



## CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING

April 24, 2014  
10:00 a.m. to 4:00 p.m.

Courtyard Marriott Sacramento Airport Hotel  
2101 River Plaza Drive  
American River Meeting Room  
Sacramento, CA 95833

### MINUTES

#### **Agenda Item 1 – Call to Order and Chair’s Welcome**

Chair Halvorson called the meeting to order at 10:05 a.m.

Commissioners Present: George Halvorson, Chair  
Joyce Iseri, Vice Chair  
Magdalena Carrasco  
Conway Collis  
Muntu Davis  
Kathryn Icenhower  
Casey McKeever

Ex Officio Member Present: Jim Suennen

Chair Halvorson welcomed members to the meeting. He commented on research that reinforces the importance of early childhood development and the critical work in which First 5 California is engaged. Chair Halvorson also commented on the important work First 5 county commissions are doing with the WIC program.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

#### **Agenda Item 2 – Executive Director’s Report**

Camille Maben, Executive Director, provided the following updates:

##### Site Visits

Ms. Maben made site visits to multiple county commissions, including Sutter, Monterey, Alameda, Riverside, Orange, San Benito, Merced, Tuolumne, Calaveras, and Amador. She reported on the First 5 counties’ incredible work on screenings, oral health, family engagement, and early education.

### CARES Plus

Work continues on the CARES Plus data system. Recent releases have upgraded the system's capability to track participant details, workplace facilities, and Classroom Assessment Scoring System® (CLASS®) observations. Current system work is focused on participant completion data and an interface for electronic submission of files from upload counties.

### Child Signature Program (CSP)

Preliminary analyses of CSP 1 data collected during FY 2012–13 have been completed. First 5 California is drafting a report to summarize findings.

Fact sheets on CARES Plus and CSP are now available on First 5 California's website.

### California Health Interview Survey (CHIS)

Child questionnaire content for the 2014–15 survey cycle is being developed with input from First 5 California. The First 5 Association also has been invited to participate.

### Legislative Hearings

#### ***Joint Budget Subcommittee Hearing on Child Care***

- On March 11, Ms. Maben attended a Joint Hearing of the Assembly Budget Subcommittees on Health and Human Services and on Education Finance regarding early childhood education.

#### ***Senate Committee on Education Hearing***

- On April 9, Ms. Maben and Frank Furtek, Chief Counsel, attended the Senate Committee on Education hearing, which included Senator Steinberg's Transitional Kindergarten (SB 837) and Senator Liu's California Strong Start (SB 1123) measures.
- Ms. Maben testified that First 5 California supports the basic tenets of the bills, and would continue to work with the authors as the bills move through the legislative process.

### Pediatric Dental Outreach

First 5 California staff met with the Medi-Cal Dental Services Division of the California Department of Health Care Services (DHCS) and the First 5 Association to discuss the request in the Governor's proposed 2014–15 budget for \$8.1 million of Proposition 10 funding to be available for the non-federal share of costs.

The Association shared with DHCS county information on local investments to improve the oral health of young children, and discussed alternatives to DHCS's proposal to utilize funding for a mailer to parents with children under age 3 reminding them to take their children to the dentist.

## National Meetings

First 5 California participated in major national meetings and technical assistance (TA) sessions, including:

- The BUILD Initiative's Continuous Quality Improvement (CQI) in Quality Rating and Improvement Systems (QRIS) Learning Table
  - Eight state teams worked on developing effective frameworks of CQI to support the improvement of early learning program quality to a level leading to positive child outcomes.
- The Help Me Grow (HMG) National Forum
  - Eighteen states attended this forum. They all are working on connecting children at risk for developmental and behavioral issues by providing a comprehensive, statewide, coordinated system for early identification and referral to services.
- The Early Head Start - Child Care (EHS-CC) Partnership Opportunity
  - In January there will be a new \$500 million competitive grant opportunity for EHS-CC Partnerships.
  - First 5 California, working with the California Department of Education, is assisting California Head Start programs with TA and providing resources to give them the best chance to write strong grant applications.

## **The First Annual Child Health, Education, and Care Summit (Summit)**

- The Summit has been scheduled on February 10, 11, and 12, 2015, with the first day being a Pre-Summit day for agency and program-specific activities.
- This is a professional development Summit and is inclusive of several state agencies that provide support and assistance to and/or partner with hundreds of dedicated staff who work in this field.
- Partners include:
  - California Department of Education
  - California Health and Human Services Agency
  - California Department of Public Health
  - California Department of Social Services
  - California Department of Developmental Services
  - California Community Colleges Chancellor's Office
  - California Department of Veteran Affairs
- The Summit will serve to be an informative way to demonstrate that as state we are moving forward together on early learning, health, and care.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

### **Agenda Item 3 – First 5 Association of California Report**

Moira Kenney, Executive Director, First 5 Association of California, provided an update on the following:

- The Association participated in a home visiting briefing convened by Senator Liu and Assemblymember Pan at the Capitol on February 25, which offered an opportunity to highlight the important work of First 5 in this arena.
- Over 20 First 5 county commissions conducted legislative visits at the Capitol to address the role of county commissions as system change leaders. Ms. Kenney noted both the visits and the 15th anniversary reception that followed were successful. She thanked Commissioners Iseri and McKeever for attending the reception.
- Ms. Kenney also reported on conversations with DHCS regarding the Governor's Budget request for Denti-Cal outreach. The Association has been focusing on the following challenges: the supply of dentists accepting Denti-Cal is low (or in some areas, non-existent); the reimbursement is not sufficient to cover the costs of serving children with complex needs; and those providers accepting Denti-Cal often do not provide the services, such as sedation, that are necessary to consider the practice appropriate for the needs of the population.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

### **Agenda Item 4 – Advisory Committee Reports**

Chair Halvorson called upon Commissioners to provide an update on their respective advisory committee meetings or activities that had taken place since the January 2014 meeting.

#### **DISCUSSION:**

##### Evaluation (Vice Chair Iseri and Commissioner Davis)

- Met to discuss the Commission's follow-up questions regarding the Transitional Kindergarten evaluation and data collected for CARES Plus.

##### Executive (Chair Halvorson and Vice Chair Iseri)

- Met to review and approve the agenda for the April 2014 meeting.

##### Fiscal (Vice Chair Iseri and Commissioner McKeever)

- Met to review the financial update.

##### Legislative (Commissioners McKeever and Collis)

- Met to discuss First 5 California's legislative bills of interest.

**DISCUSSION:** Commissioner Collis commented on a potential conflict of interest with regard to supporting legislation. Commissioner Collis recused himself from legislative discussions until further information is collected from the California Fair Political Practices Commission.

**PUBLIC COMMENT:** None.

**Agenda Item 5 – Fiscal Years 2013–14 and 2014–15 Annual Report Guidelines**

David Dodds, Deputy Director of Evaluation, requested Commission approval of technical updates to the Annual Report Guidelines for Fiscal Year (FY) 2013–14, and approval of the Annual Report Guidelines for FY 2014–15 in preparation for the upcoming fiscal year, as well as the Annual Report Appendices for FYs 2013–14 and 2014–15.

The Annual Report Guidelines for FY 2013–14 were previously approved by the Commission in April 2013, and were resubmitted for minor modification. Though the general reporting format did not change, modifications to labels for data collection fields in the Annual Report Web-based Reporting System Application were suggested to reflect the Annual Report Glossary Definitions proposed by the First 5 Association. These revisions were made in collaboration between the First 5 Association, First 5 county commissions, and First 5 California to standardize the meaning of expenditure categories for annual reporting purposes.

**MOTION:** Commissioner McKeever moved that the Commission approve the revised guidelines for the data entry and preparation of the Annual Report for FY 2013–14, and the guidelines for the data entry and preparation of the Annual Report for FY 2014–15. The motion was seconded by Commissioner Davis.

**DISCUSSION:** Commissioner Icenhower asked whether the Annual Report allows clear data regarding leveraged funds. Ms. Kenney clarified the Annual Report is tied to the audit, so there is not a place to include leveraged fund information. However, the First 5 Association will partner with First 5 California to consider solutions.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

**Agenda Item 6 – Small Population County Funding Augmentation (SPCFA)**

Sarah Neville-Morgan, Deputy Director of Program Management, and Jennifer Clark, Director of Administrative Services, requested Commission approval of a new funding methodology and accountability framework for the allocation of augmentation funds to small population counties beginning in FY 2014–15 and ending FY 2016–17.

The proposal included a fixed, graduated baseline formula determined by the number of births in each county in 2011. The proposed formula qualifies a county for the SPCFA if the county's number of births is 1,000 or less. This resulted in an increase of four small counties receiving the SPCFA, for a total of 20 counties. The funding will increase SPCFA dollars by \$12.8 million over three years, which represents a slight increase over the previous augmentation.

**MOTION:** Vice Chair Iseri moved that the Commission approve the new funding methodology and framework for small population counties. The motion was seconded by Commissioner Icenhower.

**DISCUSSION:** Commissioners indicated support for the SPCFA, but also asked that First 5 California staff work on a funding plan to accompany and align with the Strategic Plan.

**PUBLIC COMMENT:** Ellen Vieira (First 5 Plumas) and Molly DesBaillets (First 5 Mono) stated that 75 percent of funding goes to direct services. They expressed the augmentation was critical to ensure that the smallest county commissions in the state can continue to provide services.

Charlene Reed (First 5 Tehama) stated that the 20 small counties were in complete agreement with the SPCFA, and were involved in the framework development process.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

**Agenda Item 7 – First 5 California Mass Media Communications Request for Proposal**

Kellie Westley, Director of Contracts and Procurement, and Diane Levin, Chief Deputy Director, requested the State Commission authorize the release of a new Request for Proposal (RFP) for up to \$68 million for three years to secure a media contractor to successfully implement the education and outreach requirement of the California Children and Families Act and to educate California families about the importance of early education and health to a child's success in school and in life.

**MOTION:** Commissioner Icenhower moved the Commission approve the release of a Request for Proposal for a new three-year mass media communications contract, for an amount up to \$68 million. The motion was seconded by Commissioner Carrasco.

**DISCUSSION:** Commissioners engaged in discussion around declining tobacco tax revenues, and the need to consider what can be done to ensure adequate ongoing resources. Commissioners asked First 5 California staff to add language to the RFP that would require the contractor to explore outreach mechanisms that would generate additional revenue. One possible source suggested by Commissioner Collis was an additional specialty license plate that could generate funds for First 5 California programs.

Ms. Levin said that First 5 California would look at innovative ways to bring in additional funding and report back to the Commission. She recommended looking at generating revenue through programmatic investments where First 5 California could leverage federal and philanthropic dollars as well.

Commissioners requested First 5 California staff add the discussion of additional revenue to the work of the Ad-Hoc Strategic Plan Advisory Committee.

Commissioner Collis recommended language be included within the RFP stating First 5 California would use the media campaign, as appropriate and allowable, to increase revenue for programs funded by First 5 California.

**PUBLIC COMMENT:** Barry Loncke, retired Sacramento Superior Court Judge, requested the RFP include information on outreach mechanisms to diverse communities.

**AMENDED MOTION:** Chair Halvorson moved the Commission approve the release of a Request for Proposal for a new three-year mass media communications contract, for an amount up to \$68 million. To the extent permitted by law, language included in the RFP would require the contractor to work with First 5 California staff to explore outreach mechanisms that would generate additional revenues. The motion was seconded by Commissioner Icenhower.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

### **Agenda Item 8 – Extension of 2014 First 5 California Media Campaign**

Diane Levin, Chief Deputy Director, requested Commission approval to spend \$8.88 million in unspent Mass Media Communications Account revenues to extend the current First 5 California media campaign “Talk.Read.Sing<sup>SM</sup>.” These unspent funds had originally been authorized for CSP.

Renee Fraser, President and CEO of Fraser Communications, provided a summary update of the impact resulting thus far from First 5 California’s 2014 multi-media campaign, which launched in March 2014. The campaign consists of educational television ads, radio spots, blogs, social media, print, and other outreach efforts designed to educate the public on the brain development of babies and young children, and the critical role parents and other caregivers play in maximizing brain growth through language development, and thereby, promoting the success of their children in school and in life.

**MOTION:** Vice Chair Iseri moved the Commission approve funding from the media account in the amount up to \$8.88 million to fund the continuation of First 5 California’s current media campaign. The motion was seconded by Commissioner Icenhower.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

### **Agenda Item 9 – Transitional Kindergarten Evaluation**

David Dodds, Deputy Director of Evaluation, introduced representatives from the Heising-Simons Foundation and the American Institutes for Research who provided information regarding the feasibility of data collection for Asian languages and wrap-around services as supplements to a Transitional Kindergarten (TK) evaluation. A number of options addressing concerns raised at the January Commission meeting

were presented. Specifically, to have the evaluation include Asian Pacific Islander students with sufficient English skills, and information about wrap-around services.

First 5 California staff requested the Commission approve \$1 million to complement the \$500,000 approved at the January 23, 2014, Commission meeting for a total of \$1.5 million. This will fund a co-partnered evaluation with the Heising-Simons and Packard Foundations of California's implementation of TK.

**MOTION/ACTION:** Vice Chair Iseri moved the Commission approve the co-funding of the Transitional Kindergarten evaluation in the amount of \$1 million for the remaining two years of the three-year study period, and funding alternatives of up to \$170,000 for inclusion of assessments in Asian languages and information regarding wrap-around services. The motion was seconded by Commissioner McKeever.

**DISCUSSION:** Vice Chair Iseri was disappointed to learn there were no current outcome measures for literacy and math in Asian languages. She expressed her appreciation for the report, noting that disaggregated data by race and ethnicity are critical to evaluation findings.

Commissioner McKeever asked if First 5 California would cover the added cost or if additional funding would be distributed among other funders. Dr. Dodds indicated the costs are above the original requested amount, and that First 5 California, therefore, would fund the additional cost.

Commissioner Icenhower asked if the assessment would be available to others who wanted to utilize it. It was confirmed that assessment would be available for others and also would be translated into four additional languages, which would be selected based on the primary language prevalence in the sample of students.

Commissioner Collis indicated that some programs are not run by districts but by nonprofit organizations, which would prohibit information on wrap-around services from being captured.

**PUBLIC COMMENT:** None

**VOTE:** The motion was approved by a unanimous vote of the Commission.

### **Agenda Item 10 – Summit Facility Contract**

Kellie Westley, Director of Contracts and Procurement, and Diane Levin, Chief Deputy Director, requested Commission approval to contract for a Summit facility for up to \$250,000.

The First Annual Child Health, Education, and Care Summit, scheduled for February 10-12, 2015, is being fully managed by First 5 California staff instead of contracting for meeting planning services, as in prior years.

Although First 5 California staff is in the early stages of planning the Summit, it is necessary to secure the facility as far in advance as possible. Once the final price for

the facility is determined, staff will inform Commissioners of the actual amount through the contract ratification process. Funds received from registration fees will significantly offset the cost of the Summit, including the facility.

**MOTION/ACTION:** Commissioner McKeever moved that the Commission approve First 5 California staff entering into a contract for up to \$250,000 for a Summit facility. The motion was seconded by Vice Chair Iseri.

**DISCUSSION:** Commissioners expressed concern on the cost and location of the conference. Ms. Maben indicated that registration fees would offset most of those fees. She noted the target audience for the conference is administrators and providers of services at the state level.

Ex-Officio Commissioner Suennen, whose state agency is partnering with First 5 California on the Summit, said the conference would focus on how to take evidence-based information and disseminate it. It would serve as a forum for sharing information and resources, and fostering cross-agency collaboration. Commissioners Collis and Icenhower felt the venue will draw certain crowds and questioned Sacramento being the location to hold the conference rather than Southern California. Commissioner Icenhower also asked if the funding is in line with the Strategic Plan.

Ms. Levin reminded the Commissioners about past Commission directives to partner with other state agencies in future conferences. First 5 California is being mindful of the budget, and the objective is to collaborate with other state agencies to target efforts and have them network in ways that are unprecedented.

**PUBLIC COMMENT:** First 5 Solano indicated support for the Summit vision, noting that it is a small investment for a system change, and that they anticipated many counties would participate.

**VOTE:** The motion was approved by a majority vote of the Commission, with Commissioners Collis and Icenhower abstaining.

### **Agenda Item 11 – Emergency Medical Services (EMS) Authority Request for Funding to Support the California Poison Control System (CPCS)**

Dan Smiley, Chief Deputy Director, EMS Authority, requested the Commission approve funding to bridge a budget gap directly related to increased operational costs associated with negotiated bargaining agreements for CPCS staff.

**MOTION/ACTION:** The Commission did not entertain a motion to approve funding in the amount of \$3.195 million over a three-year period to fund the Emergency Medical Services Authority's California Poison Control System to provide uninterrupted access to poison center services for children ages 0 to 5. However, Commissioner Collis moved the Commission write a letter to the Administration to urge continued funding to the EMS Authority. Commissioner Collis's motion was seconded by Commissioner Davis.

**DISCUSSION:** Commissioners expressed concern about the request and noted that it was a violation of supplantation provisions and did not fit within the direct scope of work First 5 California is charged to do.

Frank Furtek, Chief Counsel, quoted from the Revenue and Taxation Code that the Commission cannot use funds for existing services (supplantation).

Commissioners commented on the outstanding work provided by EMS Authority and agreed the program is one that should be funded.

**PUBLIC COMMENT:** None.

**VOTE:** Commissioner Collis's motion was approved by a unanimous vote of the Commission.

### **Agenda Item 12 – Consent Calendar**

The Commission considered approval of the consent calendar as detailed on the agenda, including items 12a, 12b, and 12c.

**MOTION/ACTION:** Commissioner Icenhower moved the Commission approve the consent calendar. The motion was seconded by Commissioner Carrasco.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

### **Agenda Item 13 – CARES Plus, Round 1, Evaluation Findings Update**

David Dodds, Deputy Director of Evaluation, provided the Commission with an evaluation update on CARES Plus, Round 1.

First 5 California and participating county Lead Agencies launched the first round of Comprehensive Approaches to Raising Educational Standards (CARES) Plus beginning in Fiscal Year (FY) 2010–11. The evaluation of CARES Plus, Round 1 consisted of three perspectives of the program involving different sources of information: 1) the participant view based on online surveys of program participants; 2) assessment of the quality of teacher-child interactions of participants using a validated observation instrument; and 3) the Lead Agency view about operational aspects of running the program locally, based on information provided by Lead Agency administrators. Dr. Dodds addressed the second view of the program evaluation and provided a summary of participant demographics and analyses of data collected by observations using the CLASS® instrument.

**DISCUSSION:** Commissioners engaged in in-depth conversation on report findings and asked if there was a way to evaluate longer term effects. Dr. Dodds said a possible way to determine longer term effects is to evaluate if teachers stay longer in the workforce as a result of CARES Plus.

Vice Chair Iseri questioned the low score on Instructional Support. Debra Silverman, First 5 California Program Division Administrator, said it is more difficult to attain a high score in this domain because of the required depth of interactions and intentionality. The Instructional Support domain looks at teachers use of individualized strategies to promote children's higher order thinking, deepen understanding of concepts, and encourage use of language.

**PUBLIC COMMENT:** None.

#### **Agenda Item 14 – First 5 County Commission Investments in Early Intervention Systems**

Moira Kenney, Executive Director, First 5 Association of California, provided an update on First 5 county commission investments in early intervention systems. At the county level, there is a focus on building integrated systems of screening, assessment, referral, and treatment, with screening in pediatric settings playing a central role. First 5 county commissions play a key role in building and maintaining a central point of contact for all parts of the system. Many of the local efforts align with state and federal initiatives including the Maternal, Infant, and Early Childhood Home Visiting Program authorized by the Affordable Care Act, and the Race to the Top-Early Learning Challenge grant.

Ms. Kenney provided information on the Help Me Grow (HMG) Initiative, a national effort connecting children at risk for developmental and behavioral issues by providing a comprehensive, statewide, coordinated system for early identification and referral to services.

She noted efforts have been underway to replicate HMG across California counties and to establish HMG as a critical component of California's efforts to ensure children's optimal development is supported by early identification and linkage to services and supports.

Ms. Kenney noted the four core components of a comprehensive HMG system:

- 1) **Centralized telephone access point** for connecting children and their families to services and care coordination
- 2) **Community outreach** to promote the use of *HMG* and provide networking opportunities among families and service providers
- 3) **Child health care provider outreach** to support early detection and intervention
- 4) **Data collection and analysis** to understand all aspects of the *HMG* system, including identification of gaps and barriers

**DISCUSSION:** Commissioner McKeever asked if there were plans to expand HMG statewide. Ms. Kenney noted such expansion efforts were already underway in 17 counties plus 7 affiliate counties.

Commissioners expressed the importance of families being linked to services with community outreach being a priority.

**PUBLIC COMMENT:** None.

### **Agenda Item 15 – Financial Update**

Jennifer Clark, Director of Administrative Services, provided a financial update on the current fiscal year revenue, the Board of Equalization (BOE) administrative costs, and First 5 California's Financial Plan for Fiscal Years (FY) 2013–14 through 2016–17.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

### **Agenda Item 16 – Legislative Update**

Frank Furtek, Chief Counsel, provided the Commission with a legislative update on First 5 California bills of interest for the 2013–14 legislative session and identified 3 bills for which the Commission's Legislative Advisory Committee took formal support positions:

- AB 1454 (Calderon) – This bill would require care facilities to be subject to annual unannounced visits by the California Department of Social Services (CDSS), and would require CDSS to conduct more frequent unannounced visits under specified circumstances.
- AB 1902 (Bonta) – This bill would eliminate the requirement for low-income families to be assessed part-day preschool fees.
- SB 1000 (Monning) – This bill would require sugar-sweetened beverage containers to have safety warnings, and require warnings on vending machines, beverage dispensing machines, and places where sugar-sweetened beverages are sold in unsealed containers.

**DISCUSSION:** Commissioner Davis made mention of the e-cigarette lawsuit that states it is a tobacco product and not a medical device. Mr. Furtek said First 5 California is monitoring the issue and looking to define "other tobacco products" to include electronic cigarettes, which will be brought back for discussion at the next Commission meeting.

**PUBLIC COMMENT:** Carol Delgado spoke in support of AB 1444 (Weber), a legislative bill that would implement mandatory kindergarten.

### **Agenda Item 17 – Adjournment**

**MOTION/ACTION:** Commissioner Davis moved that the Commission adjourn the Commission Meeting. The motion was seconded by Commissioner Carrasco.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the Commission.

The next scheduled Commission meeting is July 24, 2014, at the Courtyard Marriott Sacramento Airport Hotel (subsequently cancelled).