

# Item #8

## Kit for New Parents

First 5 California Commission Meeting  
October 19, 2023



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External and Governmental Affairs



# Kit for New Parents Funding Request

## Up to \$15 million for fiscal years 2024-25 through 2026-27

1. Invitation for Bid (IFB) for three-year fulfillment contract
2. Marketing and Outreach Request for Proposal (RFP)
3. Evaluation RFP
4. Office of State Publishing (OSP) Printing



# Goals and Focus for Future *Kit* Contracts

<p style="text-align: center;"><b>EXPERIENCE</b></p> <ul style="list-style-type: none"><li>• Extensive experience in supply chain management (fulfillment contract)</li><li>• Extensive experience in outreach to reach underserved populations (marketing contract)</li><li>• Extensive experience in research (research contract)</li></ul>	<p style="text-align: center;"><b>ALIGNMENT</b></p> <ul style="list-style-type: none"><li>• Support Strategic Plan Priority Areas</li><li>• Align goals of the <i>Kit</i> Program to First 5 California's Strategic Plan, North Star Statement, and Audacious Goal</li><li>• Strengthen relationships with First 5 county partners</li><li>• Cultivate partnerships with organizations and agencies serving families with low incomes</li></ul>
<p style="text-align: center;"><b>RESEARCH</b></p> <ul style="list-style-type: none"><li>• Make use of current study results to ensure we are reaching target audience</li><li>• Experience and outcome-based outreach for follow-up study that provides a method of evaluating outcomes of distribution of new <i>Kit</i></li></ul>	<p style="text-align: center;"><b>BRANDING</b></p> <ul style="list-style-type: none"><li>• Overall tone, brand consistency, elevating reputation, and expertise of First 5 California</li><li>• Build on the First 5 California brand</li><li>• Develop and enhance communications tools for internal and external use and support First 5 California staff</li></ul>

# Questions