



**CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING**

**January 22, 2015  
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**

**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  
Conway Collis  
Muntu Davis  
Kathryn Icenhower

Commissioners Absent: Casey McKeever  
Magdalena Carrasco

Ex Officio Member Present: Jim Suennen

Chair Halvorson welcomed members to the meeting. He commented on the Governor’s State of the State address regarding early childhood education saying it was clearly the right time for this state and the country to focus on young children, and highlighted the importance of the first 5 years.

Chair Halvorson also commented on the Annual Report, which focuses on the work of local commissions. He referred to those local investments as a model for the country.

**DISCUSSION:** Commissioner Collis shared information on two studies his organization, GRACE, had been working on with the Stanford Center on Policy and Inequality.

**PUBLIC COMMENT:** Hugo Morales, First 5 Fresno Commissioner, provided comments on the importance of ensuring messaging and outreach methods are targeted to low-income families. He specifically spoke on the need for greater broadband access to low-income families.

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

Camille Maben, Executive Director, provided the following updates:

### 2015 Child Health, Education, and Care Summit

First 5 California is finalizing sessions, speakers, panels, and other logistical arrangements for the 2015 Child Health, Education, and Care Summit.

- The First 5 Association will host a Pre-Summit workshop session for over 100 First 5 county commissioners.
- There will be four keynote addresses, 38 breakout sessions, and two plenary panels.

First 5 California secured a partnership with the State Library to screen the new PBS film series *The Raising of America*, featuring experts in the early education and care field making the case for a higher level of investment in children’s health, education, and care services. A panel including the filmmaker and experts in child-related services will follow the screening.

Ms. Maben thanked First 5 California staff, Ex-Officio Jim Suennen, and other partner state agencies for their work to make the Summit a success.

### Communications

First 5 California staff is in the process of reviewing and scoring proposals submitted for its three-year media campaign. The contract award will be announced in early February.

The current media contractor, RSE, negotiated an additional two weeks of air time for “Talk.Read.Sing.<sup>SM</sup>” radio and TV commercials. Ads will continue to run through January 25, 2015.

Once radio and TV spots are done, the contractor will conduct an evaluation of the entire campaign from its launch, with results expected in May 2015.

First 5 California we’ll be partnering with CBS and its “First Book Program” to bring children’s books to low-income communities.

First 5 California and the *Too Small to Fail* initiative have been discussing the formation of a collaborative partnership designed to amplify respective campaigns on the importance of early brain development. *Too Small to Fail* is a joint initiative between Next Generation, a nonprofit in San Francisco, and the Bill, Hillary, and Chelsea Clinton Foundation. Their community-based campaign is called “Talking is Teaching: Talk, Read, Sing” and is designed to close the word gap and help young children build robust vocabularies during the early years. Through this collaborative partnership, First 5 California and *Too Small to Fail* will be able to share useful information, resources, and campaign materials while reaching wider audiences across the state and around the country to amplify the message of how important it is for parents and caregivers to talk, read, and sing with their young children starting at birth.

Former Secretary of State, Hillary Clinton, recorded a video message specifically for First 5 California that will be aired at the 2015 Child Health, Education, and Care

Summit next month. In the video, she praises the work of First 5 California's "Talk.Read.Sing.<sup>SM</sup>" campaign, and announces the proposed partnership with *Too Small to Fail*.

#### Transitional Kindergarten

First 5 California continues to work with project partners: the American Institutes for Research (AIR), Heising-Simons Foundation, and David and Lucile Packard Foundation. With the AIR contract in place, recent communications have included planning project briefs and data collection updates.

#### California Health Interview Survey

First 5 California has reviewed drafts of an upcoming brief on the health of California children prepared by the UCLA Center for Health Policy Research, which will be released in the spring.

#### First 5 California Staff Update

New Hires:

- Dana McVey, Child Development Consultant, Program Management
- Melinda Geiser, Child Development Consultant, Program Management
- Megan Bowyer, Associate Governmental Program Analyst, Contracts and Procurement
- Erin Gabel, Deputy Director, External and Governmental Affairs

#### Site Visits

Since the last State Commission meeting, Ms. Maben made site visits to 3 county commissions, which included: Contra Costa, San Mateo, and Colusa counties. She highlighted the incredible work done by the counties.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

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

#### Early Learning

First 5 county commissions are taking a lead role in the roll-out of the new \$50 million Quality Rating and Improvement System Block Grant included in last year's budget. Its early learning work is focused on ensuring funds are wisely used and other funding is aligned.

#### Early Identification

The Association is calling on state leaders to commit to ensuring 100 percent of California children receive recommended developmental screening and appropriate referrals. Last year, county commissions invested \$23.5 million to screen and assess 117,000 children, primarily ages 0 to 3. Commissions invested another \$24 million to

provide appropriate services to children with identified needs. The Association is working with Children Now to identify legislative champions who will help county commissions in their work with those two goals.

### Family Strengthening

The Association is highlighting the need for increased and aligned investments to implement evidence-based family strengthening programs, particularly those with evidence of reducing the risk for child abuse and neglect. Last year, county commissions invested more than \$103 million in family strengthening programs. These investments reached more than 123,000 parents.

### Oral Health

A new report issued by the California State Auditor found the state's Denti-Cal program is failing to provide adequate care for children due to a shortage of dentists participating in the plan. The state audit found that 56 percent of enrolled children eligible for care under Denti-Cal did not use the program in 2013; the state's utilization rate of 43.9 percent is below the national average of 47.6 percent. The audit suggested many dentists do not participate in the program because of low reimbursement rates. California's reimbursement rates for the ten most common dental procedures averaged \$21.60, which was only 35 percent of the national average of \$61.96 for those same procedures. Oral health continues to be an area of focus across the state, with 33 county commissions investing a total of \$23 million to serve 182,000 children.

### Board of Equalization

The Association submitted a letter to the Board of Equalization (BOE) as part of the process requested by the Legislature, and outlined three alternatives for BOE to consider that would provide significant relief to First 5. Ms. Kenney reminded the Commission that First 5 county commissions are projected to pay more than \$14 million to the BOE for administrative costs this year, an amount roughly equal to the county commissions' statewide investments in health access programs, or their total investments in infant and toddler education programs. Ms. Kenney commented that there clearly are many alternative uses for these critical funds that are more in keeping with the mandates of Proposition 10.

**DISCUSSION:** Commissioner Collis commented on the importance and need for a public education campaign on family strengthening. He inquired about the policy issues and funding for oral health, and the possibility of raising provider reimbursement rates. He suggested Commissioner Suennen might be able to carry this issue to the Department of Health and Human Services, focusing on the need to be more creative on the provider side.

Commissioner Davis emphasized the importance of positive messaging and of being cautious on the language/messaging we use, as lower-income groups are resistant to those messages. He noted this resistance often stems from some of the experiences parents have with public systems, especially when those systems are not operating from a strengths perspective and when parents are required, rather than invited, to participate.

Commissioner Icenhower urged the Association to engage the broader child welfare system. She invited the Association to engage with the Child Welfare Council on these issues as well as the Casey Foundation.

**PUBLIC COMMENT:** Toni Moore (First 5 Sacramento) and Laurel Kloomok (First 5 San Francisco) commented on the family support programs their commissions fund, and described work being done in other states to define family support programs as a strategy, rather than to simply focus on the evidence base for specific programmatic interventions, such as parent education.

Ms. Kenney said county commissions serve 600 family resource centers statewide. A study on those resource centers had recently been completed. Ms. Kenney offered to share those results with the State Commission.

#### **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 October 2014 meeting.

**DISCUSSION:** Commissioner Iseri commented on the Fiscal Advisory Committee regarding a new format for reporting fiscal expenditures that are linked to the goals and objectives in First 5 California's Strategic Plan.

Commissioner Collis provided comments on the Audit Oversight Committee noting that the Board of Equalization (BOE) members also are experiencing frustration on the BOE issue. The committee decided to retain a consultant to look at the BOE issue from a broader systems analysis approach, rather than a formal audit, and will move forward with that work.

Commissioner Icenhower said the Program Committee met to discuss and review the content outlined in Agenda Item 6.

Chair Halvorson reported the Executive Committee met to approve the agenda for this meeting.

**PUBLIC COMMENT:** None.

#### **Agenda Item 5 – Fiscal Year 2013–14 Annual Report**

Camille Maben, Executive Director, requested the State Commission approve First 5 California's Annual Report.

**MOTION/ACTION:** Commissioner Icenhower moved that the Commission approve First 5 California's Fiscal Year 2013–14 Annual Report and its submission to the Governor, the Legislature, and county commissions, as required by statute. The motion was seconded by Commissioner Davis.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

**Agenda Item 6 – Next Steps for Child Signature Program and CARES Plus: California Quality System of Support**

Sarah Neville-Morgan, Deputy Director of Program Management, presented to the State Commission the tentatively titled California Quality System of Support (CQSS) framework and requested Commission approval for a one-year, reduced-funding extension of the Child Signature Program (CSP) 1 and 3 and support for the CQSS initiative open to all First 5 county commissions.

**MOTION/ACTION:** Commissioner Icenhower moved that the Commission approve a one-year, reduced funding extension of CSP 1 and CSP 3, and approve the total expenditure of \$13.6 million for the extension. The motion was seconded by Commissioner Collis.

**DISCUSSION:** Commissioners were generally in favor of the extension, but requested more information to ensure families are being connected to the services they need. Additionally, they suggested First 5 California draw on other models, such as the Promise Neighborhoods and Promise Zones.

Commissioner Davis said the Commission needs to think creatively about which other programs and agencies to partner with in order to address the underlying social, economic, and environmental health needs that are important for a child's healthy development and lifelong success.

**PUBLIC COMMENT:** Kim Johnson, California Child Care Resource and Referral Network, thanked the State Commission for the recognition of the diversity in the delivery system in child care and development programs across the state, and the focus on infant and toddler care, and family day care homes.

Several First 5 county executive directors commented in favor of CSP funding, and provided general comments around collaboration, layering funding, and reaching diverse providers and other partners.

Lani Schiff-Ross (First 5 San Joaquin) informed Commissioners about a longitudinal study focused on children in fifth grade who have been tracked since their enrollment in school readiness programs. Chair Halvorson requested a copy of the report once it becomes available.

Members of the public spoke on the importance of services provided to children in Yolo County, and urged the State Commission to extend CSP funding.

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

**Agenda Item 7 – Consent Calendar**

The Commission considered approval of the consent calendar as detailed on the agenda, including items 7a, 7b, and 7c.

**MOTION/ACTION:** Commissioner Collis moved the Commission approve the consent calendar. The motion was seconded by Vice Chair Iseri.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

**Agenda Item 8 – Report on the Effect of Young Children’s Contact with the Child Welfare System**

Dr. Emily Putnam-Hornstein, Assistant Professor for the University of Southern California (USC) School Social Work, presented the results of data on more than a million children born in 2006 and 2007, examining their contact with the child welfare system before age 5.

**DISCUSSION:** Commissioners were engaged in the presentation, asking questions about the specifics of the risk factors, county specific data, reading readiness, and possible impact of the increased social worker caseloads on the CPS data.

Commissioner Davis said it was important to think of the risk factors as well as the social and economic factors.

Commissioner Collis commented on some of the variables identified, such as low birth weight, which would imply the need for policy decisions regarding the provisions for prenatal care.

Dr. Putnam-Hornstein commented that risk factors are proxies for much more complex social, economic, and environmental factors. With regard to the specific variables, Dr. Putnam-Hornstein noted that participation in first trimester prenatal care lowers the risk for involvement in the child welfare system. Families in which mothers sought prenatal care in the first trimester had the lowest rates of involvement and those in which prenatal care was started later had the highest risk.

Commissioner Collis asked Dr. Putnam-Hornstein for her recommendations on next steps. She recommended engaging with other partners and using data to make the case for investment in children ages 0 to 5.

**PUBLIC COMMENT:** Moira Kenney said a number of county commissioners are using data, and provided comments on universal services, making programs easy to access with very few barriers and without referrals.

**Agenda Item 9 – Update on Alternative Sources for Additional Revenue**

Frank Furtek, Chief Counsel, provided the Commission information on alternative sources that may be available to increase First 5 revenues.

Alternative sources of revenue discussed included:

- Electronic cigarette tax
- Inclusion of First 5 in any initiative that attempts to legalize recreational marijuana use

- Cigarette Tax Increase for Early Childhood Education
- Soliciting Donations
- Sugar-Sweetened Beverage Excise Tax
- Investment of First 5 California Funds

**DISCUSSION:** Several Commissioners were supportive of First 5 California's inclusion in any initiative that legalizes marijuana.

Chair Halvorson stated the highest priority to increase First 5 revenue would be through the increase of tobacco tax. Commissioner Icenhower echoed Chair Halvorson's comments and recommended getting an author to sponsor legislation. Commissioner Collis said the issue could be brought to the Legislative Advisory Committee, along with further discussions on electronic cigarette taxation.

Commissioner Icenhower suggested donations to First 5 California's website could be made by project area such as the *Kit for New Parents* or the cookbook.

Chair Halvorson recommended donations to the website include an option to donate with a credit card.

**PUBLIC COMMENT:** None.

### **Agenda Item 10 – Strategic Plan Update**

Diane Levin, Chief Deputy Director, provided the Commission with an update on the progress made to date on the implementation of First 5 California's Strategic Plan.

**DISCUSSION:** Commissioners recommended the creation of a data dashboard for staff to more easily monitor the progress of their assigned tasks.

**PUBLIC COMMENT:** None.

### **Agenda Item 11 – Financial Update**

Jennifer Clark, Director of Administrative Services, provided a financial update on tax revenue projections, the annual audit conducted by the Department of Finance, and First 5 California's Financial Plan for Fiscal Years (FY) 2013–14 through FY 2019–20, based on existing authorizations and current revenue and expenditure projections.

**DISCUSSION:** Commissioner Davis said it was helpful to see chart/table on where money is being allocated.

**PUBLIC COMMENT:** None.

### **Agenda Item 12 – Legislative Update**

Erin Gabel, Deputy Director, External and Governmental Affairs, provided the State Commission with an update on the Governor's proposed FY 2015–16 budget and the upcoming legislative session. She provided an overview of policy areas of interest, as

outlined in a Draft 2015 Children's State Policy Agenda that was provided to Commissioners, along with the following updates:

#### Legislative Opportunities

Ms. Gabel provided a number of opportunities emerging in the new legislative session, where First 5 California can be a value add:

- Rebuilding of California's early learning system post-recession, with particular emphasis on new access for children ages 0 to 3, implementation of universal preschool, and wide-ranging quality debates
- The role of the early learning system in the K–12 revenue conversation, including the future of Prop 30 revenues, the school facility program, and adult education (which includes parent engagement)
- Debates on the definition of high-quality transitional and regular kindergarten programs
- Expanding voluntary home visitation programs
- Expanding the definition of tobacco to include e-cigarettes, in terms of taxing and enforcement

#### Objectives for External and Governmental Affairs

As outlined in the Strategic Plan, the role of External and Governmental Affairs is to facilitate First 5 California's efforts to build and maintain public and political will around the services and supports children ages 0 to 5 and their families. This role is about the strategic leveraging of First 5 California's assets and partnerships both in the public and legislative spheres.

Ms. Gabel outlined the following 2015 objectives for the External and Governmental Affairs Division:

- Develop and strengthen partnerships with children's advocacy groups and 0 to 5 stakeholders
- Advocate for a clear 0 to 5 children's agenda, including shared agendas with all 0 to 5 stakeholders
- Establish First 5 California as a trusted source for policy makers on children's issues, and continue to promote First 5 California as a trusted source for the public on supporting young children and families
- Insert children 0 to 5 into state and local revenue and macro-funding discussions
- Increase access to children 0 to 5 in supports for health and early learning

### Draft Policy Agenda

Ms. Gabel presented the State Commission with a draft Children's Policy Agenda, which covers four policy areas for 2015: Child Health, Early Learning, Strong and Engaged Families and Communities, and Revenue.

Each of these policy areas are intended to be broad enough to allow First 5 California to react with a value add in these policy areas this year, and build to a proactive legislative agenda in future years, with our partners.

**DISCUSSION:** Commissioners provided input and asked that the Draft 2015 Children's State Policy Agenda be updated to include cultural diversity, physical activity in child health, and an overarching goal for all groups.

**PUBLIC COMMENT:** None.

### **Agenda Item 13 – Adjournment**

**MOTION/ACTION:** Commissioner Davis moved for adjournment of the Commission Meeting. The motion was seconded by Commissioner Collis.

**DISCUSSION:** Commissioner Davis again expressed the importance for First 5 California to examine the use of specific terms, such as at-risk and home visit, as they can be negatively interpreted by certain populations.

**PUBLIC COMMENT:** Francine Rodd (First 5 Monterey) mentioned the term "at risk" labels families as if their power can be taken away from them.

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

The next scheduled Commission meeting is April 23, 2015, at the Courtyard Marriott Sacramento Airport Hotel.