



## First 5 Association of CA

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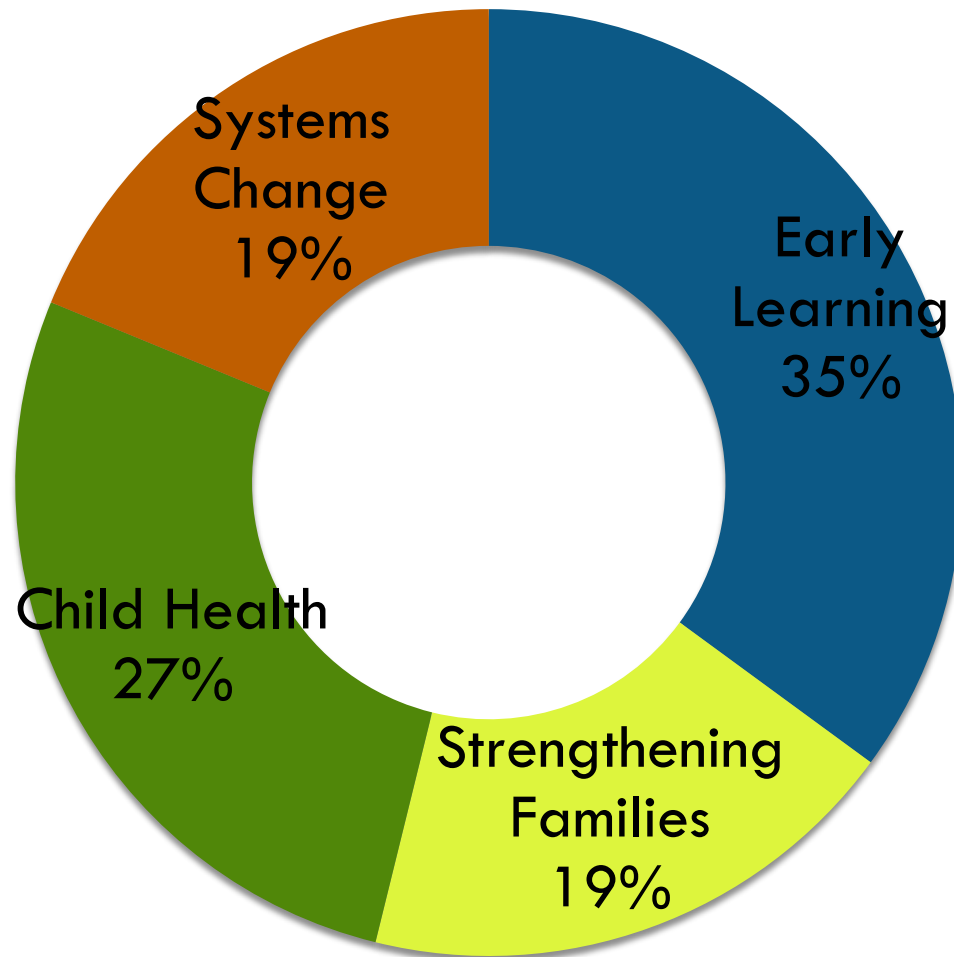
# First 5 Overview

- 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.

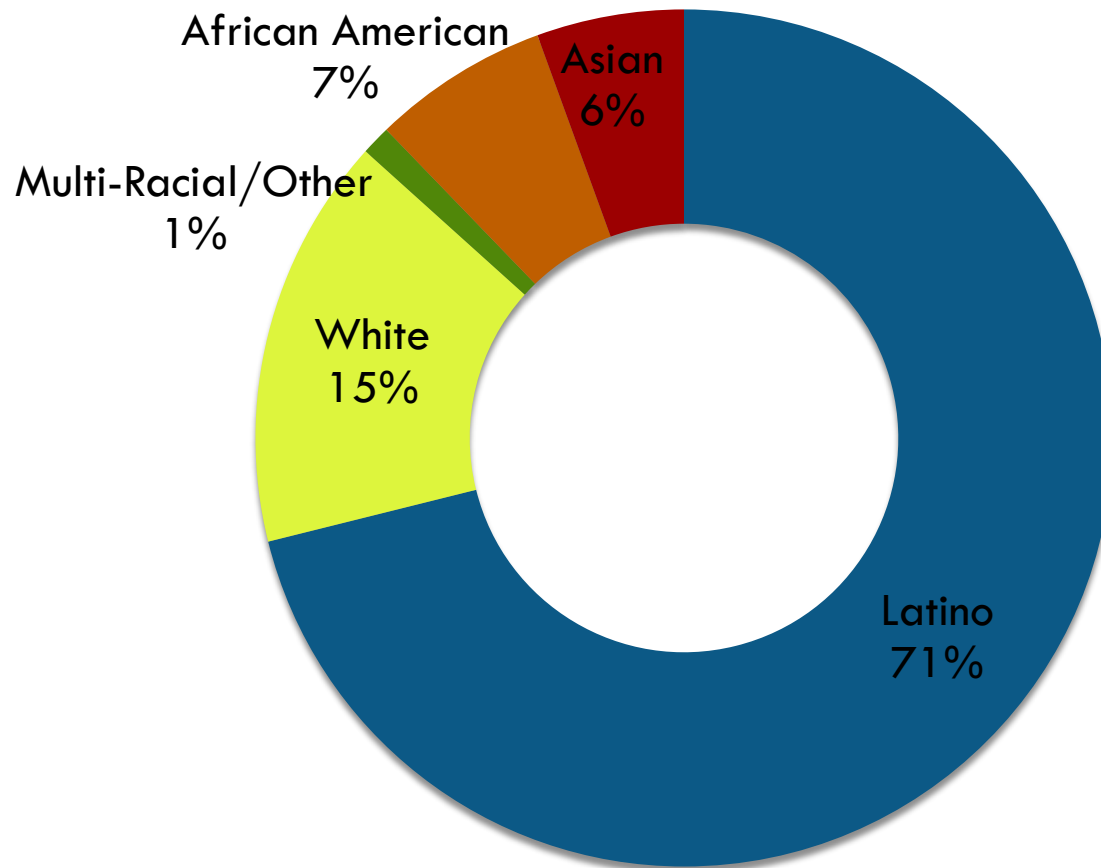
# California's Youngest Children

- 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



# 1 in 3 CA Children Served by First 5



# Investments in Nutrition

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

# Funding Examples

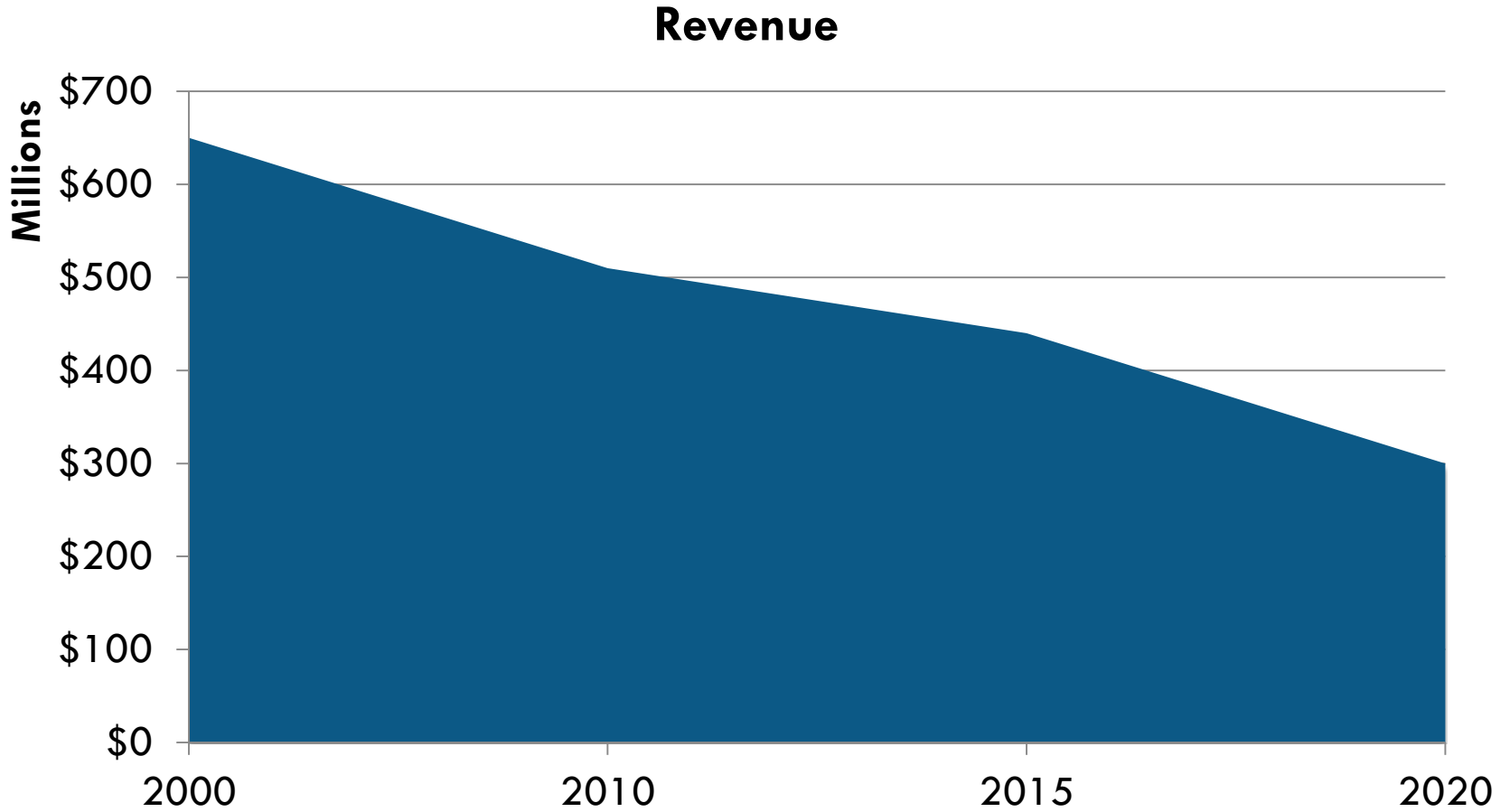
- Calaveras: Kid's Farmer's Markets with nutrition curriculum and produce bags to take home.
- Imperial: Little Hands Growing and Cooking Health Foods" preschool classes
- Lake: CHOICE Curriculum trainings for providers
- Orange: Santa Ana YMCA partnership
- Placer: Farmer's Market Voucher program for 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](https://first5association.org/county-commissions)