



First 5 California Approves \$103 Million for IMPACT 2020

On July 25, 2019, Quality Counts California (QCC) partners cheered as the First 5 California Commission approved \$103 million for IMPACT 2020, a renewed commitment to the innovative First 5 IMPACT (Improve and Maximize Programs so All Children Thrive) approach to quality improvement and professional development systems for early learning and care providers. IMPACT 2020 will continue the partnership between First 5 California and First 5 county commissions to increase children's access to high-quality programs.

QCC is the state's quality improvement system for early learning and care providers, including infant care and preschool teachers. Since 2014, California has been working to build a system of quality improvement, including professional development for all

Continued on bottom half of page 2

Camille's Corner

Camille Maben, Executive Director First 5 California



It is back-to-school season! I don't just love this time of year because it's a small matter of time before the heat of Sacramento's summer is over, although that is certainly a big plus for me. Many celebrate spring as a time of refresh and renewal, but the teacher and "Noni" inside me prefers the annual promise of a new school year. The 2019–20 school year, for all of us champions for little children, promises to be another exciting year of growth for each child and our state's commitment to their wellbeing.

I could not be more proud or excited about First 5 California's newest commitment to our state's early educators. On pages one and two you'll read about IMPACT 2020 as the Commission approved \$103 million for three years, starting July 2020, to support the professional growth of California's child care and early learning workforce. As a new round of Talk. Read. Sing.[®] messages take the airwaves and coach each adult on our shared responsibility to give babies a strong start, IMPACT 2020 and its continued catalytic investment in Quality Counts California (QCC) will support child care educators in their crucial role. Our staff have been working tirelessly with our First 5 and QCC partners, and I want to thank everyone for their vision, sweat, and humor.

Continued on the top of page 2

(Camille's Corner continued from page 1)

IMPACT 2020 is not the only foundational system First 5 is championing and improving for our early educators and the babies they nurture. As the legislative season wraps up for 2019, our sponsor bills AB 125 (McCarty) and SB 174 (Leyva) to reform our childcare funding system have paused but not come to a conclusion. For those of you not familiar with the child care field's proposal to address our broken rate system, you can still find the white paper on First 5 California's [website](#). We are looking forward to our continuing conversations with the Newsom Administration this fall, and into the 2020 season.

Back-to-school also is the perfect time to ask you all to contribute to our field's continuous learning! First 5 California's fourth Child Health, Education, and Care Summit is a great opportunity to share your own innovations and be the change you wish to see in the world. Please see our Summit update on pages six and seven for information.

I hope you had a fun and relaxing summer, and are ready for another exciting school year. I now have grandkids at three of my local schools — one in preschool, one in elementary school, and one in middle school. I'm looking forward to all of the friendships, activities, and performances this coming year. It means I will be busier than ever, but it's what I love most about being a Noni.

Camille



(First 5 California State Commission Approves \$103 Million for IMPACT 2020 continued from page 1)

care providers, instead of a series of under-resourced and disconnected programs.

"The Commission's investment in IMPACT 2020 is an investment in the heart of California's child care system—our children and our teachers," said Camille Maben, Executive Director of First 5 California. "The early brain science behind our Talk. Read. Sing.® campaign proves what our hearts have always known—high-quality interactions and care between providers and children shape strong futures for us all."

As First 5 California's five-year, \$190 million investment in First 5 IMPACT sunsets in June 2020, First 5 California requested the Commission make a catalytic and transitional investment in IMPACT 2020 to achieve the following goals within QCC:

Continued on Page 3

(First 5 California State Commission Approves \$103 Million for IMPACT 2020 continued from page 2)

- Strengthen Adult-child Interactions
- Engage Parents and Families
- Expand Access to Quality for our Most Vulnerable Children
- Expand Access to Professional Support for Care Providers in All Care Setting Types
- Ensure Data-driven Continuous Quality Improvement
- Implement Sustainable Systems at Scale

“The partnership between the State Superintendent of Public Instruction, our QCC funding, and the First 5 California IMPACT 2020 funding is a key ingredient in our systems-building success,” explained Sarah Neville-Morgan, a Deputy Superintendent for the Opportunities for All Branch at the California Department of Education (CDE) and former IMPACT architect. “The local Quality Counts consortia, in each of the 58 counties across California, are growing each year to better serve every early learning and care provider in our most vulnerable communities, and help

them do their very best on the job—giving our babies a strong start.”

The final 2019–2020 Budget Act included a \$195 million investment in workforce infrastructure over the next five years, which also will build on the infrastructure of QCC at the local level. Existing and new funding sources through the CDE will be paired with IMPACT 2020’s \$103 million investment over three years. IMPACT 2020 will prioritize expanding professional supports for care providers serving vulnerable children, not in a state-subsidized child care center.

“All children in L.A. County have the right to quality early learning programs,” said Kim Belshé, Executive Director at First 5 LA. “IMPACT 2020 builds upon the current quality improvement momentum and is inclusive of the rich diversity of early learning settings.”

The First 5 California Commission hopes IMPACT 2020 will meet the commitment of the Newsom Administration and legislative leadership to expand high-quality early learning and care experiences, while building on and strengthening collaborative partnerships with other state agencies, and continuing to build sustainable local, regional, and state systems.

To find out more about California’s early learning and care system, visit www.qualitycountsca.net.



California's First Surgeon General Addresses Adversity in Inland Empire

Karen Scott, Executive Director, First 5 San Bernardino

Recent medical and social awareness continues to grow around a crucial concept: toxic stress, is a crisis affecting children and families. To underscore his personal commitment supporting children, families, and a California for All, California Governor Gavin Newsom named Dr. Nadine Burke Harris as the State's first-ever Surgeon General in the very early days of his administration.

As a practicing pediatrician, researcher, and advocate, Dr. Burke Harris also is a recognized expert in the field of trauma and toxic stress and its impacts on the health of children and their families. Being a witness to domestic violence or being the victim of abuse is frequently referred to as adverse childhood experiences or ACEs. Dr. Burke Harris is a pioneer in the study of how ACEs affect the developing brain and how those traumas and stressors frequently lead to lifelong health and mental health problems.

Dr. Burke Harris stated, "Governor Newsom's vision to address healthcare from a preventive frame, rather than a reactive frame, reflects a keen appreciation of the latest science as well as a deep commitment to the health of California's children and families."

The Surgeon General recently travelled throughout California, listening to representatives of each region to understand the challenges and obstacles causing health conditions and health disparities in their respective communities. Dr. Burke Harris wants to hear how the Office of the Surgeon General can provide assistance on prevention and treatment of toxic stress, ACEs, and other impediments to a healthy childhood and life.

As First 5 San Bernardino's Executive Director, it was my privilege to attend the final leg of the Surgeon General's statewide listening tour of the Inland Empire, covering Riverside and San Bernardino counties.

Along with First 5 San Bernardino Commissioners



California's Surgeon General Nadine Burke Harris pauses for a picture with community members and professionals.

and approximately 40 stakeholders representing San Bernardino, we were able to sit down at San Bernardino Valley College and share unfiltered examples and stories affecting our local area and how we are working to overcome them.

The group of community partners was diverse, including representatives from San Bernardino Valley College, Loma Linda University, San Bernardino City Unified School District, our Special Education Local Plan Area (SELPA), San Bernardino County Behavioral Health, and Children's Fund.

Together, we were able to share how the County of San Bernardino is taking a unique approach to serve children and families, and improve long-term outcomes with the understanding of the effects of ACEs, trauma, and social determinants of health.

A highlight was San Bernardino County partners demonstrating our commitment to support coordinated efforts addressing the impacts of early adversity. In addition, Dr. Burke Harris visited classrooms of the Early Childhood Development Department, where early childhood education through infant/toddler and preschool education programs is provided to young children.

In closing, Dr. Burke Harris discussed how Governor Newsom's early childhood budget proposals are focused on developmental screenings, support for home visiting initiatives, and improving infant and maternal health. The Surgeon General also said trauma-informed care is to the 21st century what vaccinations were to the 20th century.



UCLA Publishes Brief on Talk. Read. Sing.® Campaign Success

The UCLA Center for Health Policy Research (CHPR), affirmed the reach and impact of First 5 California's Talk. Read. Sing.® campaign. The UCLA CHPR is the premier source of health policy information for California and one of the nation's leading health policy research centers. The study analyzed data from the California Health Interview Survey (CHIS)* for children ages birth through 5 during 2005–2016.

The policy brief, titled "Parental Reading and Singing to California's Young Children – Trends, Predictors, and Association with the Talk. Read. Sing.® campaign" indicates nearly 90 percent of parents read and sing to their children three times or more per week. The health policy brief also reports 87 percent of parents of children birth through 5 years of age recognize the messages of the Talk. Read. Sing.® campaign.

"Parents are getting the message: talking, reading, and singing with their babies is critical for the babies' future learning," said Camille Maben, Executive Director of First 5 California. "Beyond bonding with their babies and building their social and emotional well-being, these activities, long-term, are associated with children who are better prepared for school and life."

Launched in 2014, the Talk. Read. Sing.® campaign promotes and encourages the engagement of parents and caregivers to talk, read, and sing with their babies from birth. Brain science confirms babies learn from day one and build billions of neural connections by stimulating their brains through experiences, such as talking, reading, and singing with them. These simple activities build and promote these connections, increasing brain capacity in children. By age 5, a child's brain achieves approximately 90 percent of its lifetime growth. In 2015, First 5 California Chair George Halvorson, California Secretary of Health and Human Services Diane Dooley, and State Superintendent of Public Instruction Tom Torlakson jointly committed to a state goal of at least 90 percent of all parents understanding the brain science and the impact of nurturing communications with their newborns.

*First 5 California is the primary funder of the CHIS child questionnaire.

Continued on Page 6

“The data show that the Talk. Read. Sing.® campaign has achieved a high degree of recognition by most California families with children ages birth to five,” said the study’s lead researcher, Suzanne Ryan-Ibarra, PhD, MPH, adding, “The research also revealed that foreign-born families, or those who are Spanish-speaking, are less likely to read or sing to their children.”

Using multivariate statistical analysis, researchers found that parents who speak Spanish at home or who speak both English and Spanish at home are less likely to read to their children compared to parents who speak only English, even when adjusting for education; and foreign-born parents are less likely to sing to their children, even when adjusting for education and race-ethnicity.

“A key value in First 5 California’s new Strategic Plan is equity,” asserted George Halvorson, who has been a key architect in the Talk. Read. Sing.® campaign since its inception. “Ninety percent of all parents is a great achievement, but First 5 California will not stop until our hardest to reach and most vulnerable parents understand our shared opportunity and have the tools they need to succeed in supporting their children’s healthy development.”

The health policy brief is available from UCLA’s CHPR and can be viewed [here](#). To view the most recent Talk. Read. Sing.® commercials, go to the First 5 California parent website, www.first5california.com, Free Resources, then click [videos](#). You can also view them on First 5 California’s YouTube [Channel](#).



We invite you to join First 5 California for another outstanding Summit at the beautiful Hotel Irvine in Irvine, California, on February 3-5, 2020.

Continued on page 7

(Continued from page 6)

The Summit theme, “Equity in Action: Elevating Children, Families, and California’s Workforce,” represents the natural evolution of this statewide event—from building partnerships, to promoting collective impact, to providing leadership around critical programs and investments designed to benefit young children and their families. The Summit provides the perfect forum for the spectrum of early childhood stakeholders to learn from, collaborate with, and empower one another. We are expecting 900 attendees and look forward to building on the success of our last three Summits.

First 5 California has sponsorship opportunities that offer a variety of choices and combination of items designed to provide exclusive branding visibility. A new addition to our program this year is a “mini” exhibit fair. This is an exceptional opportunity for vendors to showcase their goods or services and connect with attendees during breaks and other specific times throughout the three days. Please visit the First 5 California Summit webpage at <http://www.cafc.ca.gov/about/summit.html> to view or download the Summit Sponsorship Prospectus. If you would like to explore sponsorship opportunities in further detail, please send an email to events@cafc.ca.gov or call (916) 263-1050.

The Call for Presentations opened July 9 and will close September 9. For more information and to submit your proposal, visit First 5 California’s events website at <https://apps.cafc.ca.gov/First5CAEvents/>. Registration for the Summit opens October 2019 from the same link.

We hope you will consider participating in the Summit by becoming a presenter, sponsor, and/or a vendor. We look forward to seeing you in Irvine!



Summary of July 25, 2019, State Commission Meeting

On July 25, 2019, the First 5 California Commission met at First 5 Alameda in Alameda, California. Highlights of the meeting include the following:

General Business

Camille Maben, Executive Director of First 5 California, introduced Erlynn Cardenas Jackson, the new Director of First 5 California's Contracts and Procurement Office.

First 5 IMPACT 2020

The Commission approved \$103 million to implement IMPACT 2020, which continues the work of First 5 IMPACT, first approved in 2015. The funding will support local, regional, and state-level Quality Counts California infrastructure in partnership with F5 county commissions.

State and Federal Budget and Legislative Update

Erin Gabel, Deputy Director of External and Governmental Affairs, provided an update and the status of legislative bills of interest to First 5 California, including First 5 California-sponsored legislation, and Federal legislation. Ms. Gabel also provided details of Governor Newsom's first State Budget.

Home Visiting

Erin Gabel and Education Administrator Debra Silverman presented on a proposal to fund a study on California's home visiting workforce. The Commission approved \$2 million in funding to support a two-year statewide study to understand the existing home visiting workforce and workforce pipeline, and infrastructure needs and considerations to prepare, retain, support, and expand a well-qualified, consistent home visiting workforce.

Talk. Read. Sing.® Study and California Health Interview Survey

David Dodds, Deputy Director of Evaluation, presented the results of a study conducted by UCLA Center for Health Policy Research using data from the California Health Interview Survey (CHIS) on the Talk. Read. Sing.® campaign. The Commission approved \$1.7 million for funding CHIS for two years, 2019–20 and 2020–21.

Follow us on social!

