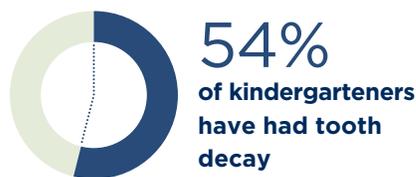
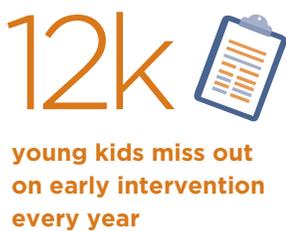
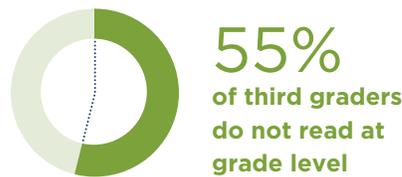
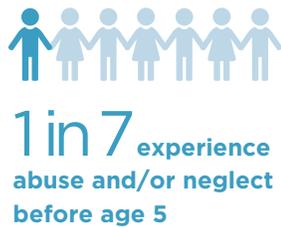


# FIRST 5 OUR KIDS, OUR FUTURE

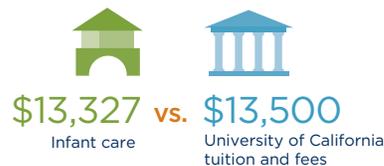


One day, California's success will be measured by the wellbeing of its youngest children.

First 5 believes all young children deserve to be healthy, happy, and ready to learn. Californians do too — that's why voters passed Proposition 10 and created First 5 two decades ago. The public's priorities haven't changed. **Yet our youngest children have great needs that are being unmet.**



One year of infant care costs the same as a year of college tuition



87% of Californians believe our next governor must invest more in our youngest kids

Despite a clear public mandate, there has been no significant reinvestment in childhood systems in the past 20 years, and programs are not at scale.



COMBINED FIRST 5 COUNTY REVENUES FOR CHILDREN'S SERVICES

Funding will decline 48% by 2020 from \$261 per child to \$135 per child.



Let's put California's money where our heart is. Prioritize funding for early childhood, so all of California's kids can thrive.

# TWENTY YEARS OF INNOVATION FOR KIDS

First 5 innovates locally, then brings successful projects to scale. Every year, we touch the lives of more than a million kids, plus their families and caregivers.



	<b>1998</b>	<b>PROP 10</b>	California voters approve Prop 10, creating First 5.
<b>WORKFORCE TRAINING</b>	<b>2000</b>		
First 5 California launches Comprehensive Approaches to Raising Educational Standards (CARES) to enhance teacher and provider skills, promote retention. Program spans 44 counties and lasts 16 years.			
	<b>2001</b>	<b>HEALTH INSURANCE</b>	
		FIRST 5 Santa Clara County launches Healthy Kids program, expanding insurance to children in families with incomes up to 300% of the federal poverty level, and accepting members regardless of immigration status. Healthy Kids expands to 28 counties.	
<b>HOME VISITING</b>	<b>2002</b>		
First 5 starts expansion of voluntary home visiting in CA to expecting families and those with newborns, eventually reaching over 40 counties.			
	<b>2004</b>	<b>PARENTING EDUCATION</b>	
		FIRST 5 Mendocino brings Triple P, an evidence-based parent education curriculum, to CA. Over time, it expands to 22 counties.	
<b>FAMILY STRENGTHENING</b>	<b>2007</b>	<b>EARLY IDENTIFICATION</b>	
First 5 San Francisco implements standards to plan, provide, and evaluate services at family resource centers, which are later adopted nationwide.		First 5 Orange County brings Help Me Grow early identification and intervention system to CA. First 5 is now rolling out the HMG system across the state.	
	<b>2010</b>	<b>ORAL HEALTH</b>	
		First 5 Sacramento begins 10-year investment in community water fluoridation and starts building the first of six kids' dental clinics.	
<b>POLICY CHANGE</b>	<b>2011</b>	<b>QUALITY STANDARDS</b>	
First 5 Fresno launches countywide, 2000+ member "Children's Movement" to promote early childhood in budget decisions, establishes annual "State of Our Children" breakfast.		First 5s develop pilot Quality Rating and Improvement Systems (QRIS) for early childhood programs as part of a federal Race to the Top grant. This leads to Quality Counts California, the state's QRIS system.	
<b>PARENT INFORMATION CAMPAIGNS</b>	<b>2014</b>	<b>2017</b>	<b>PARENT RESOURCES</b>
First 5 California launches Talk. Read. Sing.® campaign to increase parent awareness of the importance of early brain development via mass and social media and a parent website.		First 5 Association creates Care, Cope, Connect booklet with Sesame Street in Communities, to help parents comfort kids during times of stress.	
<b>FIRST 5 TURNS 20</b>	<b>2018</b>		

