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First 5 California Kit for New Parents Study

INTERIM FINDINGS #2: KIT DISTRIBUTION SURVEY RESULTS

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Introduction

The First 5 California (F5CA) *Kit for New Parents* is a free resource for families. It includes two parenting information books, children’s books, and other flyers and supports for new parents and caregivers.¹ Kits are available in English, Spanish, Chinese, Korean, and Vietnamese. The program is a significant investment by F5CA and has been supported for two decades. In July 2022, F5CA contracted with American Institutes for Research (AIR) and its partners at Social Policy Research Associates (SPR) and Allen, Shea & Associates (ASA) to better understand the distribution of the Kits to families across the state and describe the experiences and outcomes of families that received the *Kit*.

This Interim Findings Report is one of three reports from the *Kit for New Parents* Study focused on the distribution of the *Kits*.² Together, these reports aim to investigate the effectiveness of *Kit* distribution methods for

Key Findings

What types of organizations distribute the *Kit*?

- Health services organizations appear to be the most involved in *Kit* distribution.
- Most organizations distributing *Kits* serve a broad population rather than specific targeted groups.

How do organizations distribute the *Kit* to families?

- The most common distribution method involved delivering *Kits* during one-on-one meetings with parents.
- Most organizations reported that they engaged with families about how to use the contents of the *Kit*.

What types of families do organizations distribute *Kits* to?

- Most respondents indicated that their *Kits* typically reach low-income and non-English-speaking families.
- Respondents were less confident that they were able to get *Kits* into the hands of some hard-to-reach populations, including refugees, foster families, and rural families.

How can the *Kit* and its distribution be improved?

Organizations requested that F5CA:

- Make the *Kit* available in more languages.
- Include additional materials to make the *Kit* more relevant for their families.
- Improve communication regarding the *Kit* ordering process.
- Further enhance the ordering and delivery process for organizations.
- Offer trainings to support organizations with parent outreach and distribution.

¹ We use the term parents and families interchangeably throughout this report. The program and the study aim to be inclusive of all types of families; all caregivers are eligible to receive the *Kit* and be included in the study.

² The first Interim Findings Report, submitted in November 2022, investigated shipment records from ALOM, the statewide *Kit* fulfillment contractor, to document the number and geographic distribution of *Kit* shipments, and statewide parent survey data from the California Health Interview Survey (CHIS) to determine how many families received and used the *Kits*. A third report, to be released in fall 2023, will summarize findings from interviews with a sample of organizations that distribute the *Kit* throughout the state and the county F5CA commissions from 10 counties.

reaching parents of young children. This includes ease of *Kit* access by families who would most benefit, particularly non-English language groups and low-income families in hard-to-reach communities. Specifically, this report focuses on the following questions:

1. What types of organizations distribute the *Kit*? To what extent do these organizations work with the families who would most benefit from the *Kit*?
2. How do organizations distribute the *Kit* to families?
3. What types of families do organizations distribute *Kits* to? To what extent is the *Kit* reaching F5CA's priority populations?
4. How can the *Kit* and its distribution be improved?

To address these questions, this report draws on responses from two surveys designed and administered by the study team—a Partner Agency Survey and a F5 County Commission Survey—as well as shipping records from *Kit* orders placed by F5 County Commissions and other organizations that serve families. Each of these data sources is described in more detail in the textbox on the following page.

This report is divided into the following sections:

- 1) Survey Background
- 2) Profile of Organizations Engaged in *Kit* Distribution
- 3) *Kit* Distribution Process
- 4) Feedback on *Kit* Contents

We conclude with a summary of findings from the surveys and related implications for the study's upcoming qualitative interviews with organizations, F5 County Commissions, and parents.

Data Sources

Kit Shipping Data: The Kit is assembled and shipped centrally by ALOM, a supply chain firm in Fremont, California. Kits can be ordered through one of three avenues. First, parents or organizations working with families can order a single Kit from the F5CA website (first5parentingKits.com) and have it shipped directly from ALOM. Organizations, such as hospitals, home visiting programs, or family resource centers, can also order Kits in bulk through Compass, ALOM's website for placing direct orders (compass2.alom.com). Finally, organizations can request Kits by contacting their local F5 County Commission or F5CA directly.

Kit shipping data from ALOM include shipping address, basic information on each agency, the number of Kits ordered, and the language of each Kit for orders placed between July 1, 2021, and September 30, 2022. Name and home address were redacted prior to providing the data to AIR for confidentiality purposes for orders that appeared to be placed by a family rather than an organization. From this file, the study team identified 569 organizations (546 community partners and 23 F5 County Commissions) that ordered Kits. (For the purposes of this report, an agency that has multiple locations or branches is counted as multiple organizations, once for each location/branch that ordered Kits. For example, orders were placed by 10 different Kaiser Permanente locations. Because these different branches/locations may be working with the Kits independently of each other, they are treated as separate organizations in this analysis. In all, there were 430 unique agencies.) More information about how the study team identified these organizations can be found in Appendix A.

Partner Agency Survey: The Partner Agency Survey was sent to organizations that distribute Kits to families (excluding F5 County Commissions). This survey focused on the methods that organizations use to distribute the Kit, successful strategies and barriers to Kit distribution, demographic information about the families who receive the Kit, and feedback on the distribution process and the contents of the Kit. A preliminary list of survey respondents included the organizations with viable contact information from the shipping data (409 in total). To further broaden our survey sample, we asked the executive directors of the F5 County Commissions to identify other organizations that should receive the survey. We sent the survey to 440 organizations engaged in distributing the Kit to parents.

F5 County Commission Survey: This survey, sent to at least one staff member from all 58 F5 County Commissions, focused on the role that the county commission plays in marketing and distributing the Kit and commission feedback about the distribution process and contents of the Kit.

Survey Background

The shipping data and responses to the Partner Agency Survey shed light on how local organizations engage with the Kit. In this section, we briefly discuss the survey methodology and then describe the organizations that distribute the Kit, the ordering and distribution process, the families that receive the Kit, and feedback from Kit distributors.

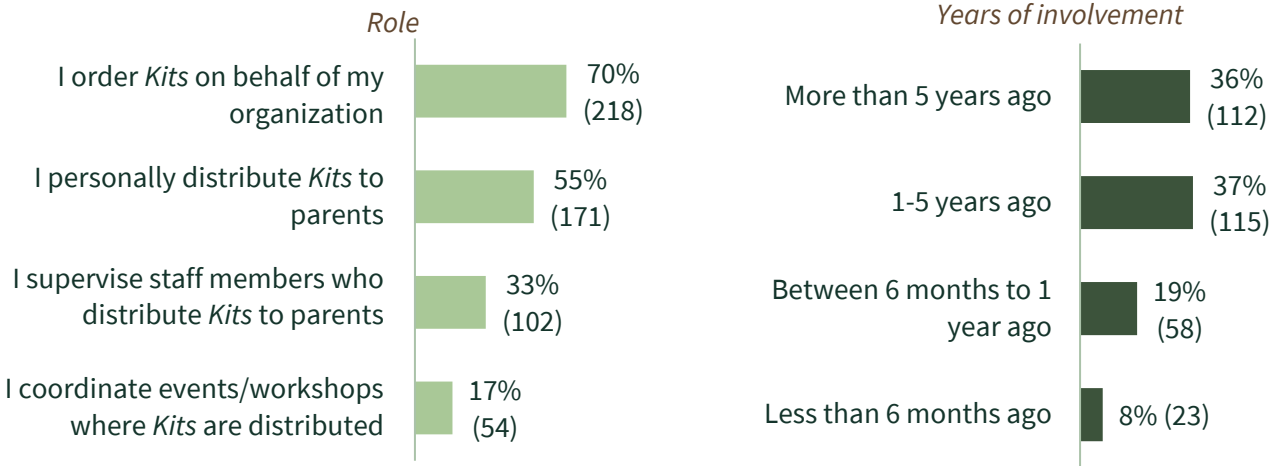
On January 23, 2023, the study team sent the Partner Agency Survey to 487 contacts, representing 440 organizations and 42 of California's 58 counties. In total, 308 individual staff from 293 organizations responded to the Partner Agency Survey, resulting in a response rate of 63% (308/487).³ Generally, responses are reported at the organization level instead of by survey respondent, except for the findings related to the perceived effectiveness of distribution methods and Kit feedback, which are reported at the level of the individual staff who responded to the survey. See Appendix A for more information about the survey methodology and how we calculated results at the organization level.

Thus, all percentages are calculated based on the number of responses for each question. Appendix B includes the survey instrument, along with survey responses. Because some survey respondents did not finish the survey, the sample size varies for each question.

To provide additional context to the survey findings, we asked Partner Agency Survey respondents to identify their role in Kit distribution. As shown in Figure 1, 70% of respondents are responsible for placing orders for Kits on behalf of their organization and over half personally distribute Kits to parents.

³ We received two survey responses from 14 organizations. The response rate at the organizational level was 67% ($n = 293/440$).

Figure 1: Respondent role and years of involvement in distributing Kits (n = 308)



Source: Partner Agency Survey

Note: The question “What is your role in distributing the Kit?” was a “check all that apply” question, and percentages do not add up to 100%.

Profile of Organizations Engaged in Kit Distribution

First 5 California distributed 83,074 Kits to families and family-serving agencies across the state between July 1, 2021 and June 30, 2022.⁴ Distribution varied substantially by county. For instance, when reviewing Kit distribution as a percentage of births by county, nine counties received enough Kits for at least half of their families with new babies, while 25 counties received Kits for fewer than 20% of their families (see prior Interim Findings report for more information). This distribution includes Kits sent directly to families and those sent to the more than 500 organizations across California, which then pass Kits along to families.

Los Angeles and San Diego Counties have the largest share of organizations distributing Kits. As shown in Figure 2, the number of organizations that order Kits to distribute to families varies widely from county to county. The two most populous counties, Los Angeles and San Diego, also have the largest number of organizations ordering Kits (75 in Los Angeles and 102 in San Diego). On the other hand, we identified 10 counties with no organizations distributing Kits. These counties were small and designated as mostly rural.⁵ See Appendix C for the number of organizations distributing the Kit in each county.

⁴ American Institutes for Research. (2023). *First 5 California’s Kit for New Parents: A look at the distribution of Kits across California, 2021–22.*

⁵ These counties include Alpine, Amador, Colusa, Del Norte, Glenn, Lake, Modoc, Mono, Plumas, Sierra, and Trinity. “Mostly rural” is defined by the United States Department of Agriculture.

Figure 2: Location of organizations distributing Kits ($n = 577$)⁶



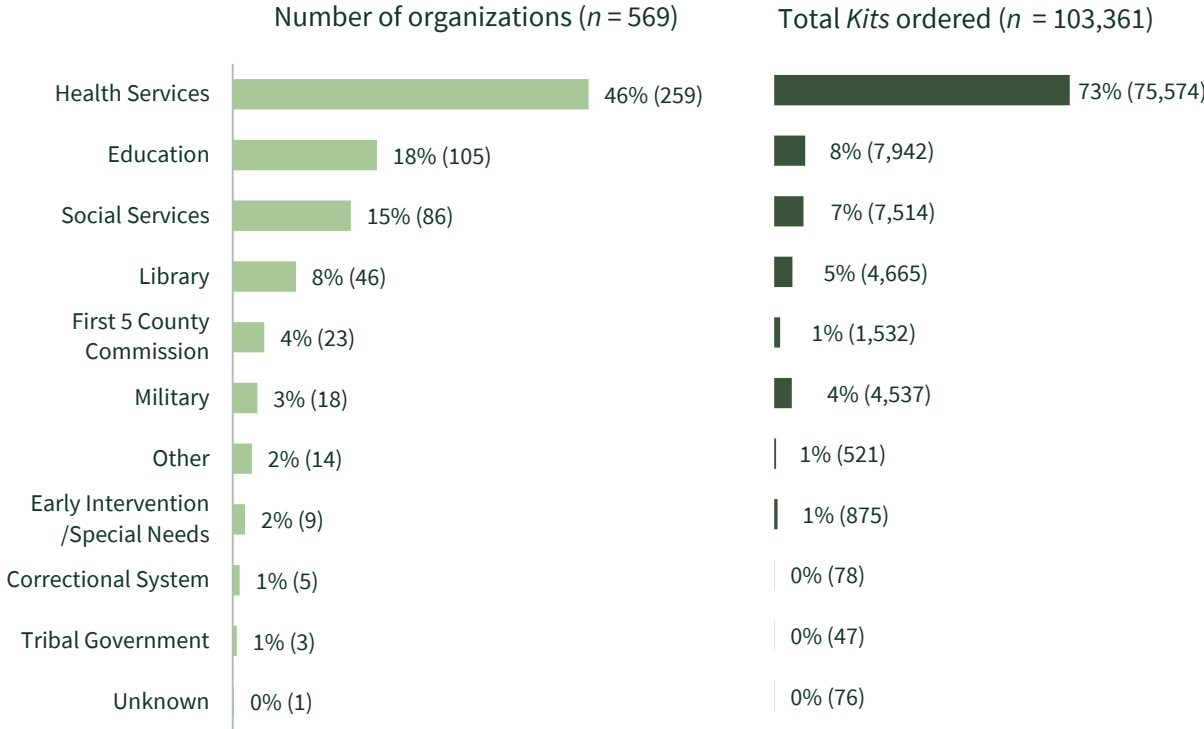
Source: Shipping data from ALOM and correspondence with F5 County Commissions
 Note: County F5 Commissions are not included in this figure.

Health services organizations appear to be the most involved in Kit distribution.

Reflecting the diversity of organizations working with California’s families, several different types of organizations distributed the Kit. Health services organizations made up close to half of the organizations distributing Kits. Moreover, as shown in Figure 3, health service organizations accounted for 73% of the Kits ordered by organizations (a total of 75,574 Kits), suggesting that most parents who receive Kits from organizations receive them from hospitals, clinics, public health agencies, etc. Among health service organizations, individual hospitals collectively distributed the most Kits (37% of all Kits ordered), followed by large health systems such as Kaiser Permanente (15%) and clinics (14%). (See Appendix D for a more detailed breakdown of the types of organizations distributing Kits.)

⁶ This map is different than the map presented in the first interim report, which illustrated the total number of Kits ordered per capita for each county.

Figure 3: Type of organization



Source: Shipping data from ALOM

Most organizations distributing Kits serve a broad population rather than specific targeted groups. Most organizations that responded to the survey reported that they either do not focus on specific populations (40%), or that they focus on serving families with young children (21%) or expecting parents (7%) generally. Fewer than a third (30%) of organizations identified a more specific population that they work with, most commonly low-income, underserved, or economically disadvantaged communities (14%), teens or young adults (6%), and children with special needs (4%).⁷

Kit Distribution Process

Between July 1, 2021 and September 30, 2022, organizations across the state ordered 103,361 Kits.⁸ This section describes the process that organizations use to order and distribute Kits to families, including how organizations learn about the Kit and information about the training that relevant staff receive. It also includes information about the degree to which organizations engage families during the distribution process.

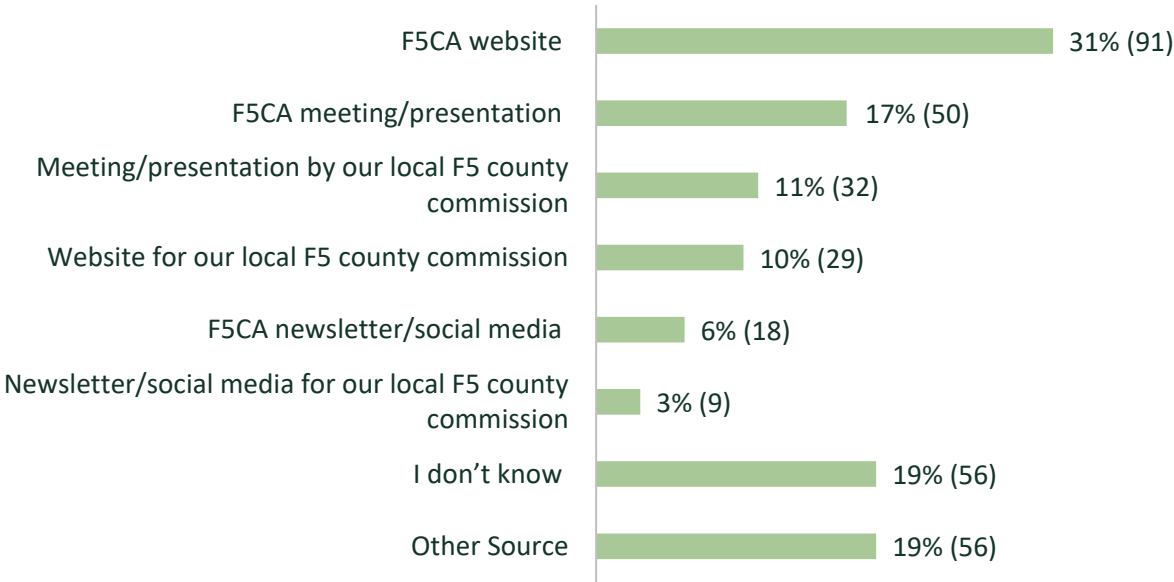
⁷ These data were gathered through an open-ended question and coded into these categories by the study team.

⁸ This does not include 3,341 Kits ordered directly by parents from the F5CA California website.

Process for Ordering Kits

Organizations were most likely to learn about the Kit from the F5CA website. As shown in Figure 4, nearly a third of organizations (31%) reported that they learned about the Kit from the F5CA website, and an additional 17% learned about it from a meeting or presentation given by F5CA. Social media outreach appears to be far less common. Less than 10% of respondents learned about the Kit from a newsletter or social media post from F5CA (6%) or their local F5 County Commission (3%). An additional 19% cited other sources; frequent responses in this category included referrals from coworkers, the Comprehensive Perinatal Services Program, and county government agencies.

Figure 4: How organizations first find out about the Kit (n = 293)*



Source: Partner Agency Survey

*Note: This is a “check all that apply” question, and percentages do not add up to 100%.

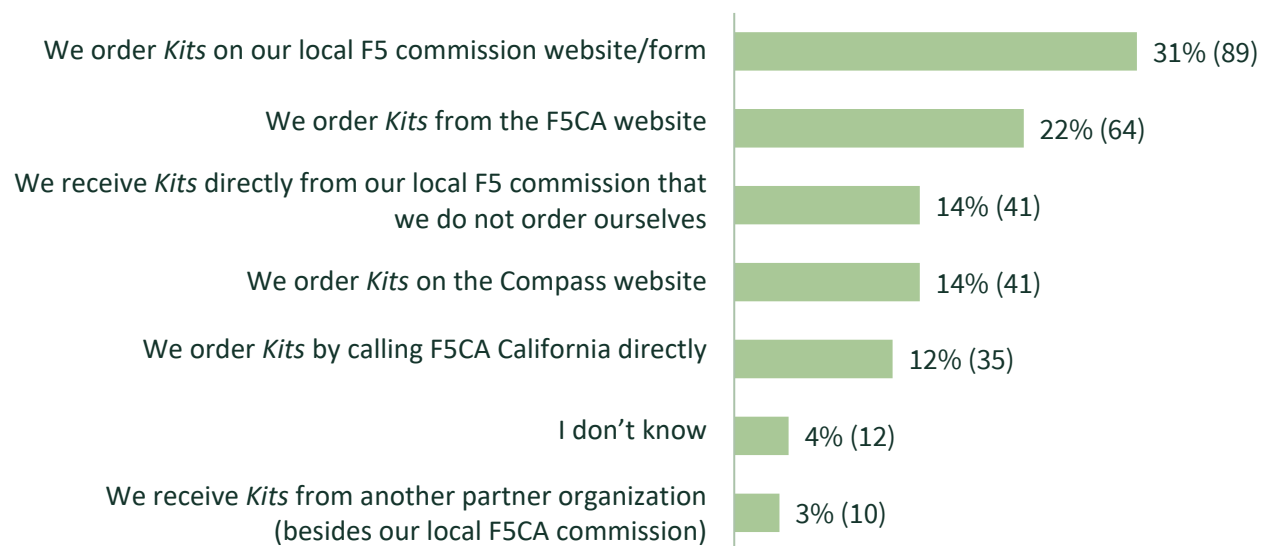
Only one in seven organizations ordered Kits through the Compass website.⁹ As shown in Figure 5, organizations may order Kits in several ways. Organizations were most likely to order Kits using their local F5’s website or standardized form (31%), followed by ordering individual Kits from the F5CA website (22%).¹⁰ Only 14% reported ordering Kits though the Compass website—the system set up specifically for organizations to place their orders. Other methods include receiving Kits (that

⁹ The [Compass website](#) allows organizations to directly order Kits from ALOM, including bulk orders.

¹⁰ When F5 County Commissions receive orders for Kits, they order them through the Compass website on behalf of organizations.

they do not order themselves) from their local F5 County Commission (14%) and calling F5CA directly to place an order (12%).

Figure 5: Methods used by organizations to obtain *Kits* ($n = 287$)



Source: Partner Agency Survey

Note: This is a “check all that apply” question, and percentages do not add up to 100%.

Regarding *Kit* distribution, one out of ten respondents reported that they ordered *Kits* to give to other partner organizations, which then distribute *Kits* to families. Appendix E includes more information about the types of partner organizations that received *Kits* from the survey respondents.

Kit Distribution Methods

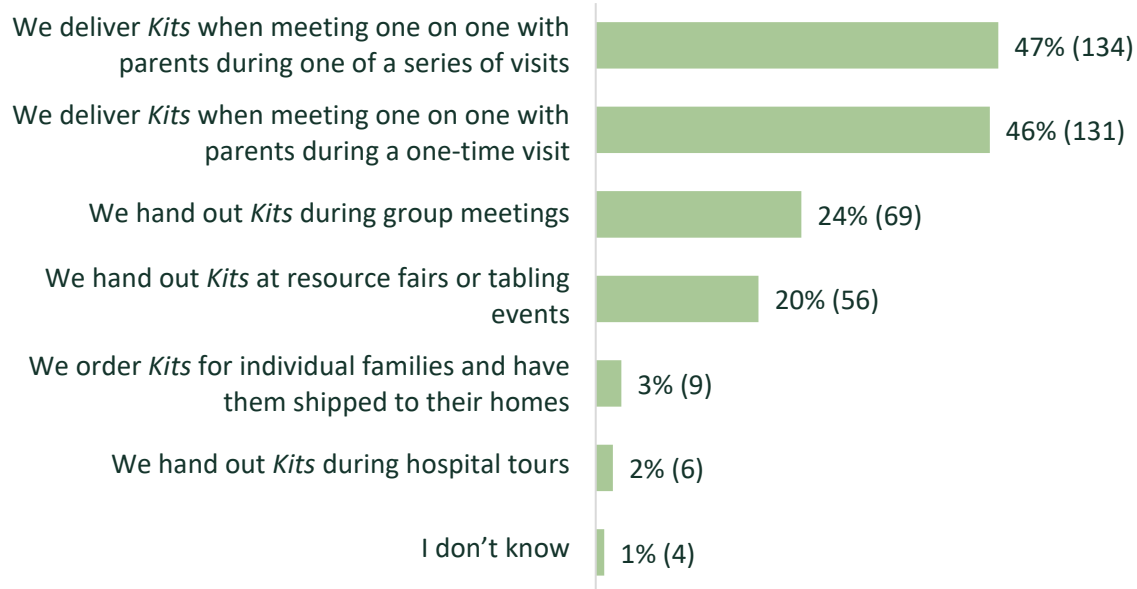
To investigate how local organizations distribute the *Kit* and use it as part of the services they provide to families, the survey asked organizations about the methods they use to distribute the *Kit*.

The most common distribution method involved delivering *Kits* during one-on-one meetings with parents. Depending on how organizations engage with parents, they may draw on several different methods to distribute *Kits* (see Figure 6), and close to half of organizations (46%) reported using more than one method. In all, about 85% of organizations reported distributing *Kits* in a one-on-one setting—either during a series of meetings (47%) and/or during a stand-alone meeting (46%) with families.¹¹ The number of organizations delivering *Kits* directly to parents in a

¹¹ Because this was a check-all-that-apply question, respondents could select both types of one-on-one settings, which explains why these percentages do not add up to 85%.

one-on-one setting is quite high; however, we are not able to estimate the number of Kits distributed in this way with the data available, primarily because so many organizations reported using multiple methods.

Figure 6: Methods used by organizations to distribute Kits ($n = 287$)



Source: Partner Agency Survey

Note: This is a “check all that apply” question, and percentages may not add up to 100%. The frequency/percentages reflect the number of organizations where at least one respondent selected the response option.

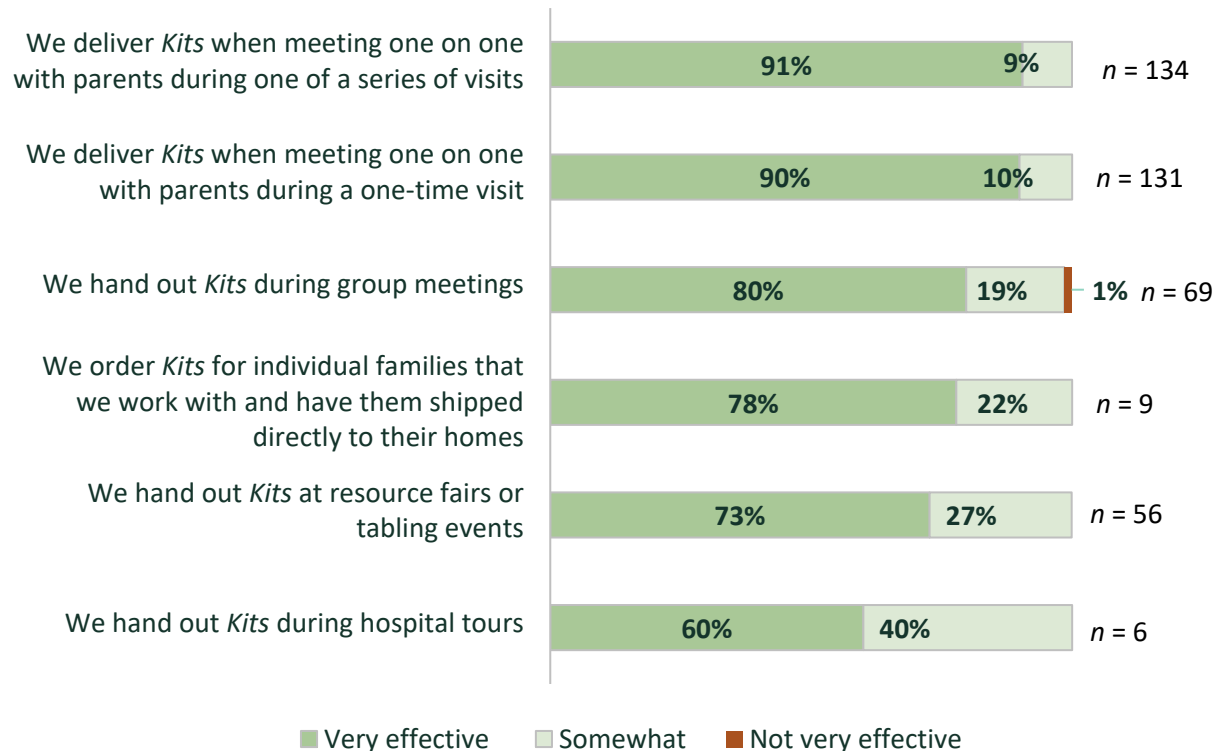
Fewer organizations reported using less personal approaches to Kit distribution, including handing out Kits at resource fairs or tabling events (20%) or during hospital tours (2%).

The distribution methods that respondents reported to be the most effective were aligned with the methods that were most frequently used. Survey respondents assessed the effectiveness of each distribution method they reported using for both helping distribute Kits to parents who would most benefit (shown in Figure 7) as well as for distributing Kits to the most parents (shown in Appendix F). The two most common distribution methods (delivering Kits to parents one on one during single or multi-session meetings, as shown in Figure 7) were also viewed as the most effective.

When asked why organizations chose the distribution methods they use, staff who responded to the survey explained that their methods provide the best opportunity for them to get Kits into parents’ hands ($n = 72$) and/or allow them to talk about the

Kit contents and answer parents' questions ($n = 33$), as discussed further in the next section. Most organizations that shipped Kits directly to parents also used other methods and only shipped the Kit to parents if there was a special circumstance (e.g., they missed a session, selected a telehealth visit instead of an in-person visit, or the organization ran out of Kits at an event or before a home visit).

Figure 7: Effectiveness of each method in helping organizations distribute Kits to the parents who would most benefit



Source: Partner Agency Survey

Engagement With Parents

Organizations take different approaches to engaging with parents during the distribution process. For instance, while some pass out Kits to parents with minimal interaction, others may provide the Kit as part of a larger set of family services. Below, we summarize how organizations engage with parents at the time of Kit delivery.

Most organizations reported that they engaged with families about how to use the contents of the Kit. When asked whether they talked with families about the contents of the Kit and how to use them, 49% reported that they *always* did this, and an additional 27% reported that they *sometimes* did this (Figure 8).

Organizations that distribute Kits in one-on-one settings were more likely than

other organizations to discuss Kit contents with recipients (Figure 9). And generally, libraries were less likely to review Kit contents with families than other types of organizations (Figure 10).¹²

We drew on the shipping data available to assess the proportion of Kits that were distributed by organizations that reported engaging families in discussion about the Kits. Organizations that reported that they *always* or *sometimes* discuss the Kit with parents collectively ordered 48,051 Kits, or 82% of the Kits distributed by organizations that responded to the survey. Nearly two-thirds (65%) of Kits (38,089) were distributed by organizations that said that they *always* discuss Kit contents with parents. Together, these data points suggest that most parents who receive a Kit engage in a conversation with a provider about the contents of the Kit.

Figure 8: Frequency with which organizations discuss *Kit* contents with parents

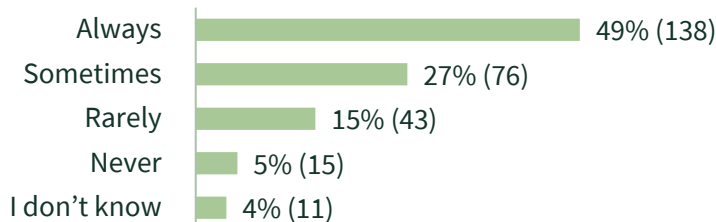


Figure 9: Frequency with which organizations discuss *Kit* contents with parents, by distribution method (n = 283)

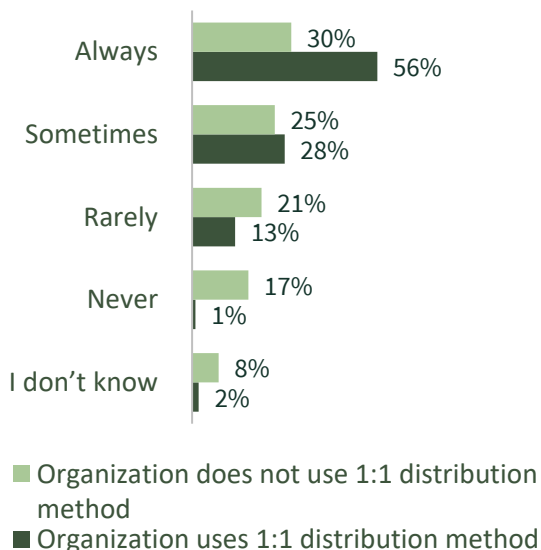
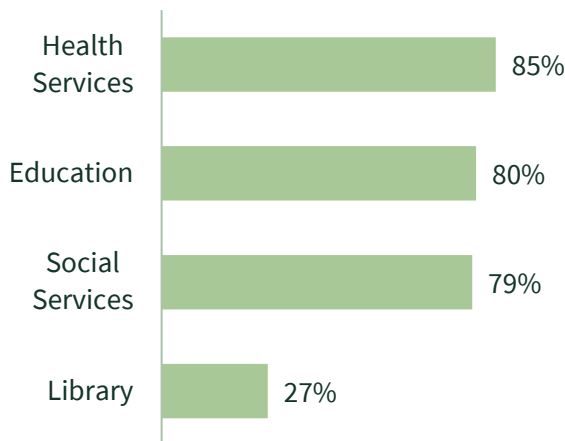


Figure 10: Percentage of organizations that always or sometimes discuss *Kit* contents with parents, by organization type (n = 283)

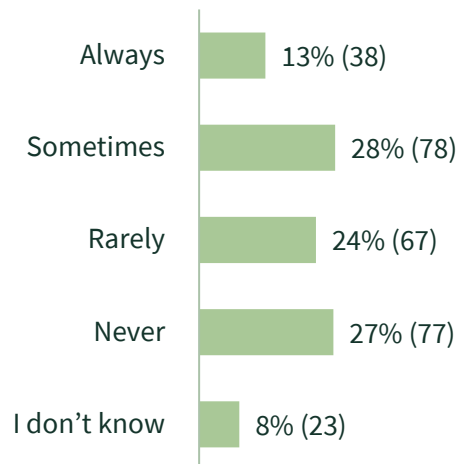


Source: Partner Agency Survey

¹² The differences were statistically significant at $p < .05$ using a Chi-Square test.

Few organizations routinely gather parent feedback on the Kit. While most organizations discuss the Kit with parents, about four out of 10 organizations reported that they *always* or *sometimes* have follow-up conversations with parents to collect their feedback on the Kit (see Figure 11 below).

Figure 11: Frequency with which organizations receive parent feedback on the Kit ($n = 273$)



Source: Partner Agency Survey

Staff Training on Kit Distribution

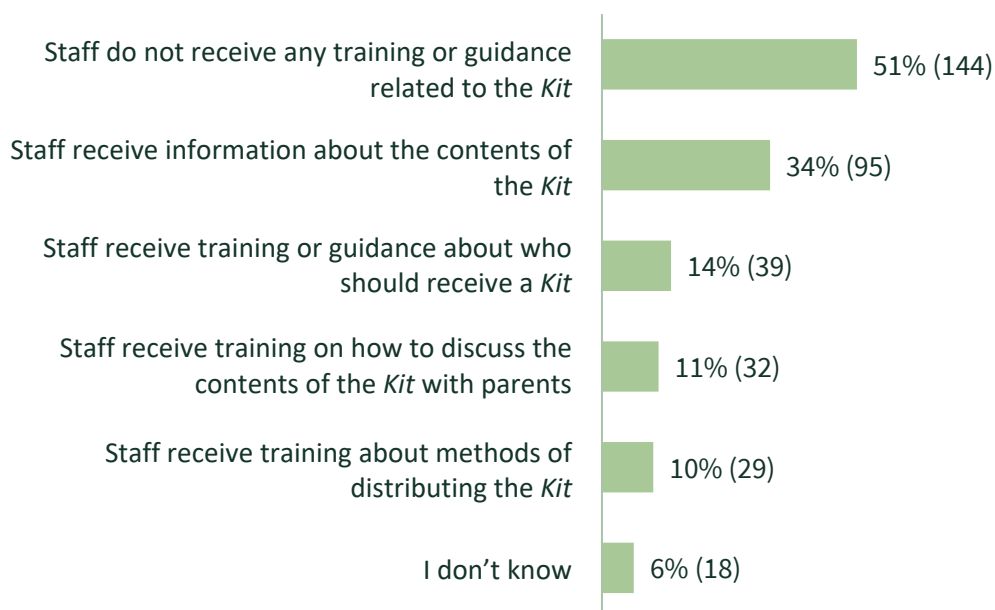
To ensure that staff have the information they need to effectively distribute the Kit, some organizations may provide training to their staff. This training might include instructions on when, how, or to whom Kits should be given out. We asked survey respondents to report on any training related to the Kits their staff received.

About half of survey respondents reported that their staff did not receive any training or guidance related to the Kit. As shown in Figure 12, survey respondents most often reported that their staff received training about the contents of the Kit and less often received guidance about who should receive the Kit, how to discuss the contents of the Kit, or the different methods for distributing the Kit. No statistically significant association was detected between receiving staff training and any of the specific distribution methods that were identified in the survey. In other words, survey respondents who reported that they distribute Kits during a series of one-on-one meetings were no more likely to report that their staff received training than other survey respondents.

Of those who reported that staff members receive training, 70% shared that training was provided by someone from their organization. Five survey respondents reported that training was provided by F5 County Commissions. Responses in the

“other” category include partner organizations, such as the Hospital Association of Southern California in Orange County and other county departments.

Figure 12: Training or guidance received by staff members who distribute the *Kit* ($n = 273$)



Source: Partner Agency Survey

Note: This is a “check all that apply” question, and percentages may not add up to 100%.

Characteristics of Families to Whom Organizations Distribute *Kits*

The *Kit* is a universal program available to all families, but F5CA is interested in knowing who actually receives the *Kit*. We asked respondents about which families their organization targets for *Kit* distribution (if any), whether they think *Kits* are reaching these populations, and whether there are specific populations that are more difficult to reach.

Most organizations reported that they distribute *Kits* to all parents they serve who have young children. Four out of five organizations (79%) took a broad approach to distributing *Kits* to their families, providing *Kits* to all families with young children whom they serve. Only 13% of respondents indicated that their organization prioritizes certain families for *Kit* distribution.¹³ The 35 survey respondents who reported prioritizing certain families were asked to identify the populations that they prioritized from a closed-ended list. Populations that were commonly identified as priorities included families with low incomes or who are living in poverty ($n = 26$), speakers of languages other than English ($n = 26$), families

¹³ This survey item was a “check all that apply” question; some respondents are reported multiple times.

experiencing homelessness or housing insecurity ($n = 24$), and mothers with or at risk for postpartum depression ($n = 24$).

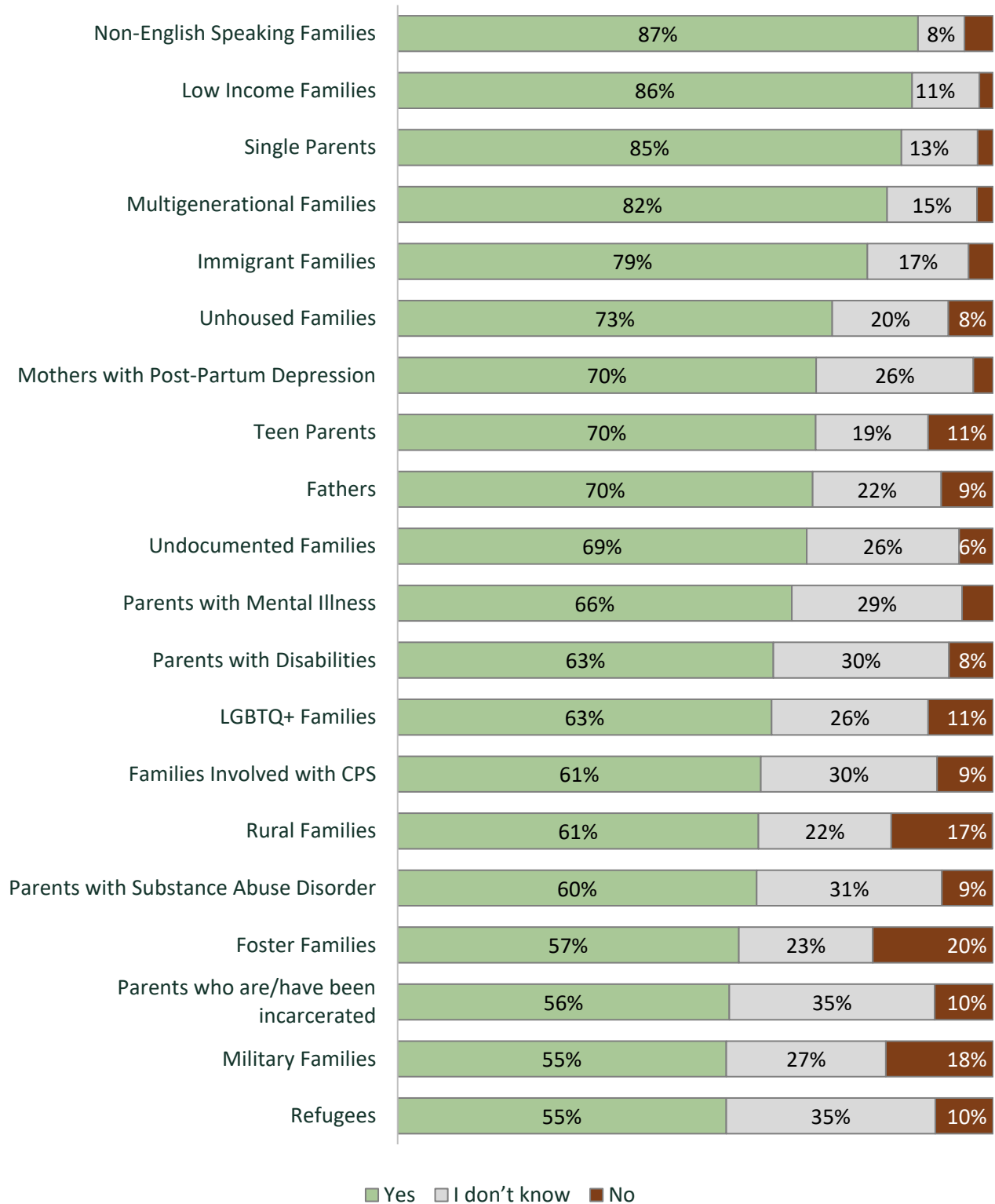
Most respondents indicated that their Kits typically reach low-income and non-English-speaking families. When asked which populations they were able to reach with their Kits, more than eight out of 10 respondents reported that their Kits reach the following populations: non-English speaking families (87%), low-income families (86%), single parents (85%), and multigenerational families (82%).¹⁴ Figure 13 includes more detailed survey results.

Respondents were less confident that they were able to get Kits into the hands of some hard-to-reach populations, including refugees, foster families, and rural families. Just over half of respondents reported that their Kits typically reached refugee families (55%), military families (55%), parents who are or were formerly incarcerated (56%), foster families (57%), and rural families (61%). While some organizations reported that they were not reaching these populations, more indicated that they did not know if their Kits were reaching these families.

Although most respondents indicated that their Kits reached the populations they targeted, 6% ($n = 18$) indicated that there are specific groups of parents to whom they have trouble distributing Kits. In open-ended questions, these respondents listed the groups that have been difficult to reach, including certain non-English speakers (specifically Arabic, Farsi, Dari, and Pashto) and fathers.¹⁵

¹⁴ Because these responses reflect personal opinions or beliefs, these findings are reported at the level of the survey respondent, not the organization.

¹⁵ Less commonly, respondents reported that they were having trouble reaching prenatal patients, families with transportation challenges, incarcerated parents, unhoused families, children at risk of/with disabilities, parents with low literacy, and families within the Hmong community ($n = 8$ for these populations).

Figure 13: Populations of families typically reached by *Kits* (n = 273)

Source: Partner Agency Survey

Most organizations do not document who receives the Kit. One of the goals of the survey is to determine if the Kits are reaching populations of interest to F5CA. However, as we also learned from interviews with a small subset of organizations prior to launching the Partner Agency Survey, many organizations do not collect demographic information about the parents who receive Kits with regularity, and thus cannot accurately report on who receives the Kit. To assess if it would be feasible for F5CA to collect information about who receives the Kit, we asked organizations if they collect and record information about the parents they provide Kits to. Among organizations that responded to the survey, only 24% reported that they always collect and record demographic information (an additional 7% reported that they sometimes do), confirming what we learned from the initial interviews (see Figure 14). This may explain why for all the groups listed in Figure 14, organizations are more likely to report that they *do not know* if their Kits reach these families than their Kits *do not* reach these families. Among organizations that collect demographic information, the most common data collected include zip code, county, or city of resident; home language; and race/ethnicity. (See Appendix G for more information.)

Figure 14: Percent of organizations that collect and record information about parents receiving Kits (*n* = 273)



Source: Partner Agency Survey

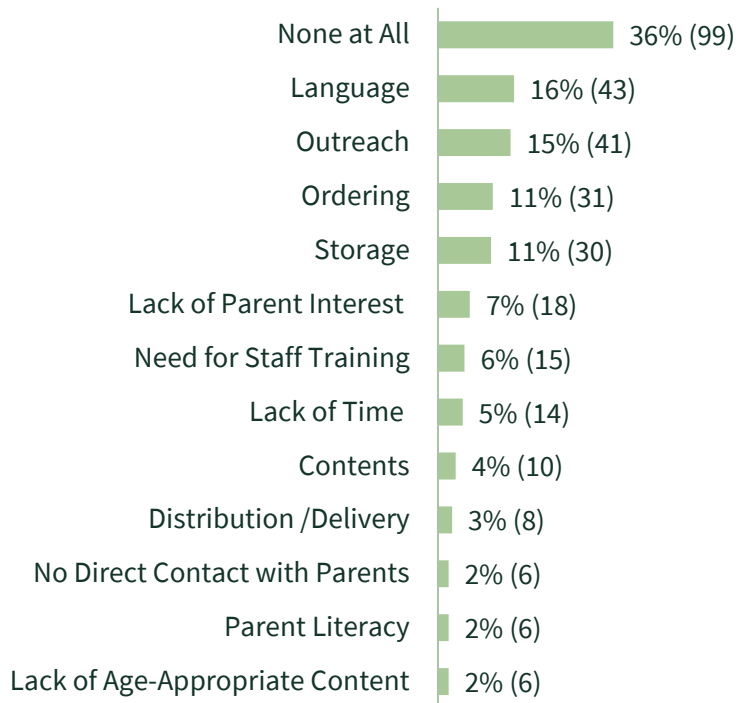
Barriers to Kit Distribution

Respondents were asked to describe up to three significant barriers that their organizations faced when distributing Kits to parents in an open-ended question.

Organizations reported various barriers to distribution, but a plurality did not name any barriers related to Kit distribution. For a significant number of organizations, distribution appears to be straightforward; 36% did not identify any significant barriers to their distribution of the Kits to their communities. Among those that identified barriers to distribution, the most common barriers reported were the language in which Kits are available (16%). Respondents also reported several barriers related to outreach efforts for Kit distribution (15%), including contacting and following up with parents, as well as ensuring that every family

receives a Kit. Responses also included barriers related to the ordering process (11%), such as running low in stock, inability to obtain Kits in the quantities needed (e.g., more than 250 at a time), and having to manually reorder Kits. Additionally, respondents mentioned lack of storage space in their facilities for Kits (11%) and low parent interest in receiving Kits (6%). See Figure 15 for more details on themes from the open-ended responses.

Figure 15: The top barriers organizations face when distributing the Kits to parents ($n = 273$)¹⁶



Source: Partner Agency Survey

Note: Respondents could identify more than one barrier, so the percentages do not add up to 100%.

As a follow-up, respondents were asked how, if at all, their organization addressed the barriers that they identified in the previous question. The number of responses for this open-ended, optional question was lower, with only 7% responding ($n = 20$). As language barriers are more difficult to address at an individual or organizational level, responses to this question focused on improving parent outreach initiatives, including improving advertising for Kits, informing parents that the Kit is a free resource, following up to reschedule parents' health appointments (which are often the only point of contact with parents for Kit distribution), and distributing Kits at prenatal intake sessions or pediatric visits. Other responses included

¹⁶ Figure 15 only reports on barriers that were identified by at least 2% of respondents.

discussing/demonstrating how to use *Kit* contents with families with limited literacy and with families who speak languages in which *Kits* are not available.

Suggestions From Organizations for Improving *Kit* Distribution

Organizations were asked to provide recommendations for improving the *Kit* distribution process. One quarter (26%) offered suggestions for the ordering process. The following themes emerged from respondents' open-ended responses regarding improvements to the ordering and distribution process.¹⁷

- **Improve communication regarding the *Kit* ordering process.** Several organizations distributing the *Kit* requested more consistent communication from F5CA ($n = 6$). One respondent wrote, “The process seems to always change and local First 5's and EDs are not always informed of the changes... It would be nice if the communication about the *Kits* was increased and consistent with local First 5's.” Others suggested there was room for improved responsiveness generally, reporting that their questions or order requests went unanswered ($n = 2$), or that they wanted a contact person with whom they could interface directly ($n = 4$).

Survey responses also indicated that some organizations have a limited understanding of the options available for ordering *Kits*. For example, some organizations ordered *Kits* by sending an email to their F5 County Commission and might not have known about order forms or the Compass website.¹⁸ Others relayed that they had to manually fill out a form and fax it, which was tedious and inefficient. Others had incorrect information. One respondent was told that F5CA stopped making the *Kits*. Others did not know the *Kit* was available in additional languages beyond English and Spanish.

The responses above indicate an opportunity to streamline the ordering process and increase awareness about *Kit* ordering options, which in turn can help organizations order *Kits* more efficiently.

- **Further enhance the ordering process for organizations.** Survey respondents offered ideas on how to improve or further streamline their current ordering process. For example, some respondents noted that the user interface for the Compass website is not very intuitive and could be more user friendly ($n = 4$). Most commonly, respondents requested an option

¹⁷ Notably, 73% of respondents did not list any recommendations for this question; thus, themes reflect only a subset of respondents.

¹⁸ Some local First 5 Commissions manage their county's *Kit* orders. Therefore, some of the concerns listed may have been regarding these processes.

for recurring orders ($n = 10$). Several respondents also noted that it would be helpful to receive email reminders about ordering additional Kits ($n = 4$).

- **Improve the delivery process.** Similarly, respondents raised several ideas for ways to improve the delivery process, such as having a method to track order status. Other ideas included delivering Kits within a faster time window and providing an estimated delivery date ($n = 6$). This is important because some organizations have a limited window to interact with parents and take advantage of the one-on-one meetings with parents when they take place.
- **Offer trainings to support organizations with parent outreach and distribution.** Some respondents indicated that they would be open to participating in F5CA trainings on best practices for distributing Kits, as well as training for staff about the contents included in the Kit ($n = 3$). One respondent noted that they would like assistance with outreach (e.g., to pediatricians in hospitals), while another suggested that F5CA partner with the WIC program to include food vouchers in the Kit.

Feedback on Kit Contents

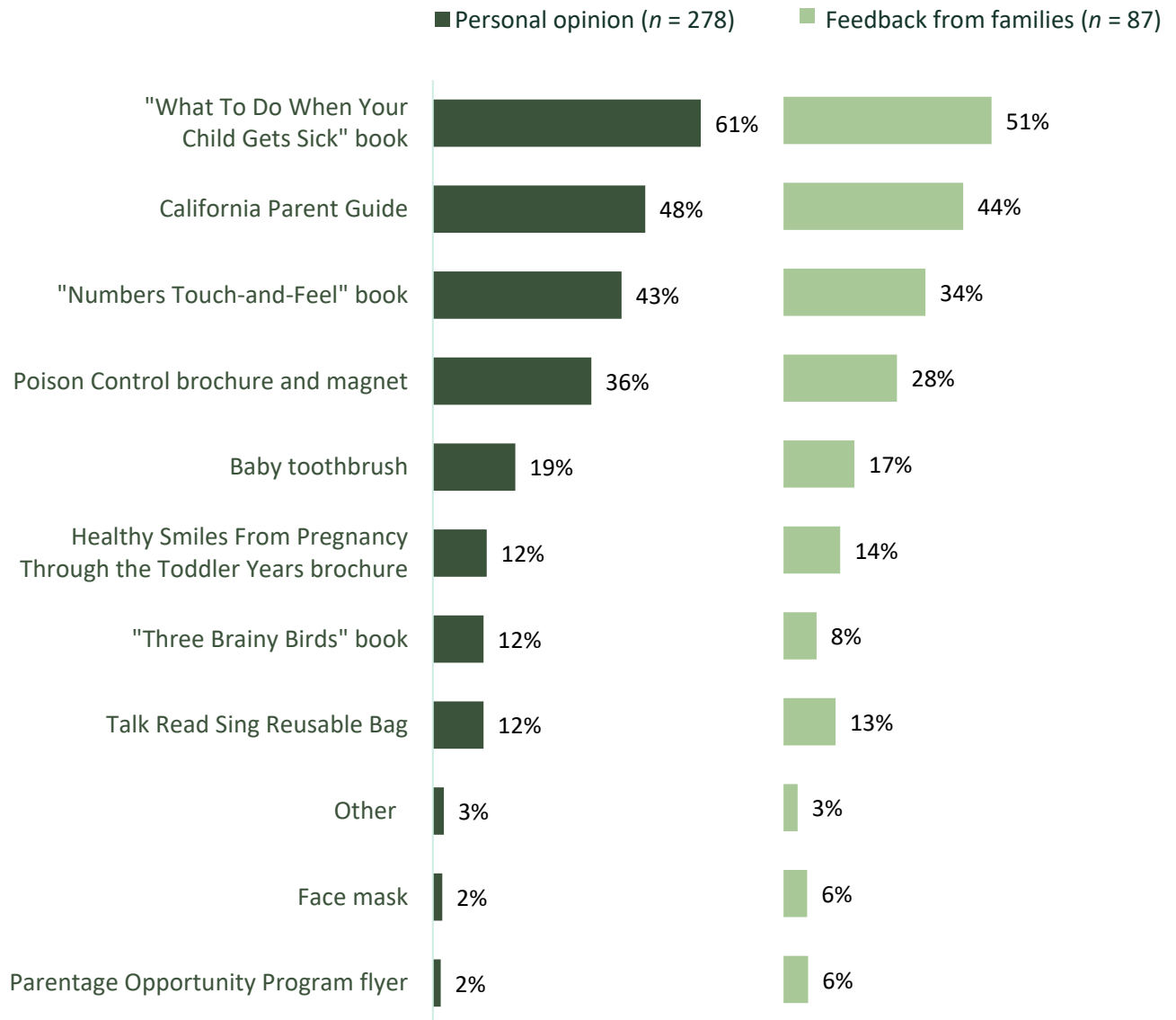
In addition to reporting on the Kit distribution process, respondents were also asked to reflect on the contents of the Kit. Specifically, they were asked which Kit contents they found to be most useful, their satisfaction with Kit contents, and their thoughts on whether the Kit was culturally responsive for the families they serve. Additionally, respondents were asked about significant barriers to Kit distribution, and to share any recommendations they had for improving Kit contents and the Kit ordering and distribution process.

Usefulness of the Kit

The “What To Do When Your Child Gets Sick” book was most often identified as one of the most useful resources in the Kit. When asked to select up to three Kit items that organization staff found most useful, most respondents selected the “What To Do When Your Child Gets Sick” book (61%), followed by the “California Parent Guide” (48%), and the “Numbers Touch-and-Feel” book (43%). When asked about which three Kit items seemed to be most useful based on feedback received from parents,¹⁹ respondents consistently rated the same items as most and least useful (see Figure 16 and 17).

¹⁹ The questions that asked about family feedback were only asked of respondents who indicated that they collect or record information about parents who received a Kit.

Figure 16: The **most useful Kit** contents based on personal opinion and feedback received from families

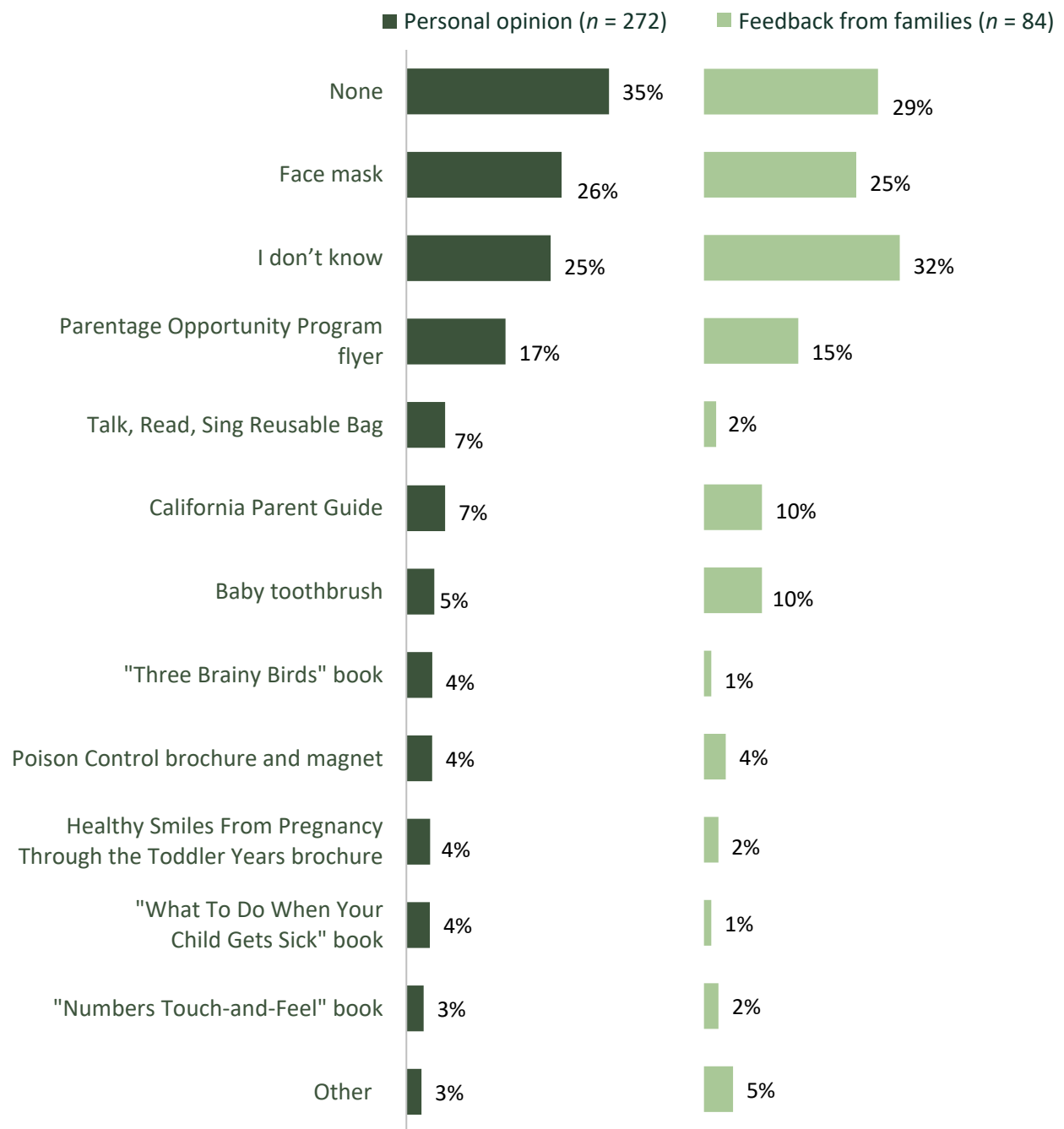


Source: Partner Agency Survey

Note: Respondents selected up to three responses, so the percentages do not add up to 100%.

About one third of respondents felt that all Kit items were useful. When asked to select the three Kit items that they found to be least useful, respondents were most likely to list “None” (35%). Other common responses for the least useful Kit contents included the face mask (25%) and the Parentage Opportunity Program flyer (17%).

Figure 17: The **least useful Kit** contents based on personal opinion and feedback received from families



Source: Partner Agency Survey

Note: Respondents selected up to three responses, so the percentages do not add up to 100%.

About one third of organizations reported that they add other materials to the Kit. After ordering and receiving the Kits, these organizations include additional items in the form of flyers, printouts, or pamphlets to Kits prior to distributing them to families; see Figure 18. (These additions are distinct from any customization coordinated by ALOM at the request of F5 County Commissions.) Respondents shared that they add pamphlets or flyers related to child development, breastfeeding, and information related to the respondent’s organization or county social services for families. About a third of organizations, across all types of organizations (e.g., health services, education organizations), include additional materials in the Kits.²⁰

Figure 18: Items added to the Kits by organizations (n = 270)



Source: Partner Agency Survey

Note: This is a “check all that apply” question, and percentages may not add up to 100%. The chart does not include 12 respondents who did not answer the question or who selected “I don’t know” (4%).

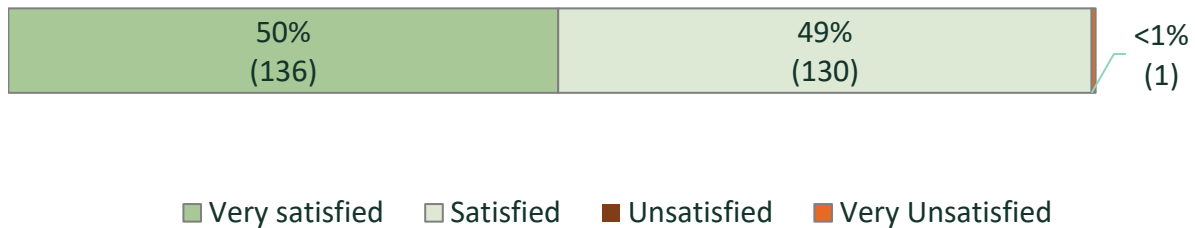
²⁰ We only included types of organizations that were represented by at least 10 survey responses (health services, education, social services, and libraries) in the Chi-Square test performed.

Satisfaction With *Kit* Contents

Respondents were asked to rate how satisfied they were with the contents of the *Kit* on a 4-point scale, ranging from “very satisfied” to “very unsatisfied,” and how culturally responsive the *Kit* is for the families they serve.²¹

Overall, staff across virtually all organizations were satisfied with the *Kit*. In all, 99% of respondents selected “satisfied” or “very satisfied”; only one respondent indicated they were not satisfied with the *Kit* (See Figure 19).

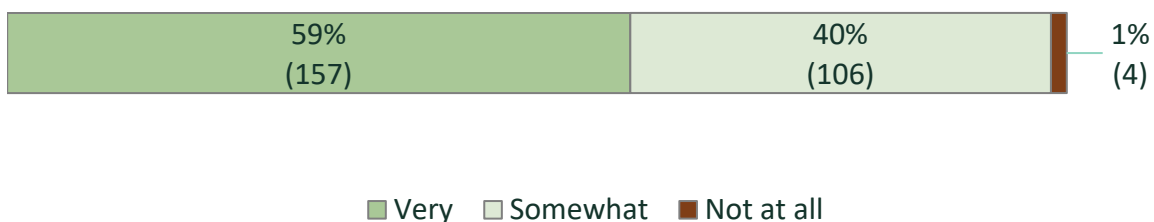
Figure 19: Level of satisfaction with the contents of the *Kit* ($n = 267$)



Source: Partner Agency Survey

Nearly all respondents reported that the *Kit* was culturally responsive. As Figure 20 shows, 59% reported that the *Kit* was “very” culturally responsive, and 40% felt the *Kit* was “somewhat” responsive. Only four respondents indicated that the *Kit* was “not at all” responsive, representing 1% of responses.

Figure 20: Extent of cultural responsiveness to the families served by organizations distributing the *Kit* ($n = 267$)



Source: Partner Agency Survey

²¹ This section is reported on an individual level since the questions reflect personal experience and opinion. Organizations that had multiple survey respondents are represented multiple times.

Many responses equated cultural responsiveness with language access. In open-ended responses, survey respondents provided additional detail about their answers on the cultural responsiveness question ($n = 241$). Responses varied, with some respondents using the space to express gratitude for the Kits as a resource, and others including their feedback and recommendations. About one quarter (24%) of respondents noted that the Kit was available in different languages, and thus it was culturally responsive. Meanwhile, 27% of respondents felt that the Kit contents were sufficiently generic, and therefore universally useful for new parents, with responses such as “It is basic enough so that families from every culture can benefit from the contents,” “Kits are generic and target any culture,” and that Kits are “universally well received.”

The most common recommendation related to cultural responsiveness was to make the Kit available in additional languages. One out of every 10 respondents recommended that the Kit be available in additional languages, such as French, Arabic, Somali, Punjabi, and Persian. Furthermore, two respondents emphasized the need to adapt Kits to effectively serve families who speak languages indigenous to Mexico, including Mixteco, Triqui, and Zapoteco. Notably, five respondents mentioned that only English and Spanish Kits are available, suggesting that some respondents were not aware there are Kits available in other languages.

A few respondents discussed making the content of the Kits more diverse and culturally specific. For example, one respondent wrote, “The resources and list provided don't include culturally responsive agencies or situations.” Other respondents recommended including depictions of diverse families in Kit contents, such as books and flyers. Less commonly, respondents discussed the need to make Kits accessible for parents with low literacy, such as replacing text-heavy brochures with videos.²²

Suggestions From Organizations for Improving Kit Contents

In addition to the suggestions regarding cultural responsiveness mentioned above, survey respondents were asked for their recommendations for improving the content of the Kit. About half of respondents (51%) offered suggestions for improving Kit contents. The themes outlined below may signal topics of importance. Notably, 49% of respondents answered “None” when asked for recommendations about Kit contents. The following key themes emerged from respondents’ open-ended responses.

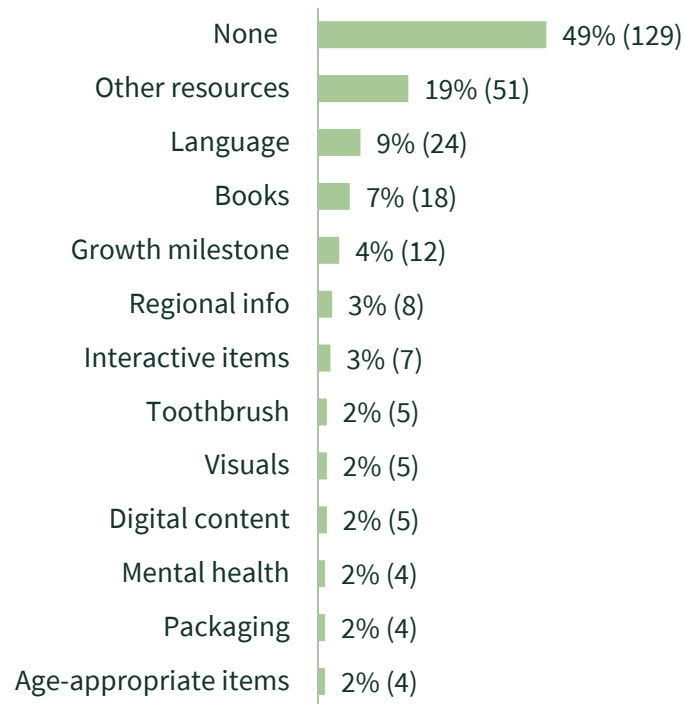
- **Make the Kit available in more languages.** In alignment with the findings from the Barriers to Kit Distribution section, the most common

recommendation ($n = 24$) was to increase the number of languages offered for the Kit, such as Arabic, Portuguese, Mixteco, and Triqui.

- **Expand Kit contents to include regional resources.** Respondents also requested the addition of regional information that is tailored to their county ($n = 8$). Counties can currently customize their Kits with up to three local resources, and some have already customized them to include this information. Organizations may not know that some counties do this.
- **Add information on developmental milestones to the Kit.** One common suggestion was to add information on developmental milestones for infants ($n = 11$), such as a growth measurement chart, detailed fact sheets about growth milestones, and resources on milestones for children with disabilities. One respondent requested that F5CA add the Growth Measurement Charts that were previously included in the Kit and “were useful but haven’t been available for many years.”
- **Add more interactive items to the Kit.** Respondents requested the addition of interactive resources, such as sensory materials ($n = 7$) and books ($n = 10$). Several respondents requested books for a wider audience, such as toddlers and preschoolers ($n = 8$) in addition to infants. Respondents also requested interactive activities and tools/utensils like the toothbrush ($n = 5$). One respondent wrote, “less paper more tangible items,” and another requested more “activities that parents can complete with their infants/toddlers.” Additionally, some requested digital content using QR codes ($n = 5$). The figure below provides a full breakdown of the responses.

Figure 21 includes suggestions that were made by at least four people. Other resources that were requested include more informational flyers about programs in California, more resources for safe sleep, American Academy of Pediatrics guidelines on the use of technology for young children, information about food drives, vaccine schedules, an infant safety Kit, information on the importance of early oral health care, emergent literacy tips, and diapers.

Figure 21: Suggestions to improve *Kit* contents ($n = 263$)²³



Source: Partner Agency Survey

Note: Respondents could identify more than one recommendation, so the percentages do not add up to 100%.

²³ Figure 20 only reports on barriers that were identified by at least 2% of respondents.

Summary of Findings

Responses to the Partner and F5 County Commission surveys provide useful information to help answer the research questions posed by the F5CA Kit for New Parents Study. Below, we highlight the findings that surfaced from the surveys for each research question and summarize considerations and next steps for the study.

Key Findings Related to Research Questions

What types of organizations distribute the Kit?

- **Health services organizations appear to be the most involved in Kit distribution.** Health services organizations accounted for close to half of the organizations distributing Kits and accounted for 73% of the Kits ordered by organizations during the period covered by the shipping data.
- **Most organizations distributing Kits serve a broad population rather than specific targeted groups.** Organizations that focused on serving specific populations or groups reported working with families with low incomes or underserved communities, teens or young adults, and children with special needs.

How do organizations distribute the Kit to families?

- **The most common distribution method involved delivering Kits during one-on-one meetings with parents.** Most organizations distributing Kits deliver Kits in one-on-one meetings with parents (85%). One-on-one meetings were also believed to be the most effective distribution method.
- **Most organizations reported that they engaged with families about how to use the contents of the Kit.** Three quarters of organizations (76%) reported that they *always* or *sometimes* reviewed the Kit with families and talked about how to use the contents. Moreover, 82% of Kits were ordered by organizations that did this, suggesting that most parents who receive a Kit participate in a discussion with a provider about the contents of the Kit.

What types of families do organizations distribute Kits to?

- **Most respondents indicated that their Kits typically reach low-income and non-English-speaking families.** More than eight out of 10 respondents reported that their Kits reach: non-English speaking families (87%), low-income families (86%), single parents (85%), and multigenerational families (82%).
- **Respondents were less confident that they were able to get Kits into the hands of some hard-to-reach populations, including refugees, foster**

families, and rural families. Just over half of respondents reported that their Kits typically reached refugee families (55%), military families (55%), parents who are or were formerly incarcerated (56%), foster families (57%), and rural families (61%). While some organizations reported that they were not reaching these populations, more indicated that they did not know if their Kits were reaching these families.

How can the Kit and its distribution be improved?

While survey respondents were generally quite satisfied with the Kit, they offered suggestions to maximize the utility of the Kit and streamline the ordering and distribution processes. Organizations requested that F5CA:

- **Make the Kit available in more languages.** Several respondents recommended that F5CA offer the Kit in additional languages, including indigenous languages of Mexico.
- **Include additional materials to make the Kit more relevant for their families.** Suggestions included:
 - Regional resources
 - Information on developmental milestones
 - Interactive learning materials
 - Books appropriate for older children, such as toddlers and preschoolers
 - More diversity in the depictions of families in Kit materials
 - Videos to supplement text-heavy brochures for parents with low literacy
- **Improve communication regarding the Kit ordering process.** Survey responses indicated that some organizations have a limited understanding of the options available for ordering Kits. Additional communication from F5CA about how to order Kits and support for accessing the Compass website could be helpful.
- **Further enhance the ordering and delivery process for organizations.** Respondents proposed additional enhancements to the Kit ordering system, such as allowing recurring orders, sending email reminders for re-orders, making the Compass website more intuitive, and implementing an order tracking system with an estimated delivery date.
- **Offer trainings to support organizations with parent outreach and distribution.** More than half of organizations do not receive any training related to the Kits, suggesting that there may be opportunities to help organizations use the Kit to enhance their own work with parents.

Next Steps

These and other suggestions will be further examined over the course of the study. Findings from the Partner and F5 County Commission surveys will inform the next wave of data collection: interviews with (1) F5 County Commissions, and a sample of (2) distributing organizations and (3) Kit recipients from 10 counties. Informed by the surveys as a foundation, the study team will further investigate why organizations choose to distribute the Kit, how they integrate the Kit with their local parent support work, and what barriers they face in getting Kits into families' hands. The organizational interviews will also provide an opportunity for organizations to provide more information about their feedback related to the Kits and allow us to investigate how well organizations understand the various options for ordering the Kit and how they might benefit from additional training. In addition, a survey of parents and analyses of CHIS data will allow us to learn more about family outcomes associated with the Kit as well as parent feedback on the Kit contents.

Appendix A: Partner Agency Survey Methodology

We sent the Partner Agency Survey to 487 individual staff contacts, representing 440 organizations. In total, 308 individuals from 293 organizations responded to the survey, resulting in a response rate of 63%.²⁴ Below, we describe the process for identifying the organizations that received the survey and the survey’s limitations.

Steps to Identify the Survey Sample

F5CA received a data file from ALOM, the company that packages and distributes Kits, and it included 7,319 records representing 6,080 individual orders placed on the Compass website, as well as single orders placed on F5CA’s website, between July 2021 and September 2022.²⁵ The data contained the following fields:

ALOM Data Fields

Name (optional)	Shipping Address
Description of Kit ordered (county, language)	Shipping City
Order Number	Shipping Zip Code
Name of Organization (optional)	Institution Type ²⁶
Order Date	Shipping County
Requested Ship Date	Number of Kits ordered
Shipped Date	Shipping Status
Email (optional)	

To create a list of the organizations that ordered Kits, the study team completed the following steps:

Step 1: Drop Orders Placed by Parents

Parents interested in ordering a Kit can order directly through the F5CA website. To protect parents’ information, F5CA staff deleted the personally identifiable information (name, address, email address) for orders that appeared to have been placed by parents. The study team deleted orders placed for single Kits that did not include these fields, as well as orders that were identified as “Parents” in the “Agency Type” field (3,248 orders in total).

²⁴ We received two survey responses from 14 organizations. The response rate at the organizational level was 67%.

²⁵ The data include separate records for each language requested in an order. For example, if an individual order is placed for Spanish, English, and Chinese Kits, the order would have three separate records.

²⁶ When placing an order, organizations selected the most appropriate institution type from the following list: adult education, child care/preschool, correctional system, county, doctor’s office/clinic, elementary school, high school, home visiting program, hospital, medical center/clinic, military, parent, pediatric dental, school district, social services, state of California, and other.

Step 2: Clean Organization Names

The study team created a numeric identifier for each unique organization in the dataset and matched each record to the corresponding numeric organization identifier. To do this, the team identified similar organization names and used a combination of internet searches, shipping addresses, and email domains to identify orders that were placed by the same organization. The team created a crosswalk to map the original organization name, as included in the ALOM dataset, with the unique organization identifier.

The shipping data included orders from 26 F5 County Commissions; because the study team sent a different survey to F5 County Commission staff, we dropped the F5 County Commissions from the survey sample.

Some orders listed an ambiguous organization name, such as “Doctor’s Office” or “Military.” For these cases, the study team tried to identify the organizations using the mailing address and/or email domain. The study team was unable to identify a specific organization for 115 individual orders, accounting for 491 ordered Kits, less than 1% of the Kits ordered by organizations in the study period. After this step, the study team had identified 546 partner organizations that had ordered Kits.

Step 3: Identify Additional Contacts Through Outreach to F5 County Commissions

The study team sent the list of organizations that the study team had identified to the executive directors of F5 County Commissions and asked them to supply the contact information for any additional organizations that receive the Kits and should be included. Twelve counties shared contacts for 31 additional partner organizations.²⁷ After this step, the study team had identified 577 unique organizations, excluding the F5 County Commissions.

Step 4: Clean Email Addresses

To administer the survey electronically, the study team needed a viable email address for every survey respondent. Using the organization name (if available) and/or the mailing address, the study team followed up with organizations connected to records with missing email addresses via phone to ask for an updated contact and email address. The study team dropped 110 organizations that were missing email addresses.²⁸

²⁷ F5 County Commission staff shared 38 additional contacts, but some of these contacts were from organizations that were already in the ALOM dataset.

²⁸ Three of these records had an email that appeared to be associated with a parent and not the organization.

Step 5: Administer Survey

The study team sent the survey via email to 496 contacts from 467 organizations. Of these, 31 emails bounced. Excluding the organizations that did not receive a survey link due to bounced emails, a total of 440 organizations remained in the survey sample.

The resulting survey sample included 440 organizations that received an invitation to complete the survey. Figure 21 summarizes the process of developing the survey sample.

Figure 21: Survey sample development

Step	What was dropped or added to the sample?	Number of Orders/Associated Kits Remaining in Survey Frame	Number of Identified Organizations	Notes
Original Data File	n/a	6,080 orders 106,706 Kits	n/a	
Step 1: Drop Orders Placed by Parents	Drop 3,330 parent orders	3,168 orders 103,361 Kits	n/a	
Step 2a: Clean Organization Names	n/a	3,168 orders 103,361 Kits	<ul style="list-style-type: none"> • 546 partner organizations • 26 F5 County Commission 	Data set used to describe the type of organizations represented in the shipping data in Figure 3.
Step 2b: Drop F5 County Commission organizations	Drop 164 orders (4,685 Kits)	3,004 orders (100% of all orders placed by partner organizations) 98,676 Kits (100% of all orders placed by partner organizations)	546 partner organizations	

Step	What was dropped or added to the sample?	Number of Orders/Associated Kits Remaining in Survey Frame	Number of Identified Organizations	Notes
Step 2c: Drop remaining orders not tied to an identified organization	Drop 115 orders (491 Kits)	2,889 orders (96% of orders placed by partner organizations) 98,185 Kits (99.5% of Kits ordered by partner organizations)	546 partner organizations	
Step 3: Identify Additional Contacts Through F5 County Commissions	Add 31 additional partner organizations	2,889 orders (96% of orders placed by organizations) 98,185 Kits (99.5% of Kits ordered by organizations)	577 partner organizations	Data set used to describe the location of distributing organizations in Figure 2.
Step 4: Clean Email Addresses	Drop 110 organizations without an email address	1,640 orders (59% of orders placed by organizations) 85,490 Kits (87% of Kits ordered by organizations)	467 partner organizations (81% of identified organizations)	Data set used to administer survey
Step 5: Administer Survey	Drop 27 organizations if email was undeliverable	1,543 orders (51% of orders placed by organizations) 81,278 Kits (82% of Kits ordered by organizations)	440 partner organizations (76% of identified organizations)	Data set used to calculate response rate

Multiple Survey Responses From Organizations

We received two survey responses from each of 14 organizations, but many of the survey questions are best reported at the organization level. To address contradicting data, we implemented the following methods:

- If one respondent in an organization selected a response in a check-all-that-apply question, we included that response option for the organization.
- For “yes” or “no” questions, if either one respondent selected “yes,” we coded the response as “yes” for the organization. If one respondent selected “I don’t know” and the other responded “no,” we coded the response as “no” for the organization.
- When asked how long an organization had been distributing the Kits, we used the longest response selected for each organization.

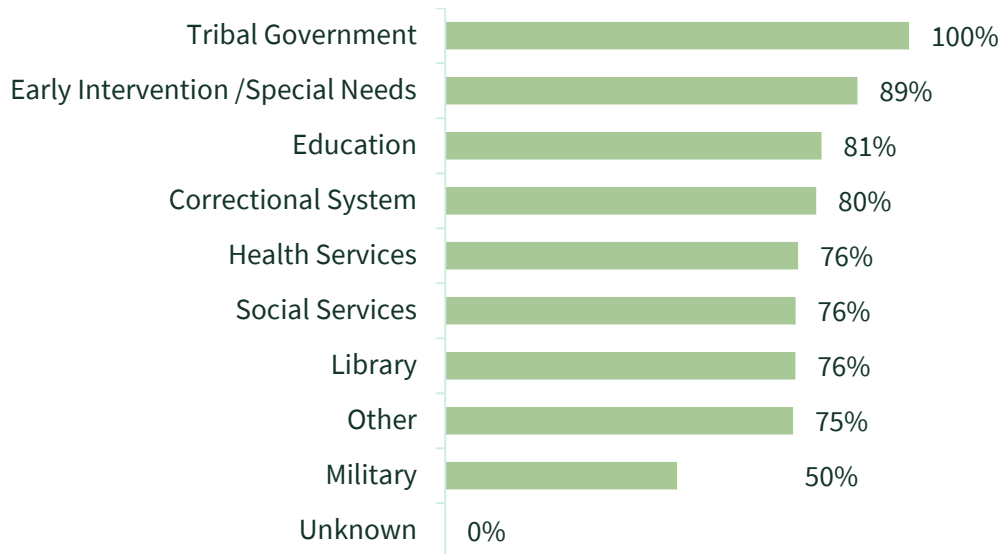
Limitations

Although survey responses provide valuable information about the Kit distribution process, we did not receive responses from all organizations that distribute the Kit and thus the findings may not reflect the full picture of Kit distribution. Specifically, the findings are limited by potential sampling bias and non-response bias, as described below.

Sampling Bias

The organizations invited to participate in the survey may not be representative of all organizations that currently distribute Kits for several reasons.

First, as described above, individuals placing orders for Kits were not required to enter their email address, and organization names were not entered systematically. We dropped 139 orders because the identity of the organization was not clear. We found email addresses that did not bounce for 76% of the organizations identified in the ALOM database (representing 51% of the orders placed by organizations distributing the Kit). For these reasons, the sampling frame is not fully representative of the organizations that placed orders between July 1, 2021, and September 30, 2022. For example, we only found accurate contact information for 50% of organizations that serve military families, compared to 76% of organizations overall. Figure 22 shows the percentage of identified organizations within each organization type that received an invitation to respond to the survey.

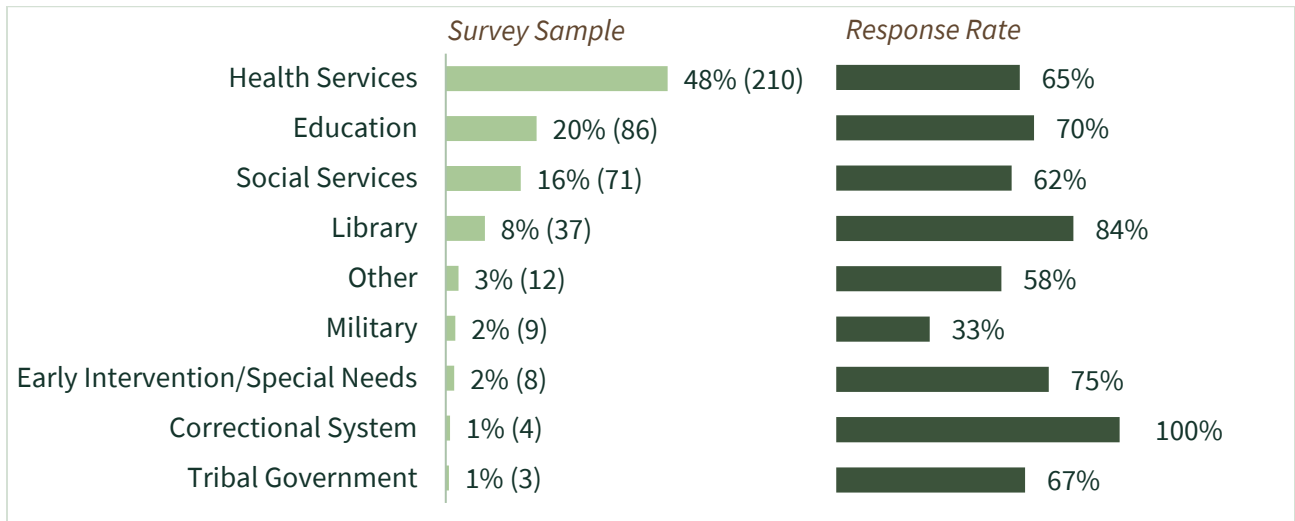
Figure 22: Rate of identified organizations included in survey sample by organization type ($n = 577$)

Second, because the data set from ALOM only included orders for a given period, Kit distributors that did not order them during this timeframe were not included in the survey. This is important because we learned during a series of short interviews with F5 County Commissions that Kit distribution slowed down significantly during the COVID-19 pandemic due to reduced opportunities to contact parents directly and some organizations still had Kits from before the pandemic in their inventory. Notably, 26% (13) of F5 County Commissions reported that the number of Kits ordered has decreased since the start of the pandemic.

Finally, when organizations place orders on a F5 County Commission website, the F5 commission then requests Kits from ALOM, sometimes in the name of the F5 instead of the name of the requesting organization. Although we asked F5 County Commission staff to review the list of organizations in the sample and add other organizations we were missing, it is likely that many of these organizations were not included in our final survey sample.

Non-Response Bias

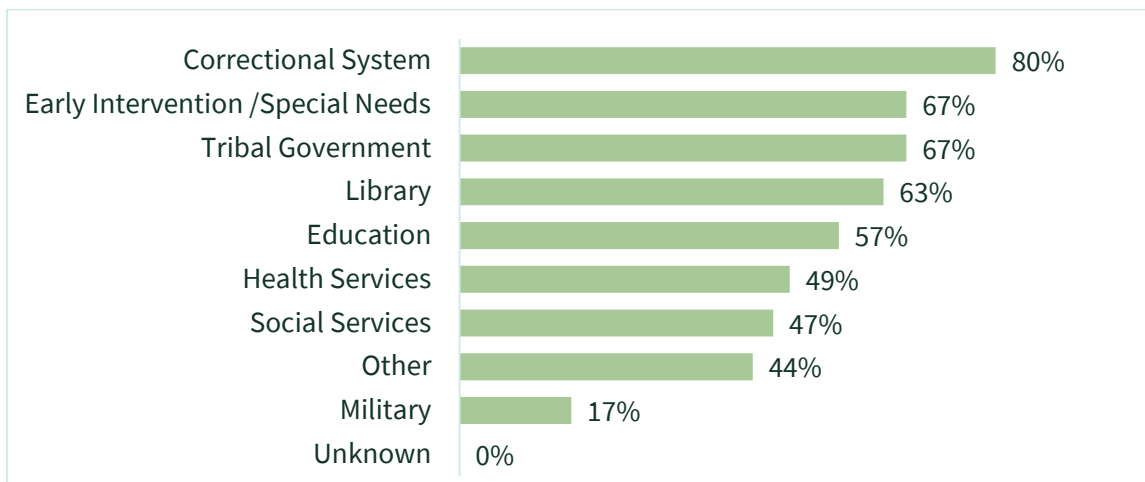
As described above, 63% of *individuals* invited to complete the Partner Agency Survey responded. Non-response bias occurs when there are systematic differences between individuals who respond to a survey and those that do not. Figure 23 displays the composition of the survey sample by type of organization as well as the response rate within each organization type.

Figure 23: Characteristics of survey sample and response rates by organization type ($n = 440$)

Source: Partner Survey

Among the types of organizations that comprised at least 5% of the survey sample, the response ranged from 62% (social service organizations) to 84% (libraries). We did not note a statistically significant difference in the number of Kits ordered by organizations that did not respond to the survey compared to those who did. There was more variation in the response rates at the county level. Of the counties where at least ten organizations received an invitation to complete the survey, the response rate ranged from 27% (Santa Barbara) to 74% (San Diego).

Overall, 67% of the organizations identified by the study team from the shipping data and through correspondence with F5 County Commissions submitted a survey. Figure 24 shows the percentage of identified organizations that submitted a survey for each type of organization.

Figure 24: Percentage of identified organizations that submitted a survey ($n = 577$)

Source: ALOM Shipping Data, F5 County Commission Correspondence, and Partner Survey

Appendix B: Survey Instrument

Organizational Background

Logic: Show/hide trigger exists.

Does your organization focus on serving specific populations or groups of families? Select one.*

Yes

No

Logic: Hidden unless: Question "Does your organization focus on serving specific populations or groups of families? SELECT ONE." is one of the following answers ("Yes")

Please describe:*

How did your organization find out about the Kit? CHECK ALL THAT APPLY.*

First 5 California website

First 5 California meeting/presentation

First 5 California newsletter/social media

Website for our local First 5 agency (e.g., First 5 LA, First 5 Napa, First 5 Fresno, etc.)

Meeting/presentation by our local First 5 agency

Newsletter/social media for our local First 5 agency

Other local agency or organization. Please specify:

I don't know

Other, please specify:

-----*

When did your organization begin distributing the Kit? SELECT ONE.*

- Less than 1 year
- Around 1-2 years
- Around 3-5 years
- Around 6-10 years
- 10+ years
- I don't know

What is your role in distributing the Kit? CHECK ALL THAT APPLY.*

- I order Kits on behalf of my organization
- I personally distribute Kits to parents
- I supervise staff members who distribute Kits to parents
- I coordinate events/workshops where Kits are distributed
- Other, please specify:

-----*

When did you personally become involved in the distribution of the Kit? SELECT ONE.*

- Less than 6 months
- Between 6 months to 1 year
- 1-5 years
- More than 5 years

Kit Distribution Process

1) How does your organization typically obtain Kits? CHECK ALL THAT APPLY.*

- We order Kits on the Compass website
- We order Kits on our local First 5 agency website/form

- We order Kits from the First 5 California website
- We order Kits by calling First 5 California directly
- We receive Kits directly from our local First 5 agency that we do not order ourselves
- We receive Kits from another partner organization (besides our local First 5 agency)
- I don't know
- Other. Please describe: _____

Logic: Hidden unless: (URL Variable "p" is exactly equal to "pilot" OR URL Variable "p" is exactly equal to "default")

2) About how many Kits did your organization receive in the past 12 months? Your best estimate is fine. SELECT ONE.*

- 0-20
- 21-100
- 101-500
- 501-1000
- 1000+
- I don't know

3) About how many Kits has your organization directly distributed to parents in the past 12 months? Your best estimate is fine. Select one.

DO NOT INCLUDE *KITS* YOUR ORGANIZATION HAS GIVEN TO OTHER ORGANIZATIONS, IF ANY.*

- 0-20
- 21-100
- 101-500
- 501-1000
- 1000+
- I don't know

4) How large is your organization's current inventory of Kits SELECT ONE. AN ESTIMATE IS OKAY.*

- Do not have any Kits on inventory
- Less than 20 Kits
- 21- 50 Kits
- 51- 100 Kits
- More than 100 Kits
- I don't know

5) Does your organization provide Kits to other partner organizations that they then distribute to parents? SELECT ONE.*

- Yes
- No
- I don't know

Logic: Hidden unless: Question " Do you provide *Kits* to other partner organizations that they then distribute to parents?? SELECT ONE." is one of the following answers ("Yes")

What types of partner organizations does your organization provide Kits to? Check all that apply.*

- Health Services
- Home Visiting Program
- Government Services
- Education Services
- Other Community-Based Organization
- Military
- Correctional System
- Other. Please describe:_____

6) Which of the following methods does your organization use to distribute Kits? CHECK ALL THAT APPLY.*

- We deliver Kits when meeting one-on-one with parents during a one-time visit
- We deliver Kits when meeting one-on-one with parents during one of a series of visits

We hand out Kits during group meetings (e.g., birthing classes, lactation classes, family workshops)

We hand out Kits at resource fairs or tabling events

We hand out Kits during prenatal hospital tours or prenatal visit

We order Kits for individual families that we work with and have them shipped directly to their homes

I don't know

Other Method. Please describe the method your organization uses:

Other Method. Please describe the method your organization uses:

Other Method. Please describe the method your organization uses:

Kit Distribution Process

Piping: The first column will autofill with all of the values selected in Question 6. (Which of the following methods does your organization use to distribute *Kits*? CHECK ALL THAT APPLY.)

We are interested in learning which of the methods your organization uses are most effective for distributing the Kits.

7) How effectively would you say each of these methods are for helping your organization distribute the most Kits?

	Not very effective	Somewhat effective	Very effective
Method 1 (piped from Q6)			
Method 2 (piped from Q6)			
Method 3 (piped from Q6)			

Piping: The first column will autofill with all of the values selected in Question 6. (Which of the following methods does your organization use to distribute *Kits*? CHECK ALL THAT APPLY.)

8) How effectively do each of these methods help your organization distribute Kits to parents who most benefit?

	Not very effective	Somewhat effective	Very effective
Method 1 (piped from Q6)			
Method 2 (piped from Q6)			
Method 3 (piped from Q6)			

Please briefly describe why your organization uses these methods to distribute Kits to parents.

Logic: Show/hide trigger exists.

9) After receiving Kits and before distributing them, does your organization add any additional materials (e.g., flyers, printouts, pamphlets)? SELECT ONE.*

- We currently add materials
- We used to add materials and no longer do
- We have never added materials
- I don't know

Logic: Hidden unless: #9 Question "After receiving Kits and before distributing them, does your organization add any additional materials (e.g., flyers, printouts, pamphlets)? SELECT ONE." is one of the following answers ("We currently add materials.," "We used to add materials and no longer do.")

Please briefly describe what types of materials your organization added to the Kit or any other ways your organization modified the Kit after receiving them.

10) How often does your organization discuss how to use the contents of the Kit with parents who receive it? SELECT ONE.*

- Always
- Sometimes
- Rarely
- Never
- I don't know

11) After giving the Kit to a parent, how often does your organization follow-up with them to gather their feedback on the Kit? SELECT ONE.*

- Always
- Sometimes
- Rarely
- Never
- I don't know

Logic: Show/hide trigger exists.

12) Do the staff members who distribute the Kit to parents receive any guidance or training related to the Kit? CHECK ALL THAT APPLY.*

- No, staff do not receive any training or guidance related to the Kit.
- Yes, staff receive information about the contents of the Kit.
- Yes, staff receive training or guidance about who should receive a Kit.
- Yes, staff receive training about methods of distributing the Kit.
- Yes, staff receive training on how to discuss the contents of the Kit with parents.

Staff receive other types of training or guidance related to the Kit. Please describe.

I don't know.

Logic: Hidden unless: #12 Question "Do the staff members who distribute the *Kits* to parents receive any guidance or training related to the *Kits*? CHECK ALL THAT APPLY." is one of the following answers ("Yes, staff receive information about the contents of the *Kits*.", "Yes, staff receive information about how to approach parents when distributing *Kits*.", "Yes, staff receive training about methods of distributing the *Kits*.", "Yes, staff receive training on how to discuss the contents of the *Kit* with parents.", "Staff receive other type of training related to the *Kits*.")

13) Who provides the guidance or training related to the Kit?

Someone from my organization

Someone from another organization or agency. Please specify the organization or organization name: _____

I don't know.

Other. Please specify.

Descriptions of Families Receiving the *Kit*

Logic: Show/hide trigger exists.

14) Some organizations distribute *Kits* to all the parents of newborns or young children that they serve. Others target specific types of families when distributing *Kits*. Which best describes your organization's main approach to distributing the *Kit*? Check all that apply.*

My organization tries to distribute *Kits* to all parents that we serve who have age-appropriate children

My organization prioritizes certain types of families for *Kit* distribution

My organization only distributes the *Kit* to families who meet specific eligibility criteria

Other, please specify: *

Logic: Hidden unless: #14 Question "Which best describes your organization's main approach to distributing the *Kit*? Check all that apply." is one of the following answers ("My organization only distributes the *Kit* to families who meet specific eligibility criteria.")

What are your eligibility criteria to determine who should receive the *Kit*, if any?*

Please indicate if you specifically target each of the following populations AND indicate if your *Kits* typically reach these populations.

	Do you specifically target these populations for <i>Kit</i> distribution?		Do your <i>Kits</i> typically reach families in the following populations?		
	Yes	No	No	Yes	I don't know.
Families living in rural communities					
Speakers of languages other than English					
Families with low incomes or who are living in poverty					

Families experiencing homelessness or housing insecurity					
Single parents					
Multigenerational family households					
Fathers					
Teen parents					
Foster families					
Parents who are LGBTQ+ (lesbian, gay, bisexual, transgender, queer, etc.)					
Military families					
Immigrant families					
Undocumented immigrants					
Refugees					
Parents with disabilities					
Parents living with mental health conditions					
Mothers with or at risk of post-partum depression					
Parents with substance use disorder					
Families who are involved with Child Protective Services					
Parents who are/have been incarcerated					

Please list any other populations that you prioritize.

Logic: Show/hide trigger exists.

15) Are there specific groups of parents that you are having trouble distributing Kits to?*

Yes

No

Logic: Hidden unless: #15 Question "Are there specific groups of parents that you are having trouble distributing *Kits* to?" is one of the following answers ("Yes")

Please describe the specific groups that you have trouble distributing Kits to.

Description of Families Receiving the *Kit*

Logic: Show/hide trigger exists.

16) Do you collect and record information about parents that your organization provides a Kit to? SELECT ONE.*

Yes

Sometimes

No

Logic: Hidden unless: #16 Question "Do you regularly collect and record information about parents who receive the *Kit*? SELECT ONE." is one of the following answers ("Yes")

Please check the types of information that you gather about parents your organization provides a Kit to. CHECK ALL THAT APPLY.*

- Parent and/or child race and/or ethnicity
- Zip Code, county, or city of residence
- Household income or other socioeconomic status indicator
- Immigration status
- Home language
- Date they received the Kit
- Kit delivery method (through a home visit, at a workshop, through the mail, etc.)
- Parent feedback
- The resources from the Kit that parents used
- Other, please specify:: _____ *
- Other, please specify:: _____ *
- Other, please specify:: _____ *

Feedback on *Kit* Contents and Distribution Process

17) What are the most significant barriers that you face when distributing the Kits to parents? Please list up to three. FILL-IN.

- 1.: _____
- 2.: _____
- 3.: _____

Feedback on *Kit* Contents and Distribution Process

Piping: Piped From Question 17. (What are the most significant barriers that you face when distributing the *Kits* to parents? Please list up to three. FILL-IN.)

How, if at all, have you addressed the barriers that you identified?

Validation: Max. answers = 3 (IF ANSWERED)

Logic: Hidden unless: #16 Question "Do you regularly collect and record information about parents who receive the *Kit*? SELECT ONE." is one of the following answers ("Yes")

18) Based on feedback you have received from families, which contents of the *Kit* do parents find to be most useful? Select up to three.*

- California Parent Guide
- Poison Control brochure and magnet
- Parentage Opportunity Program flyer
- Baby toothbrush
- Healthy Smiles From Pregnancy Through the Toddler Years brochure
- Face mask
- Numbers Touch-and-Feel book
- Three Brainy Birds book
- What To Do When Your Child Gets Sick book
- Talk Read Sing Reusable Bag
- Other, please specify: _____ *
- Other, please specify: _____ *
- Other, please specify: _____ *
- I don't know
- None

Validation: Max. answers = 3 (IF ANSWERED)

Based on your personal opinion and experience, which contents of the Kit do you think are the most useful for parents? SELECT UP TO THREE.*

- California Parent Guide
- Poison Control brochure and magnet
- Parentage Opportunity Program flyer
- Baby toothbrush
- Healthy Smiles From Pregnancy Through the Toddler Years brochure
- Face mask
- Numbers Touch-and-Feel book
- Three Brainsy Birds book
- What To Do When Your Child Gets Sick book
- Talk Read Sing Reusable Bag
- Other, please specify: _____ *
- Other, please specify: _____ *
- Other, please specify: _____ *
- I don't know
- None

Validation: Max. answers = 3 (IF ANSWERED)

Logic: Hidden unless: #16 Question "Do you regularly collect and record information about parents who receive the Kit? SELECT ONE." is one of the following answers ("Yes")

19) Based on feedback you have received from families, which contents of the Kit do parents find to be the least useful? SELECT UP TO THREE.*

- California Parent Guide
- Poison Control brochure and magnet
- Parentage Opportunity Program flyer
- Baby toothbrush
- Healthy Smiles From Pregnancy Through the Toddler Years brochure
- Face mask
- Numbers Touch-and-Feel book
- Three Brainsy Birds book

- What To Do When Your Child Gets Sick book
- Talk Read Sing Reusable Bag
- Other, please specify: _____ *
- Other, please specify: _____ *
- Other, please specify: _____ *
- I don't know
- None

Validation: Max. answers = 3 (IF ANSWERED)

Based on your personal opinion and experience, which contents do you think are the least useful? SELECT UP TO THREE.*

- California Parent Guide
- Poison Control brochure and magnet
- Parentage Opportunity Program flyer
- Baby toothbrush
- Healthy Smiles From Pregnancy Through the Toddler Years brochure
- Face mask
- Numbers Touch-and-Feel book
- Three Brainsy Birds book
- What To Do When Your Child Gets Sick book
- Talk Read Sing Reusable Bag
- Other, please specify: _____ *
- Other, please specify: _____ *
- Other, please specify: _____ *
- I don't know
- None

How satisfied are you with the contents of the Kit? Select one.

- Very satisfied
- Satisfied
- Unsatisfied

Very Unsatisfied

To what extent do you feel the Kit is culturally responsive for the families that you serve?

- Very
- Somewhat
- Not at all

Please explain.

22) What recommendations do you have for improving the contents of the Kit?

22) What recommendations do you have for improving the process of ordering and distributing the Kit?

Appendix C: Number of *Kit* Distributors, by County

The table below displays the number of *Kit* distributors identified in each county from the ALOM shipping data and from the research team's correspondence with F5 County Commission staff. Organizations that distribute *Kits* in multiple counties are counted for each county where they distributed *Kits*.

County	Number of Organizations Distributing <i>Kits</i>	County	Number of Organizations Distributing <i>Kits</i>
Alameda	18	Orange	16
Alpine	-	Placer	1
Amador	-	Plumas	-
Butte	4	Riverside	22*
Calaveras	2*	Sacramento	4
Colusa	1*	San Benito	2*
Contra Costa	13	San Bernardino	19*
Del Norte	-	San Diego	103*
El dorado	3	San Francisco	4
Fresno	11	San Joaquin	19*
Glenn	-	San Luis Obispo	9*
Humboldt	3*	San Mateo	17*
Imperial	1	Santa Barbara	10
Inyo	1	Santa Clara	13*
Kern	17*	Santa Cruz	7*
Kings	3*	Shasta	7*
Lake	-	Sierra	-
Lassen	2	Siskiyou	1
Los Angeles	76	Solano	29*
Madera	4*	Sonoma	18
Marin	2*	Stanislaus	9
Mariposa	2	Sutter	24*
Mendocino	1	Tehama	2*
Merced	3*	Trinity	-
Modoc	1*	Tulare	25*
Mono	-	Tuolumne	1
Monterey	20*	Ventura	49*
Napa	4*	Yolo	6
Nevada	1	Yuba	2

Source: ALOM Shipping Data (July 1, 2021-September 30, 2022)

* Count includes First 5 County Commission.

Appendix D: Organization Type

The table below details the number of organizations represented in the ALOM shipping data and the number of Kits ordered by type of organization.

Organization Type	Number of Organizations	Kits Ordered
Correctional System	5	78
Early Intervention/Special Needs	9	875
Education	105	7,922
Adult School	1	32
ECE	44	2,974
JPA	1	100
K-12	52	4,736
Postgraduate	1	80
First 5	26	4,685
Health Services	259	75,574
Clinic	79	14,699
County Government-Health	14	3,384
Crisis Pregnancy Center	9	812
Dental	4	938
Doctor Office	10	869
Eye Care	1	63
Health System	16	14,223
Hospital	45	38,982
Hospital Association	1	2
Insurance	1	195
Mental Health Provider	3	155
Nurse	1	14
Optometrist	1	147
Other-Health	3	102
Substance Abuse Prevention	3	194
Ultrasound	2	795
Library	46	4,537
Military	18	1,331

Organization Type	Number of Organizations	Kits Ordered
Other	14	722
Social Services	86	7,514
Child Abuse Prevention	3	762
City Government	1	50
Community Action Partnership	2	135
County Government-Social Services	13	1,126
Crisis Nursery	1	30
Domestic Violence Prevention	1	20
Foster Care and Adoption Support	2	25
Housing	1	25
Parenting/Family	20	1,138
Reach Out	1	100
Refugee Assistance	2	89
Substance Abuse Prevention	2	110
Various	25	3,564
WIC	1	340
Tribal Government	3	47
Unknown	1	74

Source: ALOM Shipping Data (July 1, 2021-September 30, 2022)

Appendix E: Other Organizations Providing Kits

The table below shows the number of organizations that responded to this survey who reported providing Kits to partners that fit within each category.

Type of Partner	Number of Organizations Providing Kits
Home visiting program	12
Education services	12
Health services	11
Other	8
Other community-based organization	7
Government services	3
Correctional system	1

Source: Partner Agency Survey (n = 287)

Appendix F: Effectiveness of Distribution Methods

The table below reflects how survey respondents rated the effectiveness of each delivery method that they used for distributing Kits to the most parents. (Figure 7 shows how survey respondents rated the effectiveness of delivery methods for distributing Kits to the parents who need them most.)

Delivery Method	Very Effective	Somewhat Effective	Not Very Effective	No Response	N
We deliver <i>Kits</i> when meeting one-on-one with parents during a one-time visit	116 (87%)	13 (10%)	0 (0%)	4 (3%)	133
We deliver <i>Kits</i> when meeting one-on-one with parents during one of a series of visits	121 (87%)	16 (12%)	0 (0%)	2 (1%)	139
We hand out <i>Kits</i> during group meetings (e.g., Birthing classes, lactation classes, family workshops, etc.)	56 (81%)	12 (17%)	1 (1%)	0 (0%)	69
We hand out <i>Kits</i> at resource fairs or tabling events	41 (72%)	14 (25%)	0 (0%)	2 (4%)	57
We hand out <i>Kits</i> during hospital tours	3 (50%)	2 (33%)	0 (0%)	1 (17%)	6
We order <i>Kits</i> for individual families that we work with and have them shipped directly to their homes	7 (78%)	1 (11%)	1 (11%)	0 (0%)	9

Source: Partner Agency Survey

Appendix G: Parent and Family Data Collected

The table below displays the type of parent/family information collected by organizations when they distribute Kits.

Type of Information Collection	Number of Organizations	Percent of Organizations
Parent and/or child race and/or ethnicity	60	20%
Zip code, county, or city of residence	65	22%
Household income or other socioeconomic status indicator	29	10%
Immigration status	10	3%
Home language	59	20%
Date they received the <i>Kit</i>	53	18%
<i>Kit</i> delivery method (through a home visit, at a workshop, through the mail, etc.)	33	11%
Parent feedback	9	3%
The resources from the <i>Kit</i> that parents used	8	3%
Level of service received	1	<1%
Parenting classes attended	1	<1%
Disability diagnosis	1	<1%

Source: Partner Agency Survey (n = 293)