



## First 5s Celebrate a “California for All” Budget Season

This Budget season, First 5 advocates across California have over 2 billion new reasons to celebrate. Beginning with Governor Newsom’s inaugural January Budget, and ending with the final Budget compromise package, over \$2 billion in new funds impacting young children and their families are making the voter’s wishes in Proposition 10 come to reality.

This year’s budget process included not only the formal budget proposals and hearings, but some First 5 celebrations and lobby efforts as well: on April 30, 2019, the State Library, First 5 California, the First 5 Association, and First 5 county commissions from across the state met at the State Capitol to celebrate El día de los niños/El día

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## Camille’s Corner

Camille Maben, Executive Director, First 5 California



After a year of planning and collaborating with staff, Commissioners, and stakeholders, I am proud to announce that First 5 California has a new Strategic Plan. Our five-year plan (2019–2024), approved by the Commission in April, is a reflection of First 5 California’s evolution and our work. The Plan represents a blueprint for the State

Commission’s investments, partnerships, outreach efforts, and advocacy. The Plan also incorporates the in-depth input and feedback from First 5 county commissions, numerous stakeholder groups in early childhood education and health, partner state agencies, and California families. Through the Plan, the Commission will continue to support and advocate for the strong start young children deserve to optimize early childhood health and education.

One of the Plan’s goals is that all children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness. One way this will be accomplished is through First 5’s continued investments and leadership in our early education workforce with professional development, technical assistance, and resources.

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**Camille's Corner**  
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Another goal of the Plan is for all families to have the knowledge, skills, and resources to support their children's optimal development. First 5 California will develop and implement a policy platform that, working with our partners, will help us advocate for and promote legislation such as increasing access to high-quality child care and offering more paid family leave that directly impacts California families. First 5 California is committed to working with the Administration to make "the parent agenda" a reality and together, help children grow up healthy and ready to succeed in life.

I also would like to put in a plug for my favorite partnership opportunity—our 4th Child Health, Education, and Care Summit, which will be at the Hotel Irvine on February 3–5, 2020. This Summit promises to be another highlight of professional development opportunities offered to administrators, educators, policy makers, providers, and others who care for and deliver services to children ages 0 to 5. Check out the website at <http://www.cfc.ca.gov/about/summit.html> for information on sponsorships and workshop opportunities. We hope to see you there!

As summer begins, I hope you take some time to relax and enjoy time with your family and friends. I am headed to the beach to enjoy the cool ocean breeze and six of the best grandchildren a "Noni" could love. Happy vacation trails!

*Camille*

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de los libros, a national event promoting literacy for children of all backgrounds. In a day of fun on the Capitol lawn with local children and families, First 5s were thrilled to be joined by the First Partner of California, Jennifer Siebel Newsom, who hosted an engaging and animated bilingual story time during the event.

The excitement and enthusiasm on the lawn and in the Capitol can be traced to Governor Gavin Newsom's "California for All" budget and the support of legislative leadership to invest comprehensively in a stronger start for all California children. The final Budget Act for 2019–20 contains a robust "Parent Agenda:"

- Lengthens paid family leave to a combined five and one-half months for the parents of California newborns
- Creates a \$1,000 Child Tax Credit in the Earned Income Tax Credit program
- Expands child care and preschool services for working families



**First Partner Jennifer Siebel Newsom  
Strikes a Healthy Pose.**





**First 5 Families Enjoy Advocacy Through Art.**

- Supports teaching excellence, in our public schools and child care programs
- Establishes a robust parent support system through home visiting, for CalWORKs and vulnerable families
- Stabilizes California's early intervention system with increased developmental screening and treatment
- Pilots Child Savings Accounts to start college planning on day one of a child's life
- Moves public schools toward a full-day kindergarten model

The 2019–20 Budget Year promises to be a historic new chapter for California families. First 5s will continue to work with the Administration and the Legislature in these crucial last weeks to ensure all little California kids can dream big California dreams.



### **First 5 California Launches New Talk. Read. Sing.® Television and Radio Spots**

The birds are back! Franco, Orson, and Melody are back on air to share the Talk. Read. Sing.® message in new ways. This time around, vital people in a baby's life, such as fathers and grandparents, are joining in and learning about the role they play in a baby's early brain development. You can watch the newest animated/live action spots on the First 5 California [parent site](#).



## Weed Free Baby Campaign to Prevent Marijuana Use During Pregnancy

**Lani Schiff-Ross, Executive Director, First 5 San Joaquin**

Imagine a young pregnant woman lighting up a pipe to smoke marijuana. She draws a deep breath, inhaling in an effort to relax and ease her nausea. For some, this image is completely shocking and disturbing. For others, it's totally normal and even encouraged.

Now that marijuana is legal in California, there is an alarming rise in pregnant and new moms using the drug. There also is an assumption that marijuana is relatively safe because it is perceived to be natural. More pregnant women are turning to pot as they seek relief from stress and nausea, even though there is no known safe amount of marijuana to use while pregnant or breastfeeding.

Research reveals that smoking or taking weed in any form while pregnant or breastfeeding can have serious and lasting harmful effects on unborn and newborn babies, including low birth weight, low intelligence quotient, and brain development issues.

These concerns are what led First 5 San Joaquin to launch an awareness campaign to help protect babies from the harmful effects of marijuana exposure. In May 2018, First 5 San Joaquin kicked off the "Weed Free Baby Campaign" to prevent marijuana use during pregnancy and while breastfeeding. The outreach effort included digital advertising, paid radio spots, the launch of [www.weedfreebaby.com](http://www.weedfreebaby.com), social media outreach, and the distribution of large, eye-catching posters displayed in strategic areas throughout the community. The campaign also included a public relations piece that generated a series of stories on local TV, radio, and in The Stockton Record.

The look and feel of the Weed Free Baby campaign was inspired and shaped by the local community. First 5 San Joaquin reached out for input and hosted focus groups to develop the creative and messaging. The posters and campaign images feature a striking image of a baby in an incubator along with an emotional message: "What my mom put in her body, she put in mine too."



**"What my mom put in her body, she put in mine too."**



The campaign hopes to convey that we understand having a baby can be stressful and isolating, but marijuana is not the answer and the potential harm to the baby may lead to far more stress in the future. The campaign urged parents to reach out for help and to connect with great support services in the community.

The Weed Free Baby campaign has been a great success, resulting in millions of impressions through traffic to [www.weedfreebaby.com](http://www.weedfreebaby.com), engaging social media conversations, and earning nearly 10 minutes of on-air media time. The campaign made headlines and sparked a conversation in the community that should support pregnant and breastfeeding women to make healthy decisions about marijuana use.

First 5 San Joaquin also kicked off a new campaign related to edibles and the lack of safety for children. In addition, the social media and multi-channel paid media campaign began earlier this year.

## Summary of April 25, 2019, State Commission Meeting

On April 25, 2019, the First 5 California Commission met in Irvine, California. Highlights of the meeting include the following:

### **General Business**

The Commission welcomed new Commissioner Jackie B. Majors, who was sworn in by Chair Halvorson. Commissioner Majors brings more than 20 years of professional and instructional experience in early care and education, and is currently the Chief Executive Officer for Crystal Stairs. In addition, Commissioner Jaime-Mileham was elected to serve as vice-chair for another year.

### **First 5 Association Executive Director Report**

First 5 Association Executive Director Moira Kenney reported the Census 2020 is coming soon, which will attempt to count all residents and children in California. She stated children ages 0 to 5 are undercounted in the state, and that communication to families by various means is critical in ensuring all children are counted, so that direct resources are available to support them and their families.

### **First 5 IMPACT 2020**

Staff provided an update on IMPACT 2020 design and planning. IMPACT will continue the Commission's program and partnership investment with counties and is set to go to the Commission for approval in July. Several Quality Counts California consortia members presented on their tremendous growth and outreach with the existing IMPACT program, and the successful outcomes for California's children and families.

### **State and Federal Budget and Legislative Update**

Erin Gabel, Deputy Director of External and Governmental Affairs, provided an overview of the Blue Ribbon Commission on Early Childhood Education Summary of Recommendations, and the Commission discussed potential implications for the Commission, should governance changes occur in California's early childhood system.

## ***Kit for New Parents Contract***

The Commission approved \$5 million for a one-year *Kit for New Parents* contract, effective July 1, 2019.

## **Fiscal Year 2018–19 and 2019–20 Annual Report Guidelines**

David Dodds, Deputy Director of Evaluation, gave an overview of the revised 2018–19 and new 2019–20 Annual Report Guidelines. The Commission approved both Guidelines.

## **Home Visiting**

Erin Gabel gave an overview on California’s home visiting programs, which have been supported by First 5, State, and Federal funding. With the new Administration, the focus is on expanding the program so more families can benefit from the services provided.

## **Talk. Read. Sing.® Campaign Update**

Renee Fraser of Fraser Communications gave an update on the Talk. Read. Sing.® campaign. She provided data on the success of the program, and how research based on feedback from focus groups has affected the direction of the campaign.

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Visit [http://www.cafc.ca.gov/about/2019\\_04\\_meeting\\_handouts.html](http://www.cafc.ca.gov/about/2019_04_meeting_handouts.html) for information on all April 2019 Commission meeting agenda items, handouts, and PowerPoint presentations.

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