating awareness of the importance that calmness plays in connecting children and caregivers to their emotions.

The campaign featured English and Spanish video and radio spots, outdoor ads, a new website landing page, web ads, social media posts, a TikTok and Instagram influencer campaign, and campaign collateral and messaging toolkits for county commissions.

- The Stronger Starts public education and awareness campaign launched in the spring of 2023, introducing messaging around adverse childhood experiences (ACEs) and toxic stress response to families and caregivers of young children. The campaign featured three videos as well as radio ads, outdoor creative signage, and web and social including a TikTok and Instagram influencer campaign.

During FY 2022–2023, two bills went into effect impacting revenues. Senate Bill (SB) 793 (Stats. 2020, ch. 34) went into effect December 21, 2022, prohibiting the retail sale of most flavored tobacco products and tobacco product flavor enhancers, and Senate Bill (SB) 395 (Stats. 2021, ch. 489) enacted the Healthy Outcomes and Prevention Education (HOPE) Act. The HOPE Act imposed the California Electronic Cigarette Excise Tax (CECET), which became effective July 1, 2022, imposing a 12.5% excise tax on purchases of electronic cigarettes containing or sold with nicotine. Of the CECET revenues collected, less refunds and administrative expenses, 12% is deposited by CDTFA to the Children and Families Trust Fund, with county commissions receiving 80% of the total deposited.

First 5 California’s North Start articulates their commitment to trauma informed, healing centered, and culturally responsive systems that promote the safe, stable, nurturing relationships and environments necessary to eliminate inequities and ensure healthy development for all children by:

- Building Resilient Families and Communities
- Optimizing Child Health
- Strengthening the State’s Quality Early Learning Mixed Delivery System
- Promoting Sustainability of Early Childhood Investments

First 5 Stanislaus is included on page 50 of First 5 California’s Annual Report. Key highlights listed for the 2022 -2023 fiscal year:

- Services were delivered to 15,838 children, families, and early care education providers to remain connected to their support systems and basic needs when they were most needed.
- Over 2,100 individuals impacted by the pandemic received assistance such as housing and utility relief, grocery assistance, cleaning supplies, or other basic needs.
- First 5 Stanislaus and its partners distributed supplies to assist with families, including 1,500 COVID-19 test kits, 8,900 books, and over 43,000 diapers.
- The parents of 5,845 children received family support services through countywide partners, including over 2,100 parents and caregivers who attended parent education or support sessions.
- Children ages 0-5 received 2,919 books to nurture their desire to read and to support literacy skills at home.

STAFF RECOMMENDATIONS:

1. Conduct a public hearing on the First 5 California Fiscal Year (FY) 2022-2023 Annual Report.
2. Accept the First 5 California Fiscal Year (FY) 2023-2024 Annual Report.

FISCAL IMPACT:

There is no fiscal impact associated with acceptance of the First 5 California Fiscal Year (FY) 2024-2025 Annual Report.

COMMISSION ACTION:

On motion of Commissioner: ___; Seconded by Commissioner: _____

And approved by the following vote:

Ayes: Commissioner(s): _____

Noes: Commissioner(s): _____

Excused or Absent Commissioner(s): _____

Abstaining: Commissioner(s): _____

1) _____ Approved as recommended.

2) _____ Denied.

3) _____ Approved as amended.

Motion: _____

Attest: _____
Sonia Ramirez, Confidential IV