

First 5 California Investments by  
Project, Funding Amount, Term, and Strategic Priority Area

**EARLY LEARNING**

#	Project Title	Project Description	Amount	Start and	End Date	Child Health	Child Dev.	Family Funct.
1.	<b>California Family Book Distribution Partnership</b>	An infusion of books to counties for distribution and expansion of Dolly Parton's Imagination Library to increase the number of books in the homes of high promise children.	\$1,500,000 (funded through media contract)	07/01/20	June 2021		X	X
2.	<b>Emergency Supplies Program</b>	Continue distribution of emergency supplies to all 58 counties to address needs resulting from the COVID-19 pandemic.	\$2,000,000	5/1/21	8/31/21	X		
4.	<b>Facilitation &amp; Support Contract</b>	Facilitate statewide partner and stakeholder groups to support First 5 California's (F5CA) current and future early childhood program, research, policy, and systems priorities to support F5CA's Strategic Plan implementation.	\$234,500 (funded through IMPACT 2020)	7/28/20	6/30/23	X	X	X
5.	<b>IMPACT 2020</b>	State, regional, and local investment to support quality improvement for early learning and care programs and providers. Funding includes a shared services pilot, evaluation, workforce supports, infrastructure support, Workforce Registry and data systems, and regional Training & Technical Assistance Hubs.	\$103,000,000	07/01/20	6/30/23	X	X	X

**RESEARCH AND EVALUATION**

#	Project Title	Project Description	Amount	Start and	End Date	Child Health	Child Dev.	Family Funct.
5.	<b>Afterschool Child Care Bridge</b>	Develop a three-year plan for research, policy development and advocacy to improve and streamline California's system of subsidized care and expanded learning for children ages birth through age 12.	\$40,000	3/15/21	12/31/21		X	
6.	<b>California Health Interview Survey (CHIS) (Existing)</b>	Fund specific questions on statewide health survey related to F5CA priority areas.	\$1,700,000	09/01/19	06/30/21	X		
7.	<b>CHIS (New)</b>	See above, continued.	\$1,700,000	07/01/21	06/30/23	X		
8.	<b>Emergency Child Care Bridge Evaluation</b>	Conduct statewide evaluation of state-funded Emergency Child Care Bridge program.	\$149,999	01/01/20	03/31/22	X	X	X
9.	<b>Evaluation Support: Quality Counts California and Data Digest</b>	Provide ongoing technical assistance to support evaluation needs including Quality Counts California, Small Population County Funding Augmentation (SPCFA), and the Data Digest.	\$2,000,000 (funded through IMPACT 2020)	05/01/18	12/31/21	X	X	X

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**CONTINUOUS QUALITY IMPROVEMENT**

#	Project Title	Project Description	Amount	Start	End Date	Child Health	Child Dev.	Family Funct.
10.	<b>Dual Language Learner Pilot Study</b>	Expand and scale effective instructional, professional development, and family engagement strategies that support dual language competency and understand conditions that make them effective, scalable, and sustainable.	\$20,000,000	07/01/17	12/31/22		X	
11.	<b>Home Visiting Statewide Workforce Study</b>	Understand the current home visiting workforce (demographics, retention, pipeline, competencies, well-being), project future workforce needs, and recommend infrastructure investments to address the gap.	\$2,000,000	10/01/19	01/31/22			X
12.	<b>Home Visiting Coordination</b>	Improve local and statewide coordination of home visiting programs and embed home visiting into other child- and family-support systems.	\$24,000,000	03/02/20	06/30/25			X
13.	<b>SPCFA (Existing)</b>	Provide an annual base funding amount that enables the 20 counties with the lowest annual birth rate to operate a commissioner and effective programs and ensure Proposition 10 is a statewide effort.	\$34,500,000	07/01/17	06/30/21	X		
14.	<b>SPCFA (New)</b>	See above; new allocation includes 21 counties.	\$20,000,000	04/01/21	06/30/25		X	X
15.	<b>Smokers' Helpline (Existing)</b>	Expand the California Smokers' Helpline services to pregnant smokers and e-cigarette users and smoking parents and caregivers of children ages 0 to 5 and focus educational materials on the reduction/elimination of secondhand smoke exposure to young children.	\$5,600,000	07/01/16	06/30/21	X		
16.	<b>Smokers' Helpline (New)</b>	See above. Future investment to include vaping cessation and counseling, as well.	\$3,600,000	07/01/21	06/30/25	X		
17.	<b>UC Berkeley Workforce Study</b>	Complete the Early Childhood Educator Workforce Study, which collected information about the wages, demographic characteristics, training experiences, and educational qualifications of the early childhood education (ECE) workforce serving children ages 0 to 5 and provide data for state policy and fiscal decisions.	\$149,999	04/01/21	12/31/21		X	

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Attachment A

**EXTERNAL AND GOVERNMENTAL AFFAIRS**

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18.	<b>Educare of Los Angeles at Long Beach</b>	Establish new Educare school in California. Educare is a nationally recognized, evidence-based, full-day, full-year early childhood education program model proven to significantly narrow the achievement gap for the most vulnerable children.	\$2,700,000	08/01/17	06/30/21	X	X	X
19.	<b>Federal Lobbying Contract</b>	Influence federal policy and budget decisions by increasing policymakers' awareness of early brain science, Adverse Childhood Experiences (ACEs), and building F5CA as a trusted policy resource.	\$450,000	07/01/21	06/30/24	X	X	X
20.	<b>Kit for New Parents (Existing)</b>	Distribute a free resource (customizable by counties) with information and tips for first-time parents and caregivers; available in English, Spanish, Chinese, Korean, and Vietnamese, and includes a health handbook, parent guide, and other information on health and safety, paid family leave, and literacy and early learning. Funding includes Kit evaluation.	\$5,000,000	07/01/19	06/30/21	X	X	X
21.	<b>Kit for New Parents (New)</b>	See above, continued. New contract will include a baby toothbrush, ACEs information, digital collateral, and potentially a mobile app. Funding includes Kit evaluation.	\$18,000,000	05/01/21	06/30/24	X	X	X
22.	<b>Media Campaign (Existing: Talk.Read.Sing.®)</b>	Implement a multi-media public information and outreach campaign to encourage caregivers of children ages 0 to 5 to talk, read, and sing to their children, stressing the importance of early engagement and early brain development. Maintain a website designed for parents and caregivers of children with campaign information, parenting tips, and interactive components.	\$60,235,763.40	06/09/18	06/08/21	X	X	X
23.	<b>Media Campaign (New)</b>	See above. (Future campaign TBD, but will include a greater focus on whole child, ACEs, and reaching low-income families and children of color).	\$67,000,000	07/01/21	06/30/24	X	X	X
24.	<b>Paid Family Leave Coalition</b>	Provide advocacy support and strategy planning for existing California family leave laws, and new family leave laws recommended by the Governor's Paid Family Leave Task Force.	\$100,000	07/01/21	06/30/23			X
25.	<b>Public Relations Contract</b>	Carry out a statewide public relations strategy that increases public and policymaker awareness of early brain science, influences policy makers and the public through media coverage of children's issues, and supports F5CA, the First 5 Association, and county commissions in publicizing their accomplishments.	\$2,000,000	05/07/19	04/16/21	X	X	X

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26.	<b>State Lobbying and ECE Coalition Contract</b>	Influence state policy and budget decisions by increasing policymakers' awareness of early brain science, ACEs, and building F5CA as a trusted policy resource. Also, support the state ECE Coalition's policy agenda and goals by providing staff capacity to expand state policy and advocacy efforts, leveraging state administrative and legislative opportunities, managing interagency coordination, and catalyzing an increase in advocacy frequency.	\$1,050,000	10/01/19	09/30/22	X	X	X