



January 26, 2017

<p><b>SUBJECT</b></p> <p><b>KIT FOR NEW PARENTS</b></p> <p><b>Strategic Priority Area 3. Public Will and Investment:</b> Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities</p> <p><b>Goal 3.1. Communications:</b> Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.</p>	<p><input checked="" type="checkbox"/> Action</p> <p><input type="checkbox"/> Information</p>
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### **SUMMARY OF THE ISSUE**

On July 1, 2018, the Office of State Publishing (OSP) will take over all supply chain management (production, warehousing, and distribution) for First 5 California's *Kit for New Parents (Kit)* program. First 5 California's current *Kit* supply chain management contract with ALOM Technologies ends June 30, 2017.

OSP has granted First 5 California a waiver to extend the current *Kit* contract with ALOM through June 30, 2018. This extension of time will allow *Kit* production and distribution to continue during this transition period, and also will allow First 5 California to continue with its updates to *Kit* content and packaging.

During this contract extension, First 5 California plans to continue its efforts to refresh and update *Kit* content with the purchase of UC Berkeley's *Parent Guide* (in both hard copy and digital format) to replace the *Kit's* recently discontinued *Advice for New Parents* book.

Approval of this contract extension with ALOM Technologies until June 30, 2018, and \$4.5 funding authorization would enable First 5 California to continue current *Kit* production and distribution, and to purchase UC Berkeley's *Parent Guide* to replace the *Kit's Advice for New Parents* book. This extension also gives First 5 California staff the opportunity to continue developing a revamped version of the *Kit* equipped with the

latest information on child health, early brain development, child care, literacy, and nutrition.

## **RECOMMENDATION**

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First 5 California staff recommends the Commission approve \$3 million for a contract extension with ALOM Technologies until June 30, 2018, to continue the current *Kit for New Parents* production and distribution, and \$1.5 million to purchase UC Berkeley's *Parent Guide* in printed and digital format as a replacement for the *Kit's Advice for New Parents* book.

## **BACKGROUND OF KEY ISSUES**

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The *Kit for New Parents* has touched more hands than any other First 5 California program, with over 4.9 million *Kits* distributed since its 2001 release. Available in English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese, the *Kit* often functions as a critical first step to educate California parents about the care, health, and education of children ages 0 to 5. Through First 5 California's partnerships with First 5 county commissions, the *Kit* reaches local organizations ranging from hospitals and clinics, to churches, foster care services, preschools, and community colleges. Individuals also can request a *Kit* by calling First 5 California's 1-800 line, or by visiting the recently launched *Kit* ordering page on the First 5 California Parent website.

The following is data collected by the California Health Interview Survey during the 2013–14 survey cycle for parents with young children ages 0 to 5:

- 46 percent of parents were aware that First 5 California provides a free *Kit* (estimated parent population aware: 1.35 million)
- Among parents aware of the *Kit*, 74 percent had received the *Kit* (estimated parent population who received the *Kit*: 999,000)
- 71 percent of parents had used the *Kit* if they received it during the past 12 months (estimated parent population using the *Kit* in last year: 198,000)

A critical component of the *Kit for New Parents* program is efficient supply chain management. Supply chain management includes raw material procurement, inventory control, IT services, printing, finished goods production, and fulfillment. Since 2003, First 5 California has requested, and has been granted, waivers (generally for a three-year period) from the Office of State Publishing (OSP) to go out for bid for these services.

In August 2016, First 5 California's three-year waiver request to go out to bid for a new *Kit* contract (set to begin July 1, 2017) was denied by OSP. OSP informed First 5 California that it would be taking over all aspects of the *Kit's* supply chain management on July 1, 2017. Per the California State Constitution, OSP has the right of first refusal for all print-related projects that can be performed by State employees.

This change in OSP policy toward the *Kit* program put a temporary halt to most of First 5 California's plans to fully update and redesign the *Kit*. First 5 California has concerns

about OSP's ability to fulfill *Kit* contract requirements. These concerns spring from past experiences (prior to 2003) with OSP's supply chain management services. First 5 California staff have begun discussions with OSP staff to educate them about the scope, size, and *Kit* contract demands, and to emphasize the importance of OSP meeting the objectives of First 5 California's flagship program.

These discussions have led to OSP granting First 5 California a one-year waiver to extend the current contract with ALOM until June 30, 2018. This one-year extension allows both First 5 California and OSP time to prepare for a smooth transfer of *Kit* supply chain management services from the current vendor to OSP. Approval by the Commission to extend and fund the current contract with ALOM also would enable current *Kit* production and shipment to continue through this transition period. Additionally, the extension would allow First 5 California time to update and redesign the *Kit*.

First 5 California made the following incremental *Kit* revisions during the past year:

1. Removed outdated *Advice for New Parents* book
2. Added brain development card and brochure
3. Added Paid Family Leave brochure
4. Revised current *Kit* box exterior art to include brain development information
5. Launched *Kit* ordering page on the First 5 California Parent website

First 5 California plans to purchase UC Berkeley's *Parent Guide* to replace the recently removed *Advice for New Parents* book. The *Parent Guide* will be customized to First 5 California's specifications, and written at an easily understandable readability level. Purchase of *Parent Guide* also would allow First 5 California to continue its incremental updates to the *Kit*.

The *Parent Guide* offers the following:

1. Up-to-date information on brain development, prevention of adverse childhood experiences (ACES), health, nutrition, childcare, and safety
2. Translation into all *Kit* languages
3. Hard copy and digital format availability (for use on First 5 California Parent site)
4. Ability to update digital format
5. Language appropriate for parents (sixth-grade reading level)

Funding for the contract extension would enable First 5 California to provide uninterrupted *Kit* production and distribution while allowing staff time to develop *Kit* revision recommendations based on gathered input from First 5 counties, First 5 California staff, and other community partners. A revamped *Kit* will include updated

content, expansion of digital information delivery to parents, easier *Kit* ordering systems, and refreshed and “greener” packaging. First 5 California will return to the Commission later in 2017 with a proposal for the revamped *Kit*.

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

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The Commission has not previously discussed or taken action on this subject.

## **FISCAL ANALYSIS**

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The request extends existing funding. Of the \$4.5 million requested, \$3 million is to continue the existing services for one-year; the remaining \$1.5 million is for the purchase of UC Berkeley’s *Parent Guide*. The cost for the *Kit for New Parents* is offset by approximately \$600,000 in annual federal fund reimbursements.

## **ATTACHMENTS**

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None.