



OCTOBER 19, 2023

INFORMATION  ACTION

**SUBJECT: KIT FOR NEW PARENTS**

**Strategic Plan Priority Area 1:** Child Health

**Goal:** All children thrive by achieving optimal health prenatal through age 5.

**Strategic Plan Priority Area 3:** Family Support

**Goal:** All families have the knowledge, skills, and resources to support their children's optimal development

**RECOMMENDATION**

First 5 California (F5CA) staff recommend the Commission approve up to \$15 million from the Unallocated account to fund the development, fulfillment, and marketing of the updated *Kit for New Parents (Kit)* for fiscal years (FY) 2024–25 through 2026–2027.

**SUMMARY OF THE ISSUE**

Commission approval of funding of up to \$15 million will enable F5CA to release an Invitation for Bid (IFB) for *Kit* fulfillment services and a Request for Proposal (RFP) for marketing services specific to the *Kit* to:

- Continue *Kit* distribution to parents of children ages 0 to 5 across California
- Expand the *Kit's* reach to more low-income families
- Strengthen relationships with First 5 county commissions and community partners
- Evaluate the *Kit* for the effectiveness of this program for engaging and educating parents and caregivers.

## SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

*Kit* funding has been approved over the last 19 years. Most recently, the Commission authorized up to \$18 million to fund the *Kit for New Parents* program from FY 2020–21 through FY 2023–24.

At the August 17, 2023 Commission meeting, F5CA presented [an information item](#) about [interim findings from the \*Kit\* Distribution Study](#) and future investment recommendations. Commissioner Rizzo suggested F5CA facilitate more collaboration across counties, particularly between those that are doing well and those that are struggling with *Kit* distribution to generate innovative solutions to increase the *Kit*'s reach and impact for all families. Commission Chair Albright added that F5CA must ensure that the *Kit* is accessible and inclusive for all families, regardless of their digital literacy and resources. F5CA also provided information that the *Kit* generates a federal reimbursement for the organization, as well a status update about the current *Kit* Evaluation.

During the September 27, 2023, Public Education and Outreach meeting, Chair Albright and Commissioner Majors were informed about F5CA's *Kit* funding request.

## FISCAL DETAIL

If approved, the Commission would invest up to \$15 million from the Unallocated account.

### Commission Funding Approval History—*Kit for New Parents*

Date	Approved Funding	Purpose
May 2001	\$20,800,000.00	2-year <i>Kit</i> fulfillment contract
June 2002	\$1,500,000.00	Development and purchase of <i>Parent Guide</i> for <i>Kit</i>
March 2003	\$30,000,000.00	3-year <i>Kit</i> fulfillment contract
March 2006	\$23,000,000.00	3-year <i>Kit</i> fulfillment contract
March 2007	\$175,000.00	6-month contract for Asian-language <i>Kit</i> adaptation
January 2008	\$435,000.00	3-year contract for 1-800 <i>Kit</i> ordering line (all languages)
October 2009	\$5,000,000.00	6-month <i>Kit</i> contract extension
January 2010	\$18,000,000.00	3-year <i>Kit</i> fulfillment contract
April 2012	\$150,000.00	1-year extension for 1-800 line contract
October 2013	\$15,000,000.00	3-year <i>Kit</i> fulfillment contract and OSP printed materials
January 2017	\$3,000,000.00	1-year <i>Kit</i> fulfillment contract extension and <i>Parent Guide</i> purchase and website development

April 2018	\$5,500,000.00	1-year <i>Kit</i> fulfillment contract with OSP, OSP printing, and shipping contract
April 2019	\$5,000,000.00	1-year <i>Kit</i> fulfillment contract with OSP, OSP printing, shipping contract, and purchase of <i>Kit</i> components
January 2020	\$5,000,000.00	1-year <i>Kit</i> fulfillment contract with OSP, OSP printing, shipping contract, and purchase of <i>Kit</i> components
October 2020	\$18,000,000.00	3-year <i>Kit</i> fulfillment contract, OSP printing, <i>Kit</i> evaluation, <i>Parent Guide</i> update
<b>TOTAL</b>	<b>149,840,000.00</b>	

## ATTACHMENTS

None.