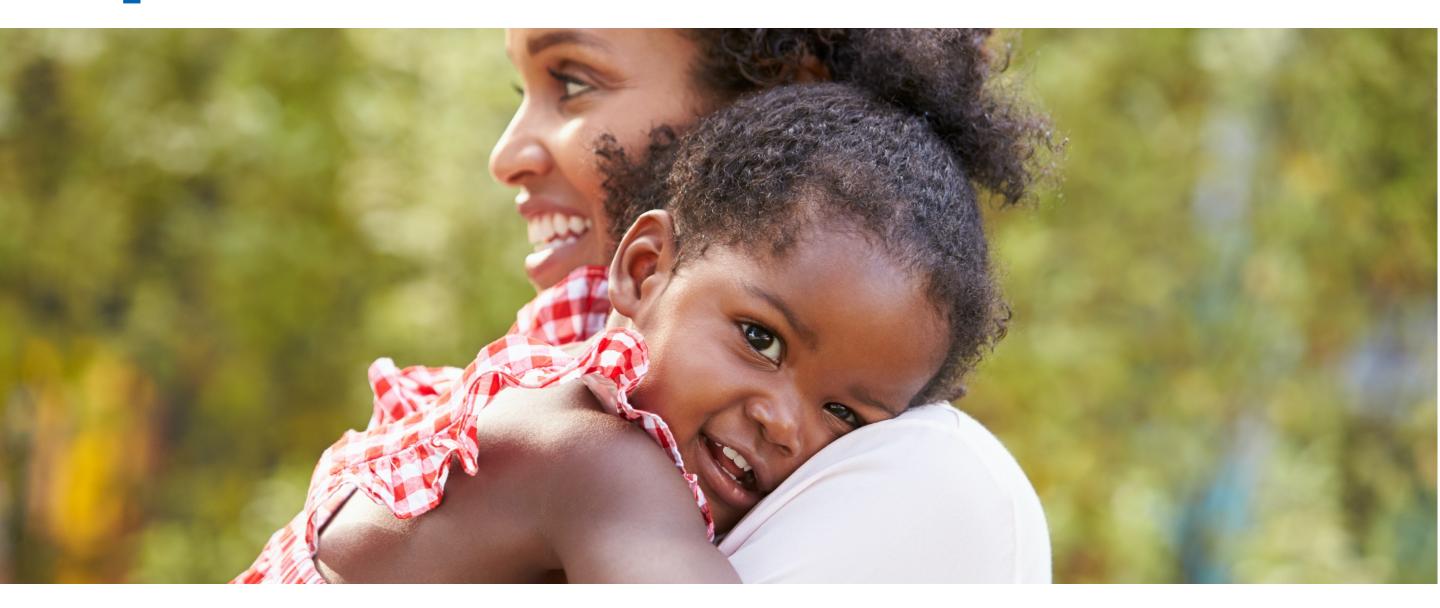
Kit for New Parents Update



April 15, 2021

Public Education and Outreach Advisory Committee Meeting





Kit for New Parents Request for Proposal

Update

- Kit for New Parents Request for Proposal (RFP) released February 2021
- Maximum agreement amount: \$11.5 million
- First phase of submission evaluation completed
- Anticipated start date of new agreement in May 2021
- Funding will also be used for:
 - Kit evaluation
 - Office of State Publishing (OSP) print services
 - Kit promotional and training materials development



Kit for New Parents

California Health Interview (CHIS) Survey Results

- Usage of *Kit* information was high (83%) among parents who received it in the past 12 months. Findings among those parents included:
 - Low-income parents were using it.
 - More than 90 percent of parents who received the Kit are below 200% of the federal poverty level.
 - Households with dual language learner (DLL) children reported high use (91%).
 - Parents rated Kit usefulness as 8.7 on a scale of 1 to 10 (1 being least useful and 10 most useful).
- CHIS data provides a snapshot of parent use and perception of the Kit.
- Additional information is needed to fill areas missed by survey.
- The new Kit evaluation RFP will fill information gap.





Kit for New Parents

Expand Low-Income Parent Access to Kit

- Develop partnerships with agencies/organizations such as:
 - Head Start
 - California Department of Public Health—Office of Oral Health
 - California Child Support Services
 - CalWORKs Family Resilience Branch
- Continue outreach to advocacy organizations, health care providers, and social service agencies serving parents of children ages 0 to 5
- Strengthen relationships with First 5 county commissions through:
 - Timely communication
 - Improving Kit ordering experience for users
 - Enhancing access to distribution data



Questions?





Thank you!

