



August 4, 2020

## INFORMATION ITEM

### SUBJECT: KIT FOR NEW PARENTS FOCUS GROUP RESULTS AND REDESIGN RECOMMENDATIONS

#### 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.

## SUMMARY OF THE ISSUE

First 5 California (F5CA) is in the process of redesigning the *Kit for New Parents (Kit)*. As part of the process, F5CA conducted focus groups that included parents and county partners to provide feedback on the current *Kit*, and specifically the needs of hard-to-reach and low-income parents when they bring home their newborn. The results have provided F5CA with a framework to produce the redesigned *Kit* for release in late 2021.

## BACKGROUND OF KEY ISSUES

At the January 2020 meeting, the Commission authorized up to \$5 million through June 30, 2021, to continue *Kit* production and distribution. The approval allowed F5CA time to fully utilize current inventory, conduct focus groups, and research new *Kit* packaging and distribution options for a redesigned *Kit*.

In February and May 2020, F5CA held facilitated *Kit for New Parents* focus groups with both parents and First 5 county commissions. The focus groups' results were as follows:

- The current *Kit* is seen by parents as an essential resource and seen by First 5 county commissions and their partners as an important tool to use for family engagement.
- *Kit* items viewed as most useful to both counties and parents are the *What to Do When Your Child Gets Sick* book, the *Parent Guide*, the Poison Control magnet, and the bilingual touch-and-feel baby board book.

- In addition to the physical *Kit*, parents need a mobile touchpoint such as an app.
- Continued distribution of the physical *Kit* is especially critical during a crisis such as the COVID-19 pandemic.
- Receiving the *Kit* early in pregnancy could be more valuable to parents.
- Suggested additions to the *Kit* included more information for fathers; information about maternal and family mental health supports, and developmental screenings; and an additional baby board book.
- County commissions and their partners like the reusable tote bag that holds the *Kit* components, but also find them difficult to stack and store.
- County commission focus groups stated it was not administratively feasible to add diapers and wipes to the *Kit*.

### **Kit for New Parents Redesign Recommendations**

F5CA requests that the Program Advisory Committee provide input on the proposed *Kit* redesign recommendations listed below. The committee's feedback may include how the *Kit's* resource content could be strengthened to address issues of equity. We are continuing to reach out to other advocacy groups to get their feedback on *Kit* content. This feedback will help strengthen the *Kit* as a trusted resource for parents and providers, and will help F5CA refine the *Kit* redesign proposal to be presented to the Commission at the October 22, 2020, meeting.

Recommendations from the focus group feedback:

- Keep *Kit* in one basic format in current languages (English, Spanish, Chinese, Korean, and Vietnamese) that allows for First 5 county customization.
- Update *Parent Guide* and *What to Do When Your Child Gets Sick* with information about health and safety best practices during a pandemic.
- Convert current *Parent Guide* website into an interactive app with video.
- Include a mental health booklet or brochure on pandemic.
- Include information geared toward single fathers of children ages 0 to 5.
- Include an additional children's book.
- Conduct an evaluation on *Kit* effectiveness to enable F5CA to refresh the *Kit* on an ongoing basis with information relevant to the needs of parents of children 0 to 5.
- Create and distribute training materials for *Kit* distributors.

- Include robust promotion of *Kit* in a public relations contract to increase public awareness of content and availability.

## **SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION**

On January 23, 2020, the Commission approved up to \$5 million for July 1, 2020, through June 30, 2021, to continue the *Kit for New Parents* production and distribution.

## **ATTACHMENTS**

A. *Kit for New Parents* Focus Group Results and Redesign PowerPoint