



## CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING

January 28, 2016  
10:00 a.m. to 4:00 p.m.

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

### 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  
Kathryn Icenhower  
Erin Pak  
Conway Collis  
Muntu Davis

Ex Officio Member Present: Jim Suennen

Chair Halvorson welcomed members to the meeting and made opening remarks regarding efforts to improve and increase impact on the communities served by First 5 California (F5CA) and county commissions. He highlighted his recent visits to legislators and other state leaders. He also announced that he has a rewrite of his *Three Key Years* book with a new addendum on the science around the first three months of life.

**DISCUSSION:** Commissioner Collis reported on a new public campaign – California’s Crisis: Ending Child Poverty – to inform Californians about child poverty in California, noting that California has the highest percentage and number of children in poverty in the United States. The website, [www.endchildpovertyca.org](http://www.endchildpovertyca.org), highlights the proven interventions that support children in poverty. He noted that there is a shortage of 450,000 home visiting slots and 750,000 childcare education slots in California, and “the work we are doing at F5CA is just scratching the surface.”

**PUBLIC COMMENT:** None.

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

Ms. Maben started out by recognizing Patty Siegel, who died on December 25, 2015. Ms. Siegel was one of F5CA’s first Commissioners and the founder of the California Resource and Referral Network. Patty was a driving force for children’s issues in California, and a remarkable woman whom everyone learned a great deal from.

Camille thanked John Sims, Executive Director of First 5 Stanislaus, for his leadership as the president of the First 5 Association’s Executive Committee over the past two years, and acknowledged the election of Sean Casey from First 5 Contra Costa as the F5 Association’s new president.

Ms. Maben stated Diane Levin attended the Martin Luther King, Jr. Community Hospital “2016 Living the Dream Awards Luncheon” in Los Angeles in January where Chair Halvorson was honored with the prestigious Yancey Health Leadership Award.

### Dual Language Learner Pilot

Ms. Maben stated F5CA is working on the Dual Language Learner (DLL) Pilot, and has held two input meetings to convene a working group of experts to provide feedback. The next step will be a survey sent to stakeholders to further identify emerging priority areas and to collect additional information to inform F5CA on how the DLL Pilot can add value and positively impact the early education field.

### External and Governmental Affairs

F5CA, in partnership with California Department of Education, three Race to the Top – Early Learning Challenge leads, and a national expert from WestEd, held a policy briefing at the State Capitol – The California Quality Rating and Improvement System (QRIS) Journey: What QRIS Means for Quality Improvement Efforts in Early Education and Care Programs in California. The goal of this session was for participants to gain increased knowledge of research, strategies, and models to build QRISs that effectively support quality in early education and care programs. The briefing was attended by representatives from the Department of Finance and the Legislative Analyst’s Office; legislative staffers from both the Senate’s and Assembly’s Human Services, Education, and Appropriations committees; and various members from several legislator’s offices.

### First 5 California Staff Update

#### New Hires:

- Chana Wynne-Swan, Child Development Consultant, Early Learning and Healthy Development Office

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

Moira Kenney, Executive Director, First 5 Association of California presented updates on 1) Policy Development, noting the Association is continuing to push to ensure every child age 0 to 3 receives the developmental screenings mandated under the Affordable Care Act; 2) Capacity Building and Peer Support, stating counties are focused on planning, proposals, and prospects for the IMPACT work ahead, and that they are continuing to expand the number of counties building *Help Me Grow* systems; and 3) Advocacy and Communications, noting they are launching an effort to identify a core list of child outcome indicators that tell the First 5 story.

Ms. Kenney closed by stating she will continue to work with everyone to build the First 5 movement.

**DISCUSSION:** Commissioner Collis encouraged the Association to highlight best practices across managed care organizations, explore recent efforts integrating oral health care into pediatric settings, and consider using the Promise Neighborhood indicators. Commissioner Davis and Commissioner Pak both commented on the importance of the oral health work, and the coordination with pediatric providers in particular. Chair Halvorson commended Ms. Kenney for her good work.

**PUBLIC COMMENT:** None.

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

Chair Halvorson called upon Commissioners to provide an update on their respective advisory committee meeting or activities that had taken place since the October 2015 meeting.

**DISCUSSION:** Commissioner Icenhower reported the Strategic Planning Committee met to discuss the Town Hall and Trusted Messenger items. She also reported the Program Committee met to provide an update on First 5 IMPACT.

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

**PUBLIC COMMENT:** None.

### **Action Item 5 – Consent Calendar**

The Commission considered approval of the consent calendar as detailed on the agenda.

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

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

**Action Item 6 – State Budget and Legislative Update**

Erin Gabel, Deputy Director, External and Governmental Affairs provided an update on recent legislative committee actions and the Governor’s 2016–17 proposed budget.

**MOTION/ACTION:** No action was taken on this item.

**DISCUSSION:** Commissioners Iseri and Halvorson both commented on their positive experience visiting legislators. Commissioners Iseri and Icenhower both expressed concern with the Governor’s January Budget proposal and the way it might disrupt F5CA’s investment in First 5 IMPACT. Ms. Gabel emphasized advocates need to be able to talk with one voice with partners about the system they are trying to build. She stated F5CA will promote increased access to early learning, and advocate against the Governor’s proposal, which eliminates the TK entitlement and could disrupt the existing high-quality preschool system. Commissioner Collis encouraged staff to reach out beyond the usual Capitol leaders. Commissioner Iseri commented she was glad to hear F5CA has raised its concerns about the Block Grant Proposal in the January Budget, and how it may potentially affect First 5 IMPACT.

**PUBLIC COMMENT:** None.

**Action Item 7– Election of 2016 Commission Vice Chair and Advisory Committee Assignments**

Diane Levin, Chief Deputy Director, requested the Commission elect a Vice Chair, and approve appointments to the Commission’s standing and ad hoc advisory committees.

**MOTION/ACTION:** Commissioner Pak moved the Commission nominate Joyce Iseri to serve as Vice Chair for the First 5 California Children and Families Commission through April 2017. The motion was seconded by Commissioner Icenhower.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

**MOTION/ACTION:** Commissioner Collis moved the Commission approve the appointment of Commissioners to the current standing committees, along with the ad hoc advisory committee, as described below. The motion was seconded by Commissioner Iseri.

<b>Standing Committees</b>	
<i>Executive</i>	<ul style="list-style-type: none"> <li>• George Halvorson, Chair</li> <li>• Joyce Iseri, Vice Chair</li> </ul>
<i>Public Education and Outreach</i>	<ul style="list-style-type: none"> <li>• Erin Pak</li> <li>• George Halvorson</li> </ul>
<i>Legislative</i>	<ul style="list-style-type: none"> <li>• Conway Collis</li> <li>• George Halvorson</li> </ul>
<i>Research and Evaluation</i>	<ul style="list-style-type: none"> <li>• Joyce Iseri</li> <li>• Muntu Davis</li> </ul>
<i>Program</i>	<ul style="list-style-type: none"> <li>• Kathryn Icenhower</li> <li>• Muntu Davis</li> </ul>
<i>Fiscal</i>	<ul style="list-style-type: none"> <li>• Joyce Iseri</li> <li>• Erin Pak</li> </ul>
<i>Strategic Planning</i>	<ul style="list-style-type: none"> <li>• Kathryn Icenhower</li> <li>• George Halvorson</li> </ul>
<b>Ad Hoc Committee</b>	
<i>Oversight Audit</i>	<ul style="list-style-type: none"> <li>• George Halvorson</li> <li>• Conway Collis</li> </ul>

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

**Action Item 8 – Fiscal Year 2014–15 Annual Report**

Camille Maben, Executive Director requested approval of the Fiscal Year 2014–15 Annual Report.

**MOTION/ACTION:** Commissioner Iseri moved the Commission approve the Fiscal Year 2014–15 Annual Report. The motion was seconded by Commissioner Davis.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

### **Action Item 9 – California Smokers’ Helpline**

Sarah Neville-Morgan, Deputy Director, Program Management requested approval of funding to continue tobacco cessation services and related outreach to parents and caregivers of children ages 0 to 5 in the amount of \$5.6 million for a four-year period.

**MOTION/ACTION:** Commissioner Icenhower moved the Commission approve funding to continue tobacco cessation services and related outreach to parents and caregivers of children ages 0 to 5 in the amount of \$5.6 million for a four-year period. The motion was seconded by Commissioner Pak.

**DISCUSSION:** Commissioner Pak asked questions about the objectives of the Smokers’ Helpline program and whether the program is meeting those targets. She also asked if these targets are on par with other states who run a similar program. Commissioner Halvorson also asked about the approaches used by the Helpline and whether they are appropriately talking about abstinence.

University of San Diego and California Department of Public Health representatives explained calls to the Helpline increase dramatically when F5CA runs a media campaign targeting the danger of second hand smoke. Overall, the Helpline has always exceeded its targets.

Commissioners Iseri and Collis both asked questions about the changing research on e-cigarettes and whether the Helpline is accurately reflecting the current research.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a 5–0 vote of the Commission. Commissioner Davis recused himself from the item as he serves on the Advisory Committee for the CEASE component.

### **Action Item 10 – Trusted Messengers: *Talk. Read. Sing.*® Campaign**

Erin Gabel, Deputy Director, External and Governmental Affairs requested approval of funding for the Trusted Messengers Campaign.

**MOTION/ACTION:** Commissioner Collis moved the Commission approve funding for the Trusted Messengers Campaign designed to amplify the *Talk. Read. Sing.*® message to parents and caregivers through trusted messengers in the amount of up to \$2 million for 2 years. The motion was seconded by Commissioner Davis.

**DISCUSSION:** Commissioners commented on the need for an effective evaluation of the campaign, as well as the need to assure the selection process includes a comprehensive list of trusted messenger partners.

**PUBLIC COMMENT:** None.

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

### **Information Item 11 – First 5 Town Hall Program**

Erin Gabel, Deputy Director, External and Governmental Affairs provided an update of the Town Hall Toolkit program intended to build public will and influence public policy for children ages 0 to 5.

**DISCUSSION:** Commissioners discussed the importance of engaging in local outreach, planning, and execution of First 5 town hall events. They were in favor of F5CA's investment in and development of a publicly available town hall toolkit and targeted technical assistance for interested First 5 county commissions.

**PUBLIC COMMENT:** None

### **Information Item 12 – Home Visiting: National and State Status**

Sarah Neville-Morgan, Deputy Director, Program Management provided key information on the status of home visiting both nationally and within California at the state and local levels. Presenters shared highlights from home visiting work. Presentations were made by Giannina Perez (Children Now), Kristen Rogers (California Department of Public Health), Stacey Scarborough (Venice Family Clinic), Molly DesBaillets (First 5 Mono County), and Moira Kenney, Executive Director, First 5 Association of California.

**DISCUSSION:** Commissioner Icenhower commented that people are not connecting services, which creates duplicated efforts and non-maximization of revenue. Chair Halvorson stated there is a need to find out how many families are receiving services and how many are eligible for services. He noted this will give people the necessary information needed to know how the state is able to provide services compared to the need.

**PUBLIC COMMENT:** Nora Benavides (California Parents as Teachers) stated Parents as Teachers is working with 115 tribal communities. In addition, the agency has colleagues who have developed a specialized home visiting model that specifically targets military families.

### **Information Item 13 – Preview of 2016 *Talk. Read. Sing.*<sup>®</sup> Media Campaign Ad and Launch**

Renee Fraser from Fraser Communications provided a preview of the newest T.V. ad and the campaign's February 1 re-launch.

**DISCUSSION:** Commissioners agreed F5CA needs to saturate the airwaves and online space with the *Talk. Read. Sing.*<sup>®</sup> campaign and utilize new and innovative media outlets to disseminate messaging and reinforce positive behavior change.

**PUBLIC COMMENT:** None.

### **Information Item 14 – Transitional Kindergarten Study**

Heather Quick from the American Institutes for Research presented on the ongoing study of the impact of Transitional Kindergarten (TK) in California.

**DISCUSSION:** Chair Halvorson asked about collecting additional data through the TK study. Ms. Quick stated AIR could look into collecting additional data and

that some of the requested data would be available after the next round of the study. This information would be reported in the next report released by AIR.

**PUBLIC COMMENT:** None.

**Information Item 15 – Financial Update**

Mike Fuller, Interim Director, Fiscal Services provided an update on the Commission's financial status and gave updates as to the projected decline in rates over the next 5 years.

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

**Action Item 16 – Adjournment**

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

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

The next scheduled Commission meeting is April 28, 2016, at the Courtyard Marriott Sacramento Airport Hotel.