



Kit for New Parents

Presented to
First 5 California Commission
October 22, 2020

Kit for New Parents

Funding Approval Request

- \$18 million over approximately three years for the *Kit for New Parents* program:
 - *Kit* fulfillment Request for Proposal (RFP):
 - Content procurement
 - Inventory control and tracking
 - Ordering site setup and maintenance
 - Assembly
 - Shipping
 - Technical support

Kit for New Parents

Funding Approval Request

- Procurement of services in support of the *Kit* program:
 - *Kit* content language translation
 - Focus group and survey facilitation
 - Evaluation of *Kit* effectiveness
 - Mobile app development
 - *Parent Guide* booklet and website content updates
 - *Kit* distributor training material
 - Office of State Publishing (OSP) printing

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Funding Approval Request

- *Kit* production and distribution services transition time.
- New contractor to distribute OSP-built *Kits*.
- Updated *Kit* to be released in late 2021.

Kit for New Parents

Kit for New Parents Background

- Launched in 2001.
- Over 5.4 million distributed.
- Distributed through partnerships with First 5 county commissions.
- *Kits* can also be ordered on the First 5 California parent site.
- FY 2019–20 total distribution: 152,000 *Kits*
 - 32.9% of California parents received a *Kit*
 - 2018-19 distribution: 177,000 *Kits*
 - Pandemic impacted 2019-20 *Kit* distribution
- Peak *Kit* distribution: 435,000 *Kits* in FY 2007-08.

Kit for New Parents

***Kit for New Parents* Background**

- Available in multiple languages.
- Considered to be one of the finest publications produced by First 5 California.
- Focus group participants described *Kit* as resourceful, informative, inclusive, and essential.

Kit for New Parents

- *Kit* will be updated with the following:
 - Health and safety best practices information
 - Mobile app for parents of children ages 0 to 5
 - Mental health booklet and/or brochure
 - Information for single fathers of children 0 to 5
 - Additional children's book
 - Information on importance of tobacco and vaping cessation
 - *Kit* distributor training materials
 - Linguistically and culturally appropriate content
 - Robust *Kit* promotion
 - Evaluation on *Kit* effectiveness

Kit for New Parents

- First 5 California will continue to conduct focus groups.
 - Results will help strengthen the *Kit* as a trusted resource for parents and providers.
- **Goal**
 - Provide comprehensive and updated *Kit* information
 - Increase distribution
 - Increase *Kit* information access

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- Since 2013, the Commission has authorized approximately \$5 million annually for *Kit* production and distribution.
- The request of \$18 million from the Education account will fund continued production and distribution of the *Kit for New Parents* through June 30, 2024.

Oct 2020 Meeting
KNP Ask of \$18M

	Fiscal Year 20/21	Fiscal Year 21/22	Fiscal Year 22/23	Fiscal Year 23/24
Beginning Balance	\$44,303,390	\$28,742,034	\$23,345,059	\$17,679,500
Budgeted Expenditures	\$34,120,176	\$18,897,844	\$18,681,229	\$4,240,616
Kit for New Parents	\$1,500,000	\$6,000,000	\$6,000,000	\$4,500,000
Projected Revenue	\$20,058,819	\$19,500,870	\$19,015,670	\$18,562,970
15% Reserve	\$2,796,951	\$2,713,259	\$2,640,479	\$2,572,574
Net Year End Balance	\$25,945,082	\$20,631,801	\$15,039,021	\$24,929,280

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Recommendation

F5CA staff recommends the Commission approve up to \$18 million to fund the development and fulfillment of the updated *Kit for New Parents* from FY 2020–21 through FY 2023–2024.