

First 5 California's Current Projects and Future Investments in Development
Future Investments Noted With *

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Strategic Plan Priority Area	Office
California Health Interview Survey - CHIS (UCLA)	Collect data on Californian children and families with young children, including equity-related data (e.g., race/ethnicity, poverty level, home language, dual language learner status, immigrant status) for use by policymakers, researchers, health experts, members of the media and others. F5CA is the primary funder of the Child Questionnaire in this statewide health survey. Contract deliverables include research briefs and memos on F5CA-approved topics (current cycle: children's mental health and childcare utilization).	\$1,708,429	7/1/23	6/30/25	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.	Research and Evaluation
Early Childhood Behavioral Health	Provide technical assistance to help F5Commissions work with local MHSA Commissions to identify funding for children 0-5. Also, could include incubator funding (like MHSOAC, funded through 2023) to build capacity to innovate solutions, improve existing programs, and sustain effective programs that address early childhood behavioral health needs. Strategies to be determined in collaboration with First 5 Association and other partners.	\$10,000,000	7/1/24	6/30/27	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.	Program Innovation and Evaluation
*Future Investment - Fatherhood Initiative	The initial strategy for future investment focuses on creating a common base of knowledge to inform staff and Commissioners related to contemporary research regarding fatherhood (academic literature review) and an environmental scan of existing fatherhood programs and programming (practitioner knowledge / mapping the locations of fatherhood programs) within the "First 5 Universe." The academic literature review and environmental scan will be presented to the Commission along with suggestions for initial investments based on F5 California's Levers for Change (Advocate, Convener, Catalyst and Broadcaster). Extended details in Commission proceedings for Jan 2024 – First 5 CA Fatherhood Focused Environmental Scan and Literature Review.	\$5,000,000	Q4 2024	TBD	Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children's optimal development.	Executive

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Strategic Plan Priority Area	Office
Federal Advocacy (Actum, LLC)	Influence federal policy and budget decisions by increasing policymakers' awareness of early brain science and the importance of safe, stable, nurturing relationships and environments for young children, their learning and development. Building F5CA as a trusted policy resource and supporting the state Early Childhood Education (ECE) Coalition and First 5 Network's policy agenda and goals by providing staff capacity to expand federal policy and advocacy efforts, leveraging federal administrative and legislative opportunities, managing interagency coordination, and catalyzing an increase in advocacy frequency.	\$250,000	3/20/24	6/30/26	<p>Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.</p> <p>Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness.</p> <p>Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children's optimal development.</p>	External and Governmental Affairs
Home Visiting County Coordination	Use a regional model to empower counties to continue their work creating a sustainable, unified system that supports families with the home visiting services to support family well-being and maximize available funding to serve more families. Help counties continue working on effective collaboration, coordination, and integration of home visiting and family support activities through a regional technical assistance model. Promote group, individual, and peer-to-peer technical assistance to help counties continue strengthening a range of systems coordination and integration activities, highlight lived-experience in policies and program decisions, and address inequities. The goal of the regional structure is to build and maintain collective capacity to maximize access to the resources and technical assistance needed to achieve local and state home visiting coordination and integration goals and promote an equitable home visiting system embedded into other child- and family-serving systems.	\$14,550,000	7/1/23	06/30/25	<p>Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children's optimal development.</p>	Program Innovation and Evaluation
IMPACT Legacy	Quality improvement infrastructure and programmatic investments to support the ELC workforce in providing high quality experiences for young children. Focus on increasing equitable access to coaching, incentives, and other professional development, support, and resources. Includes ECE Workforce Registry, local QRIS data systems, and statewide evaluation.	\$125,828,000	7/1/23	6/30/27	<p>Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.</p> <p>Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments</p>	Program Innovation and Evaluation

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Strategic Plan Priority Area	Office
					that ensure their learning readiness.	
Kit for New Parents <i>(current investment - ALOM)</i>	Provide information and tips for first-time parents, grandparents, and caregivers free-of-charge, delivered through local hospitals, physicians, and community groups. Available in English, Spanish, Chinese, Korean, and Vietnamese, it includes a health handbook, a parent guide, a poison control brochure and magnet, and other important information on paid family leave, and literacy and learning. First 5 county commissions are encouraged to add local references and resources to the <i>Kit</i> to help inform parents about services in their own communities.	\$18,000,000	5/1/21	6/30/24	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5. Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensures their learning readiness.	Program Innovation and Evaluation
Kit for New Parents <i>(next investment, already approved by Commission)</i>	Provide information and tips for first-time parents, grandparents, and caregivers free-of-charge, delivered through local hospitals, physicians, and community groups. Available in English, Spanish, Chinese, Korean, and Vietnamese, it includes a health handbook, a parent guide, a poison control brochure and magnet, and other important information on paid family leave, and literacy and learning. First 5 county commissions are encouraged to add local references and resources to the <i>Kit</i> to help inform parents about services in their own communities.	\$15,000,000	7/1/24	6/30/27	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 Functioning Goal: All families have the knowledge, skills, and resources to support their children's optimal development	Program Innovation and Evaluation
Media Campaign/Public Relations (current investment - Rescue Agency Public Benefit, LLC)	Implement Public Education and Outreach and Public Relations campaigns designed to reach California's diverse populations and educate all California parents and caregivers about the healthy development of children prenatal through age 5 and the safe, stable, nurturing relationships and environments necessary for them to thrive.	\$65,841,190	10/27/21	October 2024	Strategic Priority Area 1: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.	External and Governmental Affairs

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Strategic Plan Priority Area	Office
Media Campaign (next investment, already approved by Commission)	Implement Public Education and Outreach media campaign designed to reach California’s diverse populations and educate all California parents and caregivers about the healthy development of children prenatal through age 5 and the safe, stable, nurturing relationships and environments necessary for them to thrive. RFP being release in Spring 2024. Investment will likely be less than \$57million.	\$57,000,000	October 2024	October 2027	Strategic Plan Priority Area 1: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.	External and Governmental Affairs
*Future Investment – Newcomer Support	Expand support for first-generation immigrant and multi-language learning families (including asylum seekers and refugees) and potential expansion of Microenterprise Development Program.	TBD	TBD	TBD	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5. Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness. Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children’s optimal development.	Program Innovation and Evaluation
Refugee Family Support	Provide emergency family support and resettlement services to refugee families with children prenatal through age five resettling in counties throughout California.	\$3,000,000	9/1/22	6/30/24	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5. Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness. Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children’s optimal development.	Program Innovation and Evaluation

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Strategic Plan Priority Area	Office
Program for Equitable Access to Resources for Literacy Support (PEARLS)	<p>F5CA Commission approved up to \$18 million for three years through Fiscal Year 2024–2025 for an investment in statewide early literacy program. PEARLS goals are to create safe, stable, and nurturing relationships and environments through early literacy programming and supports. As a multi-pronged strategy designed to support early literacy and increase opportunities for family bonding, PEARLS aims to create in-home libraries, to provide training and resources, and to promote local innovations around early literacy and storytelling. PEARLS intentionally and holistically builds local capacity and systems. Per commission request, \$5 million dollars is to be allocated specifically for local grants.</p> <p>An RFA for that \$5 million-dollar allocation is in the final stages of development.</p>	\$18,000,000	TBD	TBD	<p>Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness.</p> <p>Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children’s optimal development.</p>	Program Innovation and Evaluation
*Future Investment – Public Relations	<p>Public Relations campaign designed to reach stakeholders, partners, parents, and elected officials. The efforts will serve as a tool to advocate for First 5 California focus areas and to promote First 5 California as a trusted source of information on the early development of children 0-5. No specific \$ amount has been established as of Jan 2024. Still need to develop RFP and get commission approval.</p>	\$4,000,000	TBD	TBD	<p>Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.</p> <p>Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness.</p> <p>Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children’s optimal development.</p>	External and Governmental Affairs
Small Population County Funding Augmentation (SPCFA) (current investment)	<p>Ensure an annual base funding amount for the 21 counties with the lowest proportion of statewide annual births to operate a commission and effectively execute programs that promote, support, and improve the development of children ages 0 to 5.</p>	\$20,000,000	4/1/21	6/30/25	<p>Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality nurturing environments that ensure their learning readiness.</p>	Program Innovation and Evaluation

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Strategic Plan Priority Area	Office
*Future Investment – Small Population County Funding Augmentation (SPCFA)	Support the 21 counties with the lowest annual births to operate a commission and effective programs by ensuring an annual base funding amount.	\$15,000,000	7/1/25	6/30/28	Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality nurturing environments that ensure their learning readiness.	Program Innovation and Evaluation
State Advocacy and Early Childhood Education Coalition (California Strategies)	Influence state policy and budget decisions by increasing policymakers' awareness of early brain science and the importance of safe, stable, nurturing relationships and environments for young children, their learning, and development. Building F5CA as a trusted policy resource and supporting the state Early Childhood Education (ECE) Coalition's policy agenda and goals by providing staff capacity to expand state policy and advocacy efforts, leveraging state administrative and legislative opportunities, managing interagency coordination and catalyzing an increase in advocacy frequency.	\$950,000	4/24/23	4/23/26	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5. Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness. Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children's optimal development.	External and Governmental Affairs
Smokers' Helpline (UC San Diego) (current investment; rebranded as <i>Kick It</i> CA in 2021)	Promote tobacco and vaping cessation through telephone and text counseling, nicotine replacement therapy, outreach through pediatricians, dissemination of educational materials, and campaigns to increase awareness of e-cigarette health implications for children, families, and caregivers.	\$3,600,000	7/1/21	6/30/24	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.	Program Innovation and Evaluation
Smoking Cessation (next investment, already approved by Commission)	Support a variety of strategies to increase awareness of the effects of tobacco and e-cigarette use on young children's health and development and provide cessation services to parents and caregivers with young children.	\$2,500,000	7/1/24	6/30/27	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.	Program Innovation and Evaluation
P-5 Data Landscape (Childrens Data Network)	This investment supports past and present statewide investments in creating and connecting data systems that identify opportunities to better support California's young children and their families and will inform future funding opportunities within and outside First Five California to promote a strong start for all California children.	\$3,000,000	TBD	Upon Execution for 3 Years	Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5. Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness.	Research and Evaluation

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Strategic Plan Priority Area	Office
25 Year Look-Back	Goals of this project include: using extant internal and external data, compile and summarize the impacts of First 5 California (F5CA) investments since its inception; describing and quantifying, as accurately as possible given the available data, the types of services provided and the recipients of those services; identifying areas of past investment and of potential future investment; and producing a report and supplemental materials for diverse audiences summarizing this evaluation which includes recommendations for monitoring and evaluating impact moving forward.	\$2,000,000	TBD	TBD	<p>Strategic Priority Area: Child Health Goal: All children thrive by achieving optimal health prenatal through age 5.</p> <p>Strategic Priority Area: Child Development Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness.</p> <p>Strategic Priority Area: Family Functioning Goal: All families have the knowledge, skills, and resources to support their children's optimal development.</p>	Research and Evaluation