

Item #6

Kit for New Parents Program Update and Future Investment Recommendations

First 5 California Commission Meeting
August 17, 2023



Vernettia Syphax, Information Officer I
External and Governmental Affairs



Background

2001

- F5CA launches free *Kit for New Parents* (English and Spanish), a first-of-a-kind comprehensive parent education resource



2016

- F5CA launches *Kit* ordering portal to expand parent access



2019

- *California Parent Guide* website goes live

2007

- UC Berkeley study published in the *American Journal of Public Health* finds “mothers who used the *Kit* demonstrated improved parenting skills and a greater understanding of their children’s needs”¹

2022

- F5CA contracts with American Institutes for Research and partners to evaluate the distribution of the *Kit* and outcomes for families receiving the *Kit*

2009

- F5CA releases Chinese, Korean, and Vietnamese language versions of *Kit*
- Association of Maternal and Child Health Programs recognizes *Kit* as one of the top Promising Practices in the field of maternal and child health



2023

- 5.4 million *Kits* distributed since 2001



¹ Linda Neuhauser, et al. “Promoting Prenatal and Early Childhood Health: Evaluation of a Statewide Materials-Based Intervention for Parents”, *American Journal of Public Health* 97, no. 10 (October 1, 2007): pp. 1813-1819. <https://doi.org/10.2105/AJPH.2006.089532>

Expanding the *Kit's* Reach to Families with Low Incomes



Developing partnerships with organizations such as:

- Head Start California
- California Department of Public Health—Office of Oral Health
- California Department of Child Support Services
- California Poison Control System
- Office of the Surgeon General
- Advocacy organizations, health care providers, and social service agencies



Strengthening relationships with First 5 county commissions through:

- Communication and customer support
- *Kit* ordering experience improvement
- Access to *Kit* distribution data
- *Kit* Study participation

Kit for New Parents Study

Two-year study conducted by American Institutes for Research (AIR) and its partners.

Consists of three substudies:

Study 1: *Kit* Distribution

- Where and how *Kits* are distributed
- Effectiveness of *Kit* distribution methods
- Intended population reach

Study 2: Parent Experiences

- Parent/caregiver perceptions of *Kit* content

Study 3: Parent and Family Outcomes

- Parenting knowledge and behavior after receiving *Kit*



Kit Study Timeline

November 2022

- **Interim Findings 1:** Findings from Extant Data (COMPLETE)

May 2023

- **Interim Findings 2:** Findings from *Kit* Distributor Survey (COMPLETE)

November 2023

- **Interim Findings 3:** Findings from *Kit* Distributor Interviews

May 2024

- **Interim Findings 4:** Findings from Parent Interviews

January 2023

- **Research Brief 1:** [Infographic: Access to *Kits* for New Parents Across the State](#) (COMPLETE)

December 2023

- **Research Brief 2:** Lessons Learned from the *Kit* Distribution Process

March 2024

- **Research Brief 3:** Parent Experiences with the F5CA *Kit for New Parents*

June 2024

- **Research Brief 4:** Benefits of F5CA's *Kit* for New Parents: Parent and Family Outcomes

Study 1: *Kit* Distribution—Interim Findings

Who distributes the *Kit*?

- In 2021–22, *Kits* were distributed in 52 out of 58 counties
- *Kit* distribution is uneven across the state with some counties having significant success in reaching families, while other counties lag significantly behind
- Most *Kits* go to local agencies—especially health services organizations—to then distribute to families

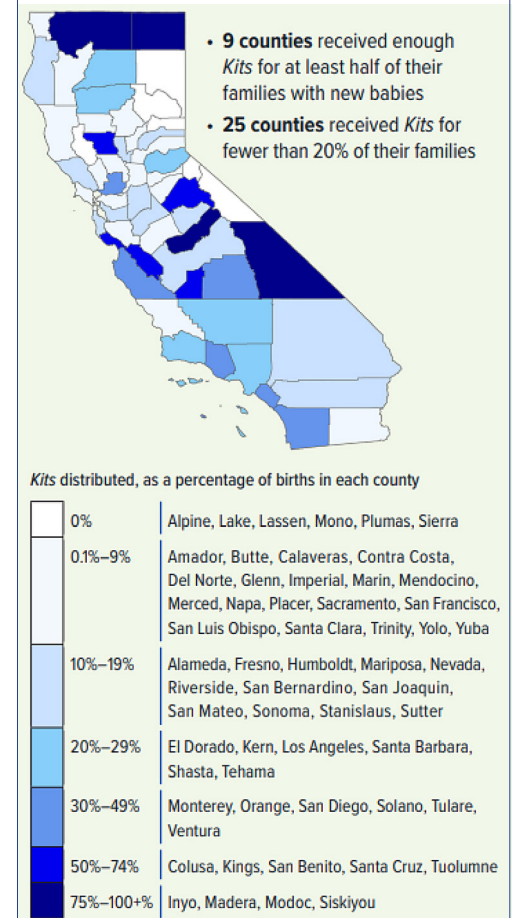
Who receives the *Kit*?

- Local agencies report success getting *Kits* to under-resourced and non-English speaking families
- Hard-to-reach populations including refugees, foster families, and rural families

How are *Kits* given to families?

- *Kit* distribution in one-on-one settings is most prevalent
- 76% of *Kit*-distributing agencies always or sometimes reviewed *Kit* contents with receiving families
- Over half of *Kit*-distributing agencies have received no training on maximizing *Kit* access or impact

Exhibit 1. *Kits* distributed across California



Future Investments

- Outreach and marketing contract specific to *Kit*
 - » Streamline communications about the *Kit* program
 - » Provide training to support organizations for more effective *Kit* distribution and family utilization
 - » Update *Kit* packaging design
 - » Design customer-friendly ordering portal
 - » Expand the *Kit's* reach to communities in need
- Translation services for health and parent education materials to expand language availability
- Parent education materials—such as information on developmental milestones—in non-written formats for low-literacy populations



Alethea Arguilez

**Executive Director
First 5 San Diego**

Questions