First 5 Association of CA

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First 5 Overview

- Invest the revenues from the 50-cent per pack tobacco
- Counties receive 80% of the total revenues
- First 5 CA receives the remaining 20%
- All funds must be expended according to a locally-approved Strategic Plan.
- Commissions are governed by locally-appointed Commissioners, including Boards of Supervisor members, county department representatives, and local experts.
California’s Youngest Children

- 3 Million children ages 0-5
- 46% Medi-Cal births
- 25% living in poverty
- 10% reported for abuse or neglect
- 8% with special health care needs
$600M Invested in 2014-2015

- Early Learning: 35%
- Child Health: 27%
- Strengthening Families: 19%
- Systems Change: 19%
1 in 3 CA Children Served by First 5

- Latino: 71%
- White: 15%
- African American: 7%
- Asian: 6%
- Multi-Racial/Other: 1%
Investments in Nutrition

- $18.6 Million
- 27 counties
- 35K children, 37K parents
- 3,500 providers
Funding Examples

- Calaveras: Kid’s Farmer’s Markets with nutrition curriculum and produce bags to take home.
- Imperial: Little Hands Growing and Cooking Health Foods” preschool classes
- Lake: CHOICE Curriculum trainings for providers
- Orange: Santa Ana YMCA partnership
- Placer: Farmer’s Market Voucher program for WIC and Early Head Start
Challenges for the Future

- First 5 Revenue Decline
- Nutrition Education is only one part of a coordinated strategy to address childhood nutrition and obesity challenges.
- First 5 funding can’t solve the broad systemic and place-based issues (poverty, population-wide health challenges beyond 0-5, community environmental design)
- Need for diversified and coordinated funding
First 5 Revenue down 30% since 2000
Importance of Policy Work

First 5 intended to be a systems-building effort

Funding alone will NOT achieve our goals

On-the-ground expertise and nearly 2 decades of experience

Leaders, funders, and partners looking for statewide ideas and solutions
How Do I Learn More

- Review your county’s Commission makeup, strategic plan, recent spending, and other data: first5association.org/county-commissions