



Executive Director Report – June 15, 2023

This report provides programmatic and administrative updates about key activities staff have engaged in since the April 2023 Commission Meeting. Program updates include relevant highlights, rather than a summary of all staff work, and are framed by the [Strategic Priority Areas](#) and [Theory of Change System Levers](#).

Please note: Items that will be presented as Action or Information Items during the June 15, 2023, Commission Meeting will not be included in the report below.

1. Fatherhood Initiative

Priority Area: Family Functioning

System Lever: Catalyst

First 5 California (F5CA) staff have been working with the Glen Price Group to develop a Literature Review and Environmental Scan on various fatherhood programs around the state. The Literature Review and Environmental Scan provides high-level summaries of the existing research on fatherhood initiatives, as well as a preliminary landscape of California's fatherhood related efforts and initiatives, to inform potential future investments and work of F5CA. This report was informed by research on the current landscape, distribution, and analysis of a survey of local First 5 county commissions, and interviews with those engaged in active fatherhood related efforts.

F5CA staff are developing a project scope of work for future Information and Action Items. The scope will be brought to the Program and Evaluation Advisory Committee this Summer for its review, feedback, and guidance.

2. Media Campaign Update

Priority Area: Child Development, Child Health

System Lever: Broadcaster

On June 1, 2023, the Public Education and Outreach media campaign, Stronger Starts, celebrated its official launch at the Sacramento Zoo. F5CA Executive Director, Jackie Thu-Huong Wong, was joined by honored guest speakers: California's First Partner Jennifer Siebel Newsom; Former California Surgeon General Dr. Nadine Burke Harris; Sacramento Kings center Domantas Sabonis; current California Surgeon General Dr. Diana Ramos; and F5CA Chair, Giannina Perez. Additionally, Sarah Marikos, Executive Director for ACEs Resource Network, and Brandon Tate, Senior Vice President for Rescue Agency, joined in for a lively panel discussion. Childhood development partners, representatives from elected

officials' offices, and members of the First 5 family attended the event to learn about the campaign's effort to raise awareness about the impact of adverse childhood experiences and toxic stress on young children, and what parents and caregivers can do to buffer against the mental, emotional, and physical effects in their children.

The Public Education and Outreach office has begun conducting new focus group testing to prepare for the next round of campaign messaging to expand on the current creative to help parents and caregivers identify the signs of toxic stress in their children and provide resources and tips.

3. Improve and Maximize Programs so All Children Thrive (IMPACT)

Priority Area: Child Development, Child Health, Family Functioning

System Lever: Catalyst, Convener

Efforts to address inequities within Quality Counts California (QCC), as called for in the Master Plan for Early Learning and Care, continue. Through leadership and IMPACT 2020 funding from F5CA, a contract with School Readiness Consulting (SRC) supported an equity audit of QCC through the facilitation of focus groups and partner surveys. Extensive outreach to participating and non-participating early learning and care providers and parents was used to identify system inequities and issues of access.

School Readiness Consulting has analyzed the data from the focus groups and surveys and created a final slide deck with actionable, interest holder-oriented findings, takeaways, and recommendations as well as a community facing brief summarizing the findings. The final deliverable has been approved and is expected to be released by the end of June 2023.

With IMPACT 2020 funding sunseting June 30, 2023, staff will be working to close out the program following the final quarter while also focusing on the next and final round of IMPACT funding, IMPACT Legacy. The Request for Application (RFA) for IMPACT Legacy was released May 1, 2023, with applications due June 12, 2023. F5CA anticipates grant awards to be dispersed in July 2023.

4. Program for Equitable Access to Resources for Literacy Support (PEARLS)

Priority Area: Child Development, Family Functioning

System Lever: Catalyst

As approved by the F5CA Commission in May 2022, PEARLS is a multi-pronged strategy designed to get books into homes, provide training and resources, and promote local innovations around early literacy. Book distribution will focus on improving access to high-quality books that reflect the diversity of California, including race, language, ability, and age. Training and resource development will support those working directly with families of young children to incorporate early literacy into their existing programs and curriculum. This will help leverage current

early literacy investments that are being administered by other state sister agencies such as the CA State Libraries, California Department of Public Health, and California Department of Education.

A competitive RFA is under development to allow First 5 county commissions to apply for funds to expand or initiate local literacy programs. The intent is to prioritize and incentivize literacy activities that promote healing-centered and culturally responsive systems and to support cross-county collaboration around literacy. F5CA staff are working to release the RFA in summer 2023.

In addition to the RFA, F5CA staff have been working with the California State Librarian and the Dolly Parton Imagination Library (DPIL) to ensure PEARLS is leveraged with other general fund, statewide early literacy investments. Executive Director Wong participated in the launch of the \$68 Million program along with the First Partner Jennifer Siebel Newsom, Senator Grove, California Deputy State Librarian Rebecca Wendt, and the DPIL on June 6, 2023. The program expansion goal is to create a book library for every child age 0–5 in California.

5. Refugee Family Support

Priority Area: Family Functioning

System Lever: Catalyst, Convener

The Refugee Family Support program continues through August 31, 2023, with grantees providing support in systems navigation, short term emergency housing, and emergency childcare. Through the implementation, grantees aim to support over 850 refugee families. Grantees submitted supplemental data during the half-way mark of the implementation period and have reported reaching over 400 families, including nearly 600 children. Staff are preparing to disseminate the annual performance report in early summer 2023.

Grantees and their partners convened in three quarterly network meetings since the beginning of implementation. Several topics were explored in the quarterly network meetings (e.g., culturally responsive mental health screenings) through presentations from experts in the field, including the Department of Social Services Refugee Program Bureau staff and International Rescue Committee. Staff are working on coordinating the fourth and final network meeting for later this Summer.

6. Home Visiting Coordination

Priority Area: Child Health, Child Development, Family Functioning

System Lever: Catalyst

F5CA staff are in the process of closing out phase one of the Home Visiting Coordination grants approved by the Commission in October 2019. Between 2020 and 2022, 50 counties received approximately \$9 million of funding to develop or strengthen a cross-agency, cross-system understanding of the role home visiting

plays in supporting family well-being, increase access to culturally and linguistically responsive home visiting, and integrate home visiting into other child- and family-serving systems.

Phase two, which expands the work with a focus on regional coordination, will begin in July 2023. The RFA for phase two was released on January 3, 2023, and final applications from all regions were submitted on May 24, 2023. F5CA staff are currently reviewing and scoring applications with Grant Award Notifications to be released at the end of June.

7. Kit for New Parents Study

Priority Area: Child Health, Family Functioning

System Lever: Broadcaster

The First 5 California *Kit for New Parents* Study, conducted by American Institutes for Research, Social Policy Research Associates, and Allen, Shea, and Associates is a two-year evaluation (2022–2024) focused on three key areas:

Kit Distribution: Examining the effectiveness of distribution methods in reaching target populations. Initial findings from a survey and interviews with First 5 county commissions and partner agencies have provided insights into distribution practices.

- a. Parent Experiences: Exploring parent perceptions of the *Kit's* usefulness through interviews with parents with follow-up interviews planned.
- b. Parent and Family Outcomes: Assessing changes in parenting knowledge and behavior and statewide outcomes using a parent survey and California Health Interview Survey data analysis.

Interim findings memos have been released for current data use and the *Kit* Distributor Survey (<https://www.air.org/sites/default/files/2023-04/First-5-CA-Kit-Infographic-March-2023.pdf>). Future reports will include findings from distributor interviews and parent interviews, research briefs on access to *Kits*, lessons learned from distribution, and the benefits of the *Kit* for parent and family outcomes. These updates will highlight the progress made in understanding distribution methods, gathering insights from parents, and analyzing data to assess the impact of the *Kit* on parenting knowledge and behavior, as well as broader family outcomes.

8. Public Policy Projects and Meetings

Priority Area: Child Development, Child Health, Family Functioning

System Lever: Catalyst, Convener

F5CA's Governmental Affairs staff have initiated and built relationships with numerous state agencies, both on their own and in coordination and collaboration with existing thought partners, as follows:

a. California Workforce Registry

Governmental Affairs staff have been meeting with colleagues in the Program Innovation and Evaluation Division regarding the California Workforce Registry. The Workforce Registry is a state, regional, and local collaboration designed to track and promote the education, training, and experience of the early care and education workforce for the purpose of improving professionalism and workforce quality to positively impact children. F5CA is playing the role of both convener and catalyst by having discussions with the Department of Social Services (DSS) on logistics for handing off the California Workforce Registry to a state agency by June 1, 2025. In numerous productive meetings with their partner, Child Care Alliance of Los Angeles, and staff at DSS, F5CA staff have set the groundwork for maintaining the data and structural integrity of the registry once it is in possession of an alternative agency and are currently determining the transition process.

b. 0–5 Early Intervention

Governmental Affairs staff are working with the DSS on early intervention for children ages 0–5 who have experienced abuse or neglect. After two productive meetings with DSS staff, staff will coordinate outreach of the *Kits for New Parents* to families in need, targeting specific regions.

c. Office of the Surgeon General

At the end of June, the Office of the Surgeon General (OSG) will launch their media campaign about increasing awareness of the health impacts of adverse childhood experiences and toxic stress, as well as providing support and healing strategies for individuals and communities across the state. Staff from the OSG attended the Stronger Starts event on June 1, 2023, and are partnering with F5CA on aligning messaging.

d. California Youth Behavioral Health Initiative

Governmental Affairs staff continue to be a part of the California Youth Behavioral Health Initiative (CYBHI) Brain Trust, which is a national and international advisory committee comprised of subject matter experts who provide thought partnership with the California Department of Public Health (CDPH) to assist creating culturally and linguistically appropriate behavioral health literacy and change campaigns that are co-designed for and by youth, caregivers, and their communities. CYBHI is also working with the OSG on providing training on trauma-informed care to educators, school personnel and childcare providers. Governmental Affairs staff continues to participate in discussions and processes.

e. Governor's Office of Planning and Research

Governmental Affairs staff has fostered relationships within the Governor's Office of Planning and Research's (OPR) Office of Community Partnerships and Strategic Communications. Staff in the Office of Community Partnerships and Strategic Communications indicate that this year's focus is on extreme heat and vaccinations. F5CA is determining methods to work together on messaging and data targeted to families with young children.

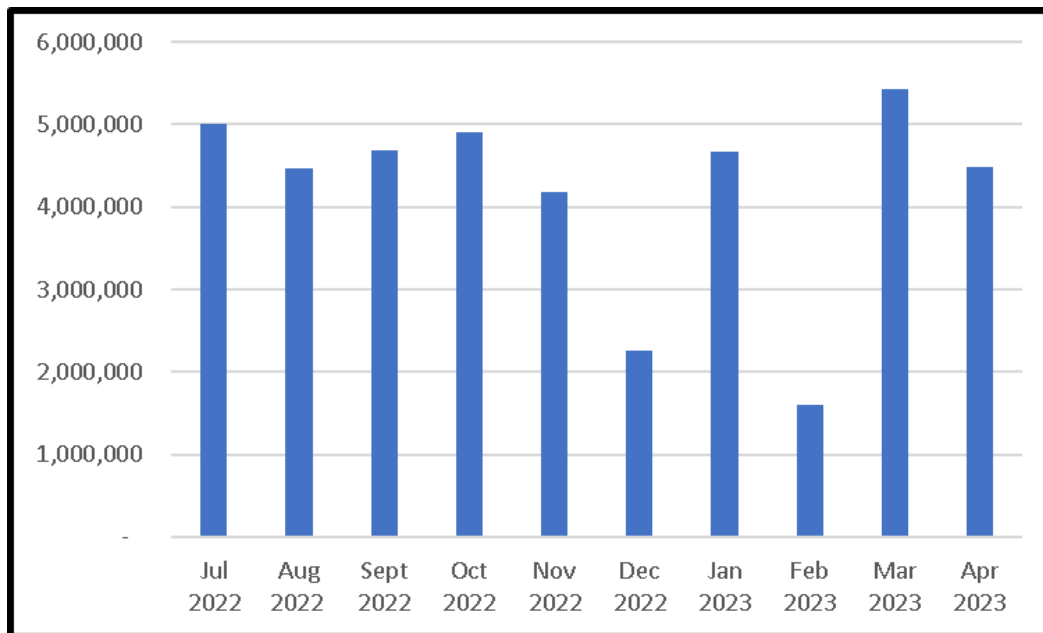
Fiscal Update

F5CA received updated revenue projections based on the Governor's May Budget Revision estimates (dated May 12, 2023) for cigarette and other tobacco tax revenues. The revenue projections received in May 2023 were 4% lower than January 2023, due to economic uncertainties and data coming in slightly lower than projected since the Governor's budget was proposed. The projections capture the passage of Proposition 31, which upheld the flavor ban. A full year impact of the flavor ban will be realized in Fiscal Year (FY) 2023–24 and will largely depend on how consumers respond to the flavor ban. For example, consumers could switch from flavored to non-flavored tobacco or cease smoking altogether.

For FY 2022–23, the total Proposition 10 revenue collected by the California Department of Tax and Fee Administration for the months of July 2022 through April 2023 was \$228.5M. Of this amount, \$208.3M (after adjustments for administrative costs, statewide assessments and backfill to Proposition 99 and the Breast Cancer Fund) was transferred to the state and county accounts. At the April Commission meeting, staff discussed February's revenue being lower than the previous month, which could be attributable to a change in purchasing trends or February being a short processing month. Shorter months do not allow for sufficient time to receive and process incoming revenues and remit to the State Controller's office prior to the cutoff. Revenues received and not captured in February's revenue transfer, were included in March's Prop 10 revenue transfer.

The chart below reflects the year-to-date revenues received for the State Commission operations (excludes county share) for the months of July 2022 through April 2023.

FY 2022–23 Prop 10 Revenue – State Commission Share



Personnel Update

- While staff are working to post the vacant Education Administrator I position, Kristin Torres has agreed to be the acting administrator in the Early Learning Programs and Partnerships Office.
- Lisa Moreau, F5CA’s Executive Assistant, has been promoted to Staff Services Analyst and will serve as the Commission Meeting Coordinator.
- In May 2023, Corey Hudson, the Associate Governmental Programs Analyst/Employee Resource Liaison, transferred to the Office of Inspector General. Interviews for this position are currently being conducted.
- Gretchen Williams, Research Data Specialist III, will be transferring to the California Department of Education at the end of June 2023. Staff will be posting for another research position soon.