



AGENDA ITEM: 9
DATE OF MEETING: April 18, 2012
ACTION: X
INFORMATION: _____

FUNDING AUTHORIZATION FOR *KIT FOR NEW PARENTS* TOLL – FREE LINE

SUMMARY OF REQUEST

Staff requests Commission approval of \$150,000 in additional funds to extend the current agreement (CCFC 7257) for one additional year (from July 1, 2012 to June 30, 2013) for operation of First 5 California’s toll-free 800-KIDS-025 telephone line with the current contractor, Language People. This 800-telephone line is one of the main points of contact with the public for distribution of the *Kit for New Parents* and collateral materials.

BACKGROUND

In 2011, after an extensive recruitment process, First 5 California selected the lowest bidder able to perform these services, Language People. This small business was awarded the contract on July 1, 2011, for a one-year term and an annual funding amount up to \$150,000 to perform call center and distribution services for the *Kit for New Parents*. The agreement included a provision to allow a one-year extension of the contract.

First 5 California distributes the *Kit for New Parents* to parents, caregivers and other partners as part of First 5 California’s public education and outreach efforts. The 800-KIDS-025 telephone line operates 24/7 and provides information to the public on First 5 California programs. It currently serves the public utilizing six languages, including English, Spanish, Chinese, Mandarin, Vietnamese, and Korean. Additionally, all advertising and public education and outreach campaign activities promote the 800-line.

HIGHLIGHTS

A recent survey of First 5 California’s *Kit for New Parents* demonstrates the high value of this product to parents, grandparents and caregivers of children ages 0 to 5 statewide. Full of advice, information and tips, the *Kit* is designed to reach California’s underserved communities. Three million *Kits* have been distributed free of charge through local hospitals, physicians and community groups over the last 13 years.

In November 2011, the UCLA Center for Healthier Children, Families and Communities sent 3,400 surveys to *Kit* recipients, with 700 returning responses. The average age of these respondents was around 30. The ethnicity breakdown was as follows:

- 47 percent Latino/Hispanic.
- 27 percent White.
- 14 percent Asian.
- 7 percent Multi-Racial.
- 5 percent Black/African American.

More than 60 percent of survey respondents stated they used the *Kit* at least one or more time. About 90 percent agreed or strongly agreed that they were more knowledgeable about child safety, child development and child nutrition after reading *Kit* information.

The contents most used were (in order): (1) *What to Do When Your Child Gets Sick* reference book; (2) *Puppy & Friends* children's board book; and (3) *Advice for New Parents* guidebook.

DISCUSSION

The 800-KIDS-025 line provides equitable access to information developed and promoted by First 5 California. Extension of the agreement to operate the 800-KIDS-025 contract will allow for the continuation of the *Kit* distribution and referrals and ensure First 5 California management and oversight.

FISCAL IMPACT

Expenditure of up to \$300,000 from the Media Account (0631) over the two-year period of the contract.

STAFF RECOMMENDATION

Staff recommends the Commission approve amending the current contract with \$150,000 in additional funds for actual expenses up to \$300,000 for the two-year period from 2011-13 to continue distribution of the *Kit for New Parents* and other collateral materials associated with First 5 California's public education and outreach efforts via the 1-800-KIDS-025 telephone line.

FUNDING REQUEST FISCAL DETAIL

Title:		Funding Authorization for Toll-Free Line			<input checked="" type="checkbox"/> Contract/MOU <input type="checkbox"/> Local Area Agreement		
New Agreement	Term:		Amendment Request	Term:	July 1, 2011 - June 30, 2013		
	Amount:			Amount:	\$300,000.00		
	Funding Detail			Funding Detail			
	FY __ - __			FY 11-12	\$150,000.00		
	FY __ - __			FY 12-13	\$150,000.00		
FY __ - __		FY __ - __					
Total Contract Amount:				Total Contract Amount: \$300,000.00			
Prior Agreement, If Applicable	Term:		Original Agreement Amount	Term:	July 1, 2011 - June 30, 2012		
	Amount:			Amount:	\$150,000.00		
	Funding Detail			Funding Detail			
	FY __ - __			FY 11-12	\$150,000.00		
	FY __ - __			FY __ - __			
	FY __ - __			FY __ - __			
Total			Total	\$150,000.00			
First 5 California Account Name:		Mass Media Communications	Account Number:	0631	Fund Availability Confirmed:	<input checked="" type="checkbox"/> Yes By: _____	
Statutory Purpose: Health and Safety Code 130105(d)(1)(A)		Six percent shall be deposited in a Mass Media Communications Account for expenditures for communications to the general public utilizing television, radio, newspapers, and other mass media on subjects relating to and furthering the goals and purposes of this act.					
Do our funds leverage others?	<input type="checkbox"/> Yes (explain)	Commission Funds	Leveraged Funds	Total Funds			
	<input checked="" type="checkbox"/> No						
Explanation:							
Key Deliverable Descriptions						Deliverable Date	
Operate the toll-free 800-KIDS-025 telephone line established to continue the <i>Kit for New Parents</i> .						Ongoing	
Distribute First 5 California collateral materials.						Ongoing	
Transfer <i>Kit</i> request information to <i>Kit</i> distributor						Daily	