

First 5 California Book and Literacy Programs Survey

February 14, 2020

Background

In February 2020, First 5 California (F5CA) conducted an online survey among 58 county commissions. This F5CA survey follows a previous survey conducted by First 5 Los Angeles and provides additional information about book and literacy programs such as number of books provided, costs, and partnerships. Among 58 First 5 county commissions, 56 responded to this survey, identifying a total of 83 book and/or literacy programs. Survey results for key data are presented as a statewide summary and a program-level summary for the most common or largest programs. Results presented should be read as preliminary and may contain some errors because of the quick time frame between survey launch, response by county commissions, and analysis by F5CA staff. Responses have not been validated via follow-up verification by F5CA staff.

Survey Highlights

- Almost all First 5 county commissions maintain and fund some kind of book or literacy program or partner with other local agencies in these efforts
- Some programs are explicitly designed around book gifting (e.g., Little by Little via WIC offices in Los Angeles, Dolly Parton Imagination Library via mail)
- However, many First 5s embed book gifting within other efforts (e.g., Kit for New Parents distribution, home visiting, library reading programs, preschool/family childcare, pediatric care, community events, family resource services)
- Book and literacy programs vary with regard to the evidence-basis for the program, ranging from evidence-based, evidence-informed, and locally developed programs that may not have been rigorously evaluated
- The number of books provided to children and families each year varied widely with an average of 18 per child per year
- The majority of programs cost less than \$100 per child per year
- Common success identified include: Popularity of book gifting with parents and children, support by other local agencies, and interest in such programs by the business community. Some programs evaluated showed increased reading behaviors by parents and children together (e.g., Raising a Reader) or improved school readiness (Little by Little).
- Common challenges identified include: the cost of books, sustainability of funding, and difficulty in finding non-English children's books for purchase. One size does not fit all. Programs need to address the specific populations, resources available, and geography of each county.

Statewide Summary

Exhibit 1: Overview of book and literacy programs by county

County	Book Program	Books per child per year	Estimated cost per child per year	Estimated total cost per year
Alameda	Learning Adventure Backpacks; 2017, 2019 Kindergarten Readiness Assessment (books as incentives); Help Me Grow (books to parents and providers to support child development)	18	\$100 or more	\$100,000 - \$199,999
Amador	Dolly Parton's Imagination Library	12	\$25 - \$29.99	\$20,000 - \$29,999
Butte	Reach Out and Read	6	\$15 - \$19.99	\$10,000 - \$19,999
Butte	Book distribution-generic	13	\$10 - \$14.99	\$40,000 - \$49,999
Calaveras	Kit for New Parents	2	\$1 - \$4.99	\$0 - \$9,999
Calaveras	Talk.Read.Sing.	3	\$15 - \$19.99	\$0 - \$9,999
Colusa	Raising a Reader	40	\$100 or more	\$100,000 - \$199,999
Del Norte	Talk.Read.Sing.	3	\$1 - \$4.99	\$0 - \$9,999
Del Norte	Talk.Read.Sing.	5	\$15 - \$19.99	\$0 - \$9,999
Del Norte	Wonder Bus -- a mobile children's library/mini-FRC	2	\$1 - \$4.99	\$10,000 - \$19,999
Del Norte	Dolly Parton's Imagination Library	12	\$25 - \$29.99	\$10,000 - \$19,999
El Dorado	Kit for New Parents	6	\$10 - \$14.99	\$0 - \$9,999
Fresno	Raising a Reader	1	\$100 or more	\$80,000 - \$89,999
Glenn	Kit for New Parents	100	\$15 - \$19.99	\$0 - \$9,999
Glenn	Talk.Read.Sing.	100	\$20 - \$24.99	\$0 - \$9,999
Glenn	Talk.Read.Sing.	15	\$30 - \$34.99	\$0 - \$9,999
Glenn	Talk.Read.Sing.	100	\$5 - \$9.99	\$0 - \$9,999
Glenn	Little Learners	11	\$45 - \$49.99	\$30,000 - \$39,999
Humboldt	First 5 Humboldt supports (funds) a	5	\$5 - \$9.99	\$60,000 - \$69,999

County	Book Program	Books per child per year	Estimated cost per child per year	Estimated total cost per year
	Youth Services Librarian in our County Library System.			
Imperial	Home Visitation Program based on the Latino Family Literacy Project	3	\$100 or more	\$100,000 - \$199,999
Imperial	Reach Out and Read	5	\$60 - \$64.99	\$100,000 - \$199,999
Imperial	Family Place Library	2	\$100 or more	\$30,000 - \$39,999
Imperial	Family Biliteracy Nights	4	\$100 or more	\$30,000 - \$39,999
Inyo	Reach Out and Read	4	\$5 - \$9.99	\$10,00 - \$19,999
Kern	Health Literacy Program	9	\$100 or more	\$300,000 - \$399,999
Kings	Kit for New Parents	2	\$1 - \$4.99	\$0 - \$9,999
Kings	School Readiness	5	\$5 - \$9.99	\$0 - \$9,999
Lake	Dolly Parton's Imagination Library	12	\$25 - \$29.99	\$60,000 - \$69,999
Lassen	The F5 funded Home Visiting Program has a book giving program.	12	\$10 - \$14.99	\$0 - \$9,999
Los Angeles	Little by Little	4	\$60 - \$64.99	\$ 1,000,000 or more
Los Angeles	Parents as Teachers	2	\$50 - \$54.99	\$600,000 - \$699,999
Madera	Growing Family Libraries	12	\$15 - \$19.99	\$10,00 - \$19,999
Marin	School Readiness	40	\$1 - \$4.99	\$0 - \$9,999
Mendocino	Kit for New Parents	1	\$1 - \$4.99	\$0 - \$9,999
Mendocino	Dolly Parton's Imagination Library	12	\$30 - \$34.99	\$100,000 - \$199,999
Merced	Kit for New Parents	1	\$1 - \$4.99	\$0 - \$9,999
Modoc	Kit for New Parents	50	\$1 - \$4.99	\$0 - \$9,999
Modoc	Talk.Read.Sing.	5	\$10 - \$14.99	\$0 - \$9,999
Modoc	Dolly Parton's Imagination Library	12	\$20 - \$24.99	\$0 - \$9,999
Mono	Kit for New Parents	1	\$1 - \$4.99	\$0 - \$9,999

County	Book Program	Books per child per year	Estimated cost per child per year	Estimated total cost per year
Mono	First Book	3	\$5 - \$9.99	\$0 - \$9,999
Mono	Parents as Teachers	12	\$100 or more	\$100,000 - \$199,999
Mono	Raising a Reader	1	\$100 or more	\$30,000 - \$39,999
Monterey	School Readiness	1	\$1 - \$4.99	\$0 - \$9,999
Monterey	Kit for New Parents	2	\$5 - \$9.99	\$20,000 - \$29,999
Nevada	Kit for New Parents	5	\$5 - \$9.99	\$0 - \$9,999
Orange	Read for the Record	1	\$1 - \$4.99	\$0 - \$9,999
Orange	Book Bank	10	\$1 - \$4.99	\$10,00 - \$19,999
Orange	Raising a Reader	12	\$95 - \$99.99	\$50,000 - \$59,999
Orange	Reach Out and Read	12	\$95 - \$99.99	\$50,000 - \$59,999
Placer	Talk.Read.Sing.	20	\$10 - \$14.99	\$100,000 - \$199,999
Placer	Parents as Teachers	12	\$100 or more	\$100,000 - \$199,999
Plumas	we distribute approximately 300 books annually through various events	5	\$10 - \$14.99	\$0 - \$9,999
Riverside	Kit for New Parents	1	\$1 - \$4.99	\$0 - \$9,999
Riverside	ParentChild+	11	\$1 - \$4.99	\$0 - \$9,999
Riverside	Dental Transformation Initiative	1	\$1 - \$4.99	\$10,00 - \$19,999
Riverside	Raising a Reader	1	\$100 or more	\$60,000 - \$69,999
Riverside	LENA Start	10	\$100 or more	\$80,000 - \$89,999
Sacramento	Part of our school readiness programs at 9 districts	3	\$100 or more	\$ 1,000,000 or more
San Benito	Raising a Reader	100	\$100 or more	\$50,000 - \$59,999
San Bernardino	Reach Out and Read	2	\$100 or more	\$300,000 - \$399,999
San Diego	Kit for New Parents	7	\$15 - \$19.99	\$40,000 - \$49,999
San Francisco	Dolly Parton's Imagination Library	12	\$30 - \$34.99	\$0 - \$9,999
San Joaquin	Raising a Reader	0	\$100 or more	\$100,000 - \$199,999

County	Book Program	Books per child per year	Estimated cost per child per year	Estimated total cost per year
San Joaquin	Dolly Parton's Imagination Library	12	\$20 - \$24.99	\$200,000 - \$299,999
San Luis Obispo	Raising a Reader	100	\$80 - \$84.99	\$60,000 - \$69,999
San Mateo	Raising a Reader	0	\$10 - \$14.99	\$100,000 - \$199,999
San Mateo	Kit for New Parents	1	\$10 - \$14.99	\$40,000 - \$49,999
San Mateo	Parents as Teachers	1	\$100 or more	\$80,000 - \$89,999
Santa Barbara	Kit for New Parents	1	\$5 - \$9.99	\$0 - \$9,999
Santa Barbara	Talk.Read.Sing.	4	\$5 - \$9.99	\$30,000 - \$39,999
Santa Clara	Potter the Otter	6	\$1 - \$4.99	\$100,000 - \$199,999
Santa Clara	SEEDS of Learning	80	\$100 or more	\$100,000 - \$199,999
Santa Clara	Parent Child +	75	\$100 or more	\$300,000 - \$399,999
Santa Clara	SEEDS for Parenting	70	\$80 - \$84.99	\$40,000 - \$49,999
Santa Clara	Bridge Library	75	\$20 - \$24.99	\$70,000 - \$79,999
Santa Cruz	Raising a Reader	100	\$50 - \$54.99	\$200,000 - \$299,999
Shasta	Book Distribution Program	5	\$1 - \$4.99	\$30,000 - \$39,999
Sierra	local mobile Story Time (book lending & giveaway)	6	\$100 or more	\$0 - \$9,999
Sierra	Dolly Parton's Imagination Library	12	\$25 - \$29.99	\$0 - \$9,999
Siskiyou	Kit for New Parents	2	\$15 - \$19.99	\$0 - \$9,999
Siskiyou	Dolly Parton's Imagination Library	18	\$25 - \$29.99	\$70,000 - \$79,999
Solano	Reach Out and Read	2	\$1 - \$4.99	\$0 - \$9,999
Solano	Raising a Reader	24	\$75 - \$79.99	\$70,000 - \$79,999
Sonoma	Kit for New Parents	1	\$5 - \$9.99	\$20,000 - \$29,999
Stanislaus	Creative Curriculum	1	\$45 - \$49.99	\$50,000 - \$59,999
Sutter	Kit for New Parents	100	\$5 - \$9.99	\$0 - \$9,999
Sutter	School Readiness	5	\$25 - \$29.99	\$10,000 - \$19,999
Sutter	Dolly Parton's Imagination Library	12	\$30 - \$34.99	\$30,000 - \$39,999
Tehama	Parents as Teachers	5	\$25 - \$29.99	\$0 - \$9,999
Trinity	School Readiness	2	\$1 - \$4.99	\$0 - \$9,999

County	Book Program	Books per child per year	Estimated cost per child per year	Estimated total cost per year
Tulare	EARLY START TO SCHOOL SUCCESS	100	\$100 or more	\$500,000 - \$599,999
Tuolumne	Dolly Parton's Imagination Library	12	\$25 - \$29.99	\$10,00 - \$19,999
Ventura	Take 5 and Read!	2	\$1 - \$4.99	\$0 - \$9,999
Yolo	Dolly Parton's Imagination Library	49	\$1 - \$4.99	\$10,00 - \$19,999
Yolo	Library Storytime	5	\$20 - \$24.99	\$30,000 - \$39,999
Yuba	Dolly Parton's Imagination Library	12	\$1 - \$4.99	\$20,000 - \$29,999

Exhibit 2: What are the most common book and literacy programs?

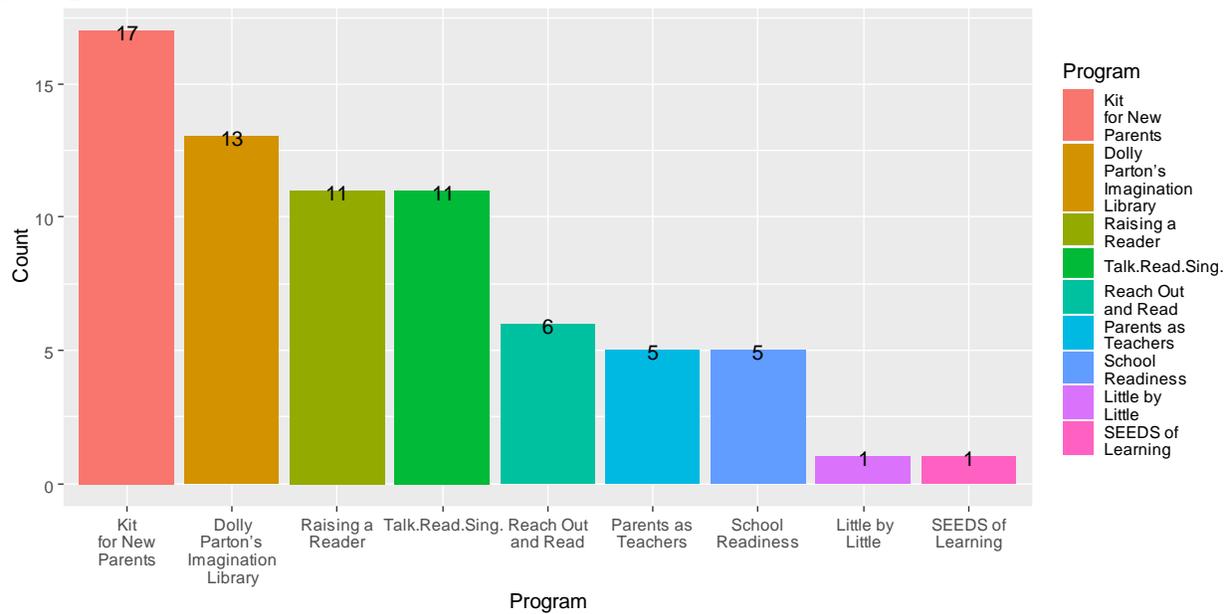


Exhibit 3: What are the most common goals for book and literacy programs?

Goal	Average Rank
Support parent's book reading behaviors	1
Promote parent-child bonding	2
Build children's social, emotional, language, and literacy skills	3
Increase number of books in the child's home library	4
Build trust with families/Engage families in the community	5
Increase children's exposure to books through a lending or book rotation program	6
As a gateway to encourage families to access additional services	7
Support adult literacy	8
Promote parent connections in group setting	9
Strengthen community support for the book program and funding partnerships	10

Exhibit 4: Are specific populations prioritized?

Priority	Count of counties with this priority
Age-specific subgroups of children birth through five years	51
Low income families	46
No particular prioritized populations	36
Rural or isolated families	32
Specific language group(s)	31
Immigrant families	25
California tribal/indigenous families	20
Other	20

Exhibit 5: What languages are prioritized?

Language	Count of programs with books available in the specific language
English	96
Spanish	95
Vietnamese	12
Other*	12
Mandarin	5
Korean	4
Cantonese	3

*Other includes: Picture books (no language), Arabic, Lao, Hmong, Hindi, and Amharic

Exhibit 6: What is the total annual cost of book programs that First 5s support?

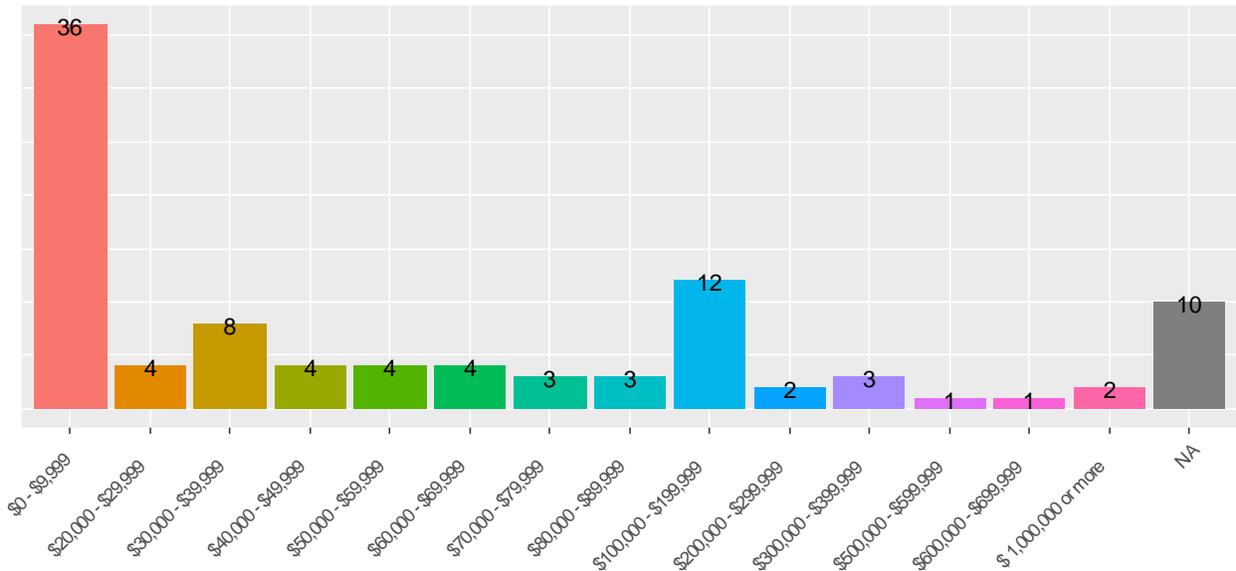


Exhibit 7: What is the range of annual costs per child?

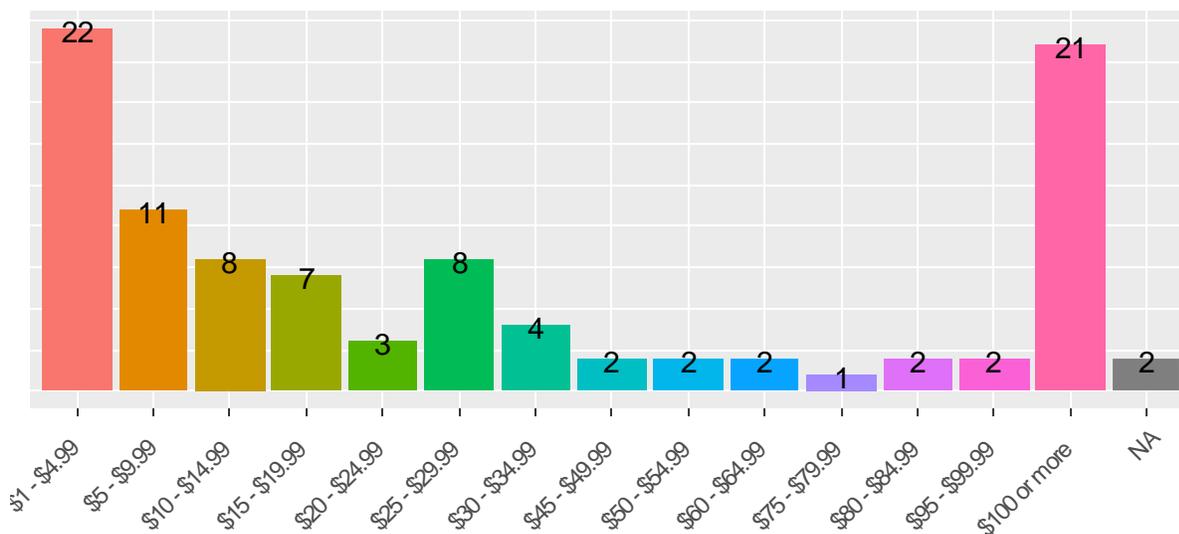


Exhibit 8: How are book and literacy programs funded?

Funding	Average percent funded	Minimum	Maximum
First 5 county commission	77%	10%	100%
Local partners	29%	0%	100%
Grant funding	22%	0%	100%
State government funding (not First 5 tobacco tax revenue)	12%	0%	100%
National program or partners	8%	0%	60%
Federal government funding	1%	0%	16%

Exhibit 9: Evidence basis

Evidence Type	Programs with this type of evidence base
Evidence-based	31
Best practice/Locally developed	29
Evidence-informed/promising practice/locally modified evidence-based program	24
Don't know	13

Exhibit 10: Number of book or literacy programs supported by individual First 5 county commissions

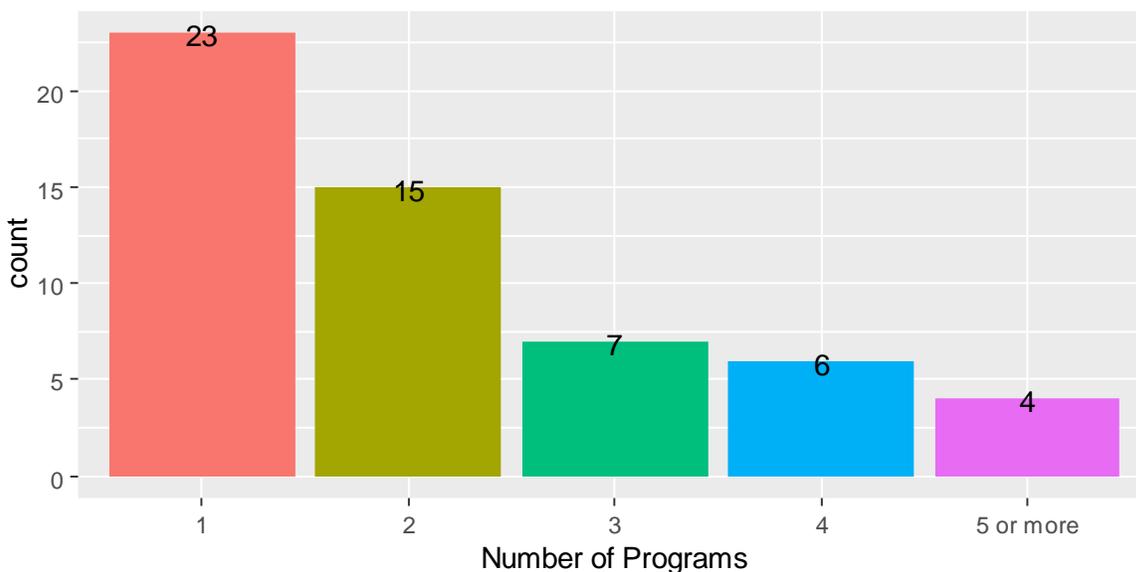


Exhibit 11: How are books delivered to children?

Delivery method	Programs using this delivery method
Other community setting	46
Home visitor	42
Preschool/family child care provider	34
Pediatric/primary health care provider	33
Library/librarian	32
Family Resource Center	32
WIC office	21
Mail	14

Exhibit 12: What is the staffing for these programs?

Staffing	Programs staffed in this way
Existing staff at the delivery site/home visitor/provider as part of regular duties	50
Commission staff as part of regular duties	48
Contractor(s) hired to implement the program	27
Not staffed	21
Other	15
Volunteers	12