

Current First 5 California (F5CA) Projects AND Future Investments for Consideration

Comprehensive Projects

Projects that Encompass all three Strategic Plan Priority Areas (Child Health, Child Development, Family Functioning)

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Office
Future Investment – Early Childhood Data Ecosystem Development	Develop vision and plan for improving and integrating multiple data systems supporting early learning and care (e.g., ECE Workforce Registry, local Quality Rating and Improvement (QRIS) data systems, mychildcare.gov website, CDSS site licensing). Inform efforts such as Cradle to Career Data System (Governor's Office) and Brilliant Beginnings (CDSS).	\$2,000,000	7/1/23	6/30/26	Research and Evaluation
Federal Advocacy (Clark Hill)	Influence federal policy and budget decisions by increasing policymakers' awareness of early brain science and the importance of safe, stable, nurturing relationships and environments for young children, their learning and development. Building F5CA as a trusted policy resource and supporting the state Early Childhood Education (ECE) Coalition and First 5 Network's policy agenda and goals by providing staff capacity to expand federal policy and advocacy efforts, leveraging federal administrative and legislative opportunities, managing interagency coordination, and catalyzing an increase in advocacy frequency.	\$450,000	11/17/21	11/17/24	External and Governmental Affairs
Future Investment – Newcomer Support	Expand support for first-generation immigrant and multi-language learning families (including asylum seekers and refugees) and potential expansion of Microenterprise Development Program.	\$10,000,000	7/1/23	6/30/26	Prevention, Equity, and Opportunity
IMPACT 2020	Support quality in early learning and care settings through state infrastructure development and direct supports to early learning and care (ELC) settings at the regional and local levels. Funding includes a shared services pilot, data collection and evaluation, and professional development for the workforce.	\$103,000,000	07/01/20	06/30/23	Early Learning Programs and Partnerships
Future Investment – IMPACT Legacy	Quality improvement infrastructure and programmatic investments to support the ELC workforce in providing high quality experiences for young children. Focus on increasing equitable access to coaching, incentives, and other professional development, supports, and resources. Includes ECE Workforce Registry, local QRIS data systems, and statewide evaluation.	\$125,828,000	7/1/23	6/30/26	Early Learning Programs and Partnerships
Kit for New Parents (ALOM)	Provide information and tips for first-time parents, grandparents, and caregivers free-of-charge, delivered through local hospitals, physicians, and community groups. Available in English, Spanish, Chinese, Korean, and Vietnamese, it includes a health handbook, a parent guide, a poison control brochure and magnet, and other important information on paid family leave, and literacy and learning. First 5 county commissions are encouraged to add local references and resources to the <i>Kit</i> to help inform parents about services in their own communities.	\$18,000,000	05/01/21	06/30/24	External and Governmental Affairs

Current First 5 California (F5CA) Projects AND Future Investments for Consideration

Future Investments in Blue Font

Future Investment – Kit for New Parents	Provide information and tips for first-time parents, grandparents, and caregivers free-of-charge, delivered through local hospitals, physicians, and community groups. Available in English, Spanish, Chinese, Korean, and Vietnamese, it includes a health handbook, a parent guide, a poison control brochure and magnet, and other important information on paid family leave, and literacy and learning. First 5 county commissions are encouraged to add local references and resources to the <i>Kit</i> to help inform parents about services in their own communities.	\$22,000,000	7/1/24	6/30/27	External and Governmental Affairs
Media Campaign/Public Relations (Rescue Agency Public Benefit, LLC)	Implement Public Education and Outreach and Public Relations campaigns designed to reach California’s diverse populations and educate all California parents and caregivers about the healthy development of children prenatal through age 5 and the safe, stable, nurturing relationships and environments necessary for them to thrive.	\$55,841,190	10/27/21	06/08/24	External and Governmental Affairs
Future Investment – Media/Public Relations Campaign	Implement Public Education and Outreach and Public Relations campaigns designed to reach California’s diverse populations and educate all California parents and caregivers about the healthy development of children prenatal through age 5 and the safe, stable, nurturing relationships and environments necessary for them to thrive.	\$67,000,000	7/1/24	6/30/27	External and Governmental Affairs
Refugee Family Support	Provide emergency family support and resettlement services to refugee families with children birth through age five resettling in counties throughout California.	\$3,000,000	07/01/22	06/30/23	Prevention, Equity, and Opportunity
Small Population County Funding Augmentation (SPCFA)	Ensure an annual base funding amount for the 21 counties with the lowest proportion of statewide annual births to operate a commission and effectively execute programs that promote, support, and improve the development of children ages 0 to 5.	\$20,000,000	04/01/21	06/30/25	Prevention, Equity, and Opportunity
Future Investment – SPCFA	Support the 21 counties with the lowest annual births to operate a commission and effective programs by ensuring an annual base funding amount.	\$20,000,000	7/1/25	6/30/29	Prevention, Equity, and Opportunity
State Advocacy (California Strategies)	Influence state policy and budget decisions by increasing policymakers’ awareness of early brain science and the importance of safe, stable, nurturing relationships and environments for young children, their learning, and development. Building F5CA as a trusted policy resource and supporting the state Early Childhood Education (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.	\$774,824	10/01/19	09/30/22	External and Governmental Affairs

Current First 5 California (F5CA) Projects AND Future Investments for Consideration

Future Investments in Blue Font

Strategic Advocacy Support Services	Expand the capacity of F5CA, the First 5 Network (Network), and the Early Childhood Education (ECE) Coalition to achieve their public policy and advocacy goals through increasing capacity through the creation and dissemination of new data tools, growing the ability of the group to effectively communicate policy priorities and awareness, delivering focused information in a variety of methods, educating in-house staff on new and developing trends in policy and state or federal budgets, and providing strategic guidance, advice, and training and technical assistance on topics that will impact children and families through policies and state budget commitments.	\$600,000	7/1/2022	6/30/2024	External and Governmental Affairs
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Priority Area Investments

Projects That Encompass Specific Strategic Plan Priority Areas

Child Development

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Office
Dual Language Learner Pilot Study (American Institutes for Research)	Identify effective and scalable strategies (expansion work in 16 counties) that support dual language development across early learning settings, engage families to support their children’s dual language development, and deliver effective professional learning opportunities so educators, caregivers, and program administrators can effectively support the learning and development of young DLLs.	\$20,000,000	07/01/17	12/31/22	Prevention, Equity, and Opportunity
Early Literacy Program	Expand early literacy efforts by developing a partnership between CDPH and First 5 California to administer a statewide program to provide multilingual books and early literacy programming for families with young children in collaboration with other state programs such as home visiting, child care, and foster care.	\$18,000,000	7/1/22	6/30/24	Early Learning Programs and Partnerships
UC Berkeley Workforce Study	Understand the wages, demographic characteristics, training experiences, and educational qualifications of the ECE workforce serving children ages 0 to 5 and to provide data for state policy and fiscal decisions.	\$149,999	05/17/21	06/30/22	Research and Evaluation Office
Future Investment – Universal Pre-Kindergarten (UPK) Mixed Delivery Evaluation	Qualitative evaluation to describe statewide system-level changes for early care and education via the lens of Universal Pre-Kindergarten efforts under the Newsom administration. (May update findings from: Deborah Stipek, (2018), Early Childhood Education in California, Getting Down to Facts II. Stanford University.)	\$900,000	7/1/23	6/30/26	Research and Evaluation Office

Current First 5 California (F5CA) Projects AND Future Investments for Consideration

Future Investments in Blue Font

Child Health

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Office
California Health Interview Survey (UCLA)	Collect data on Californian children and families with young children, including equity-related data (e.g., race/ethnicity, poverty level, home language, dual language learner status, immigrant status) for use by policymakers, researchers, health experts, members of the media and others. F5CA is primary funder of the Child Questionnaire in this statewide health survey	\$1,700,000	08/26/21	06/30/23	Research and Evaluation
Future Investment – California Health Interview Survey (CHIS)	Data collection via child survey, research brief on select child topics, research memos, AskCHIS query tool, AskCHIS Neighborhood Edition. New project may be oversampling for small or medium size counties.	\$4,000,000	7/1/23	6/30/27	Research and Evaluation
Future Investment – Early Childhood Behavioral Health	Provide technical assistance to help F5Commissions work with local MHSA Commissions to identify funding for children 0-5. Also, could include incubator funding (like MHSOAC, funded through 2023) to build capacity to innovate solutions, improve existing programs, and sustain effective programs that address early childhood behavioral health needs. Strategies to be determined in collaboration with First 5 Association and other partners	\$4,000,000	7/1/23	6/30/26	Prevention, Equity, and Opportunity
Future Investment – Pilot Predictive Risk Modeling Tool	Expand Los Angeles risk stratification model using child welfare data to additional, diverse counties, focusing on children ages 0 to 5. Model provides a method for better ensuring that more complex-risk cases receive the resources and attention required to protect children.	\$14,000,000	7/1/23	6/30/26	Prevention, Equity, and Opportunity
Smokers' Helpline (rebranded as <i>Kick It CA</i> in 2021) (UC San Diego)	Promote tobacco and vaping cessation through telephone and text counseling, nicotine replacement therapy, outreach through pediatricians, dissemination of educational materials, and campaigns to increase awareness of e-cigarette health implications for children, families, and caregivers.	\$3,600,000	07/01/21	06/30/24	Prevention, Equity, and Opportunity
Future Investment – Smoking Cessation	Support a variety of strategies to increase awareness of the effects of tobacco and e-cigarette use on young children's health and development and provide cessation services to parents and caregivers with young children.	\$3,600,000	7/1/24	6/30/27	Prevention, Equity, and Opportunity

Family Functioning

Project Title (Contractor)	Project Goal	Funding Amount	Project Start Date	Project End Date	Office
Home Visiting County Coordination	Coordinate home visiting services across 50 counties' local agencies, integrate home visiting into other family and child serving systems, improve access for vulnerable families, and increase counties' ability to draw down state and federal home visiting funding.	\$24,000,000	03/02/20	06/30/25	Prevention, Equity, and Opportunity