



California State Association of Counties



November 2024



Celebrating 25 years

Helping children 0-5 receive the best start in life

Trauma-informed, healing-centered, and culturally-responsive

In partnership with 58 county commissions in California

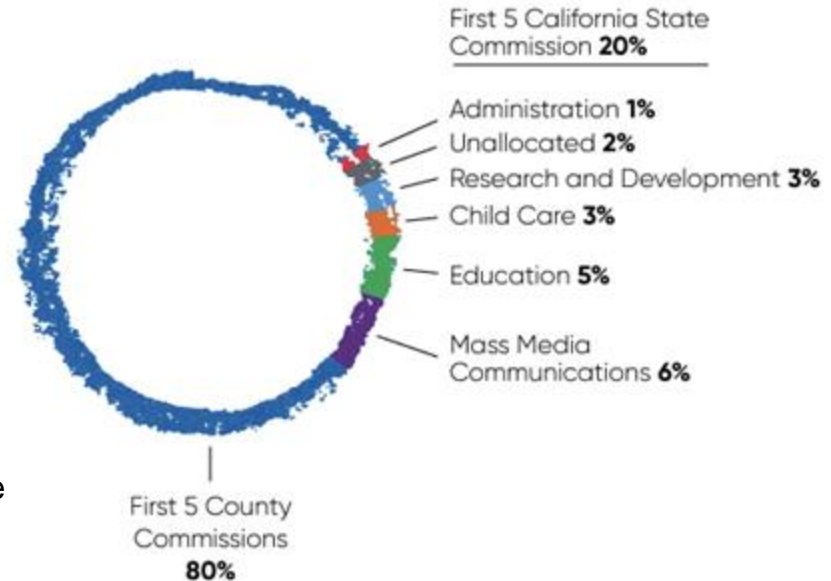
First 5 California's Audacious Goal

In a generation, all children 0–5 will have the safe, stable, nurturing relationships and environments (SSNREs) necessary to achieve healthy development.

Proposition 10 (1998)

Exhibit 1: First 5 California Children and Families Commission Funds—Allocation of State Portion

- California Children and Families Act
- 50-cent tax on tobacco products
- **80%** of revenue allocated to 58 counties
- Allocations based on annual birth rate
- **20%** is allocated to the state
 - F5CA gives half of it's 20% to Counties
 - Final effective split is 90% Counties / 10% State



Source: Health and Safety Code Section 130105

Small Population County Funding Augmentation

- \$20 million investment (2021 to 2025)
- Supports 21 counties

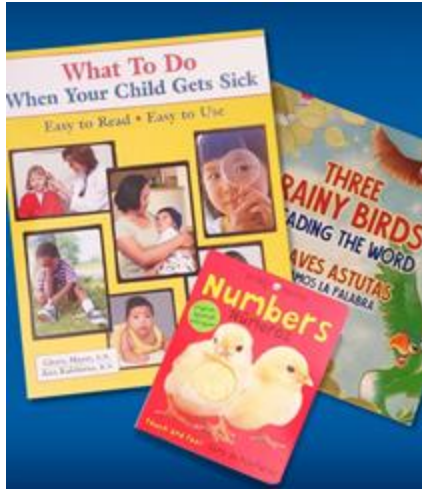
IMPACT 2020

- \$125 million investment (2023 - 2027)
- Enhancing early learning quality and resources
- Professional development

Home Visiting

- \$24 million investment (2022 to 2025)
- Supports 50 counties

Other Statewide Programs



Kit for New Parents
Over 5.4 million distributed



Dual Language Learners
\$20 million pilot program
from 2017 to 2022



Early Math Project
STEM resources for
parents and educators

And many other programs including
Imagination Library, Tobacco Education and Cessation & Refugee Family Support

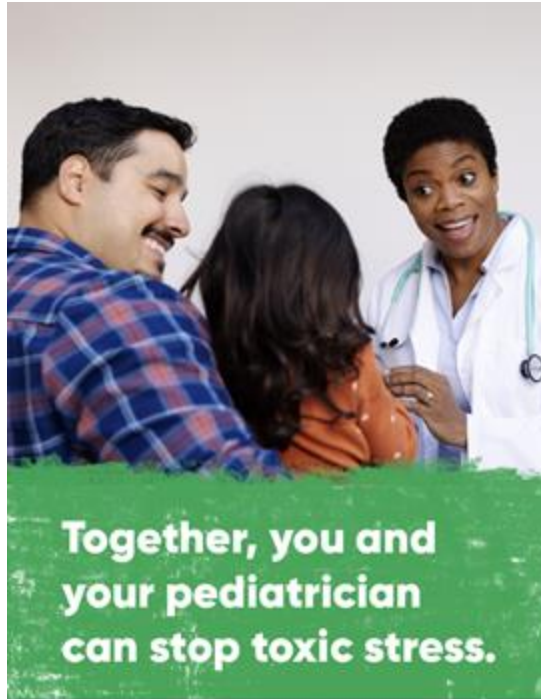
Statewide Media Campaign

**STRONGER
STARTS**
with **First5California**



Stronger Starts

- Launched spring of 2023
- Address adverse childhood experiences (ACEs) and toxic stress response
- Equips caregivers with tools and resources
- Part Dr. Nadine Burke Harris' vision for CA to lead the nation in addressing ACEs



Learn more at [First5California.com](https://www.First5California.com)



Learn more at [First5California.com](https://www.First5California.com)



Adverse Childhood Experiences (ACEs)

In California, nearly **two million children** are affected by ACEs, putting them at risk for health, behavioral and learning problems. **62.3%** of adults have experienced at least one ACE.

Abuse



Physical



Emotional



Sexual

Neglect



Physical



Emotional

Household Challenges



Mental Illness



Intimate Partner Violence



Parental Separation or Divorce



Incarceration



Substance Misuse or Dependence

"Adverse childhood experiences are the **single greatest unaddressed public health threat** facing our nation today."

- *Dr. Robert Block, Former President, American Academy of Pediatrics*

The Health and Economic Impact of ACEs

Heart Disease

Stroke

Cancer

Diabetes

Arthritis

Asthma

COPD

Kidney Disease



Smoking

Heavy Drinking

Overweight & Obesity

Illicit Drug Use

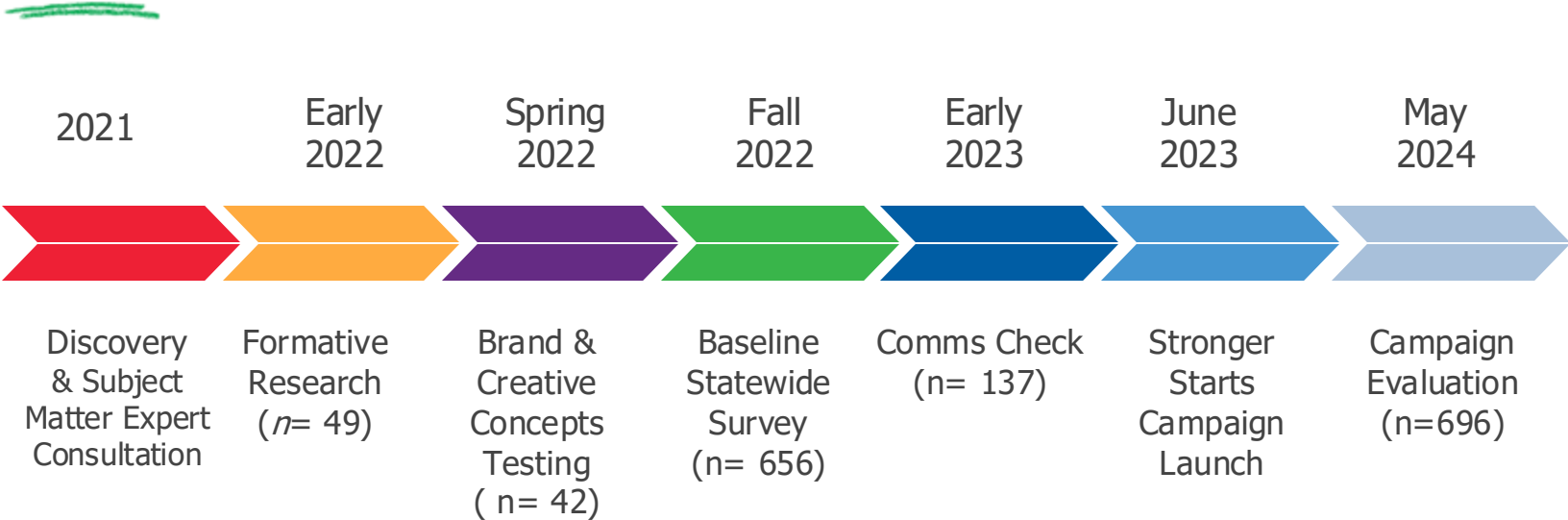
Anxiety

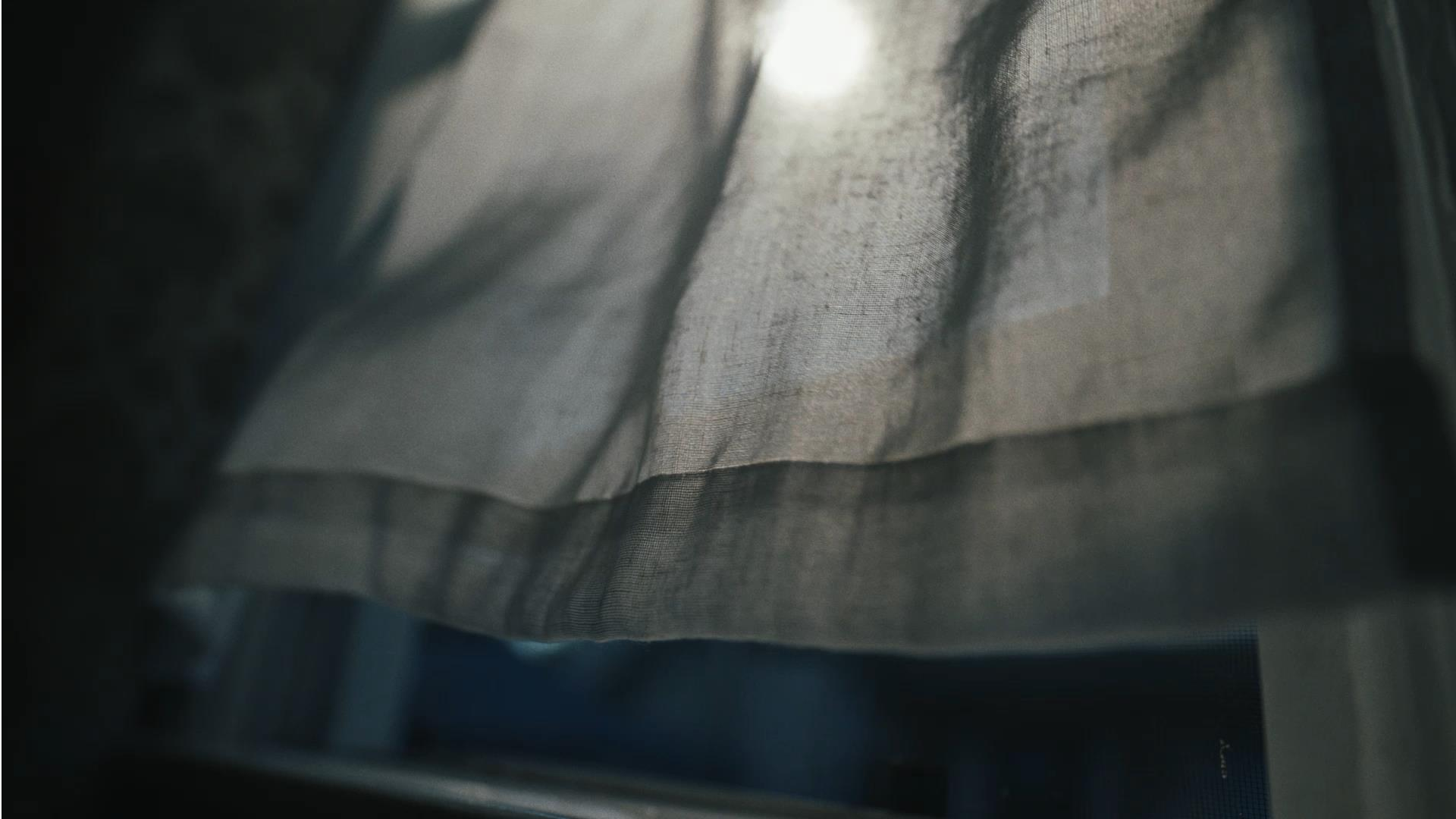
Depression

Violence



Research Informed Every Step





Top-Level Achievements from Evaluation

2.4_x



Increased Knowledge
of "Toxic Stress" (from 22% to
74%)

91%



Increased Belief
Learning about toxic stress is
relevant to their lives

2.4_x



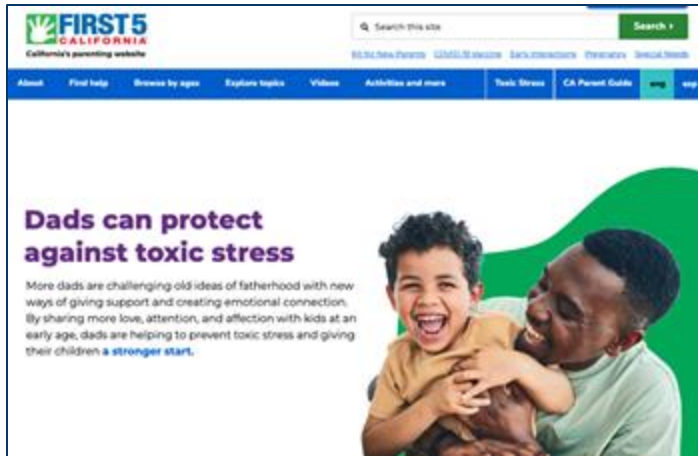
Increased Action
of caregivers looking for how to
help children manage trauma, avoid
toxic stress (from 20% to 67%)

Stronger Starts Father Focused Initiative

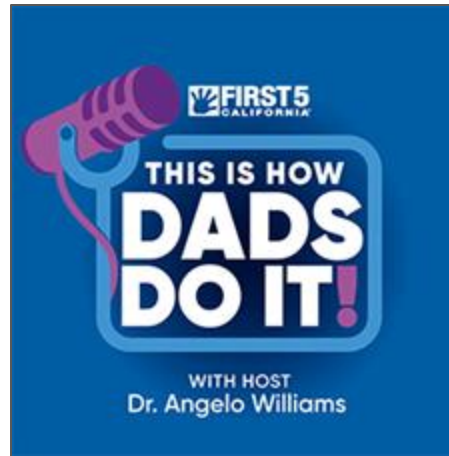




Messaging and Partner Resources



Website



Podcast



Research Publication



**RAISE CA
STRONG**



Campaign Goal

Increase public interest and awareness of the childcare affordability and accessibility crisis in California to influence investment in programs and infrastructure.

Strategy

Build a movement to increase urgency to solve California's childcare crisis and improve how childcare works for families and businesses throughout CA through long-game investment in public education and will-building.

Raise CA Strong Partner Resources



Insights Report & Advocacy Tool

THE CHILDCARE CRISIS IN CALIFORNIA & 5 PATHWAYS FOR CHANGE

Highlights

Over 2.4 million California parents cannot afford childcare. To ensure the maximum long-term economic and equitable benefits and to reduce youth education campaign aimed at state solutions for childcare, we spoke to BUSINESS OWNERS and PARENTS in California. Below are key takeaways from our research.

- AFFORDABILITY**
48% of California parents say it is difficult or very difficult to find childcare they can afford. This is most pronounced among women and those who have experience it at work where childcare expenses are high.
- ACCESS**
Over 1/3 of California parents say it would be very difficult to find childcare located near their workplace or within the hours they need.
- STABILITY**
72% of parents say more than one address or employer causes parents to feel stressed or pulled. The struggle and stress of finding parents are more pronounced for those parents who are parents than for those without children.
- QUALITY PROGRAMS**
Parents are concerned that the childcare centers can impact their children's development. They perceive low wage providers across the childcare sector to directly impact program quality, leading to parents seeking alternative options.
- ECONOMIC IMPACT**
50% of parents say childcare issues have a negative impact on their career or job, negatively impacting their ability to earn. In 2023, 9 million in lost wages annually.

PARENTS AND BUSINESS OWNERS ARE MOTIVATED FOR CHANGE

After seeing the average wage of childcare workers, 85% of parents support increasing wage investment to improve wages.

After seeing how childcare costs over the U.S. economy to \$2 billion over 10 years, 50% of business owners support increased investment.

INVEST IN CALIFORNIA'S FUTURE.
WWW.RAISECASTRONG.COM

4 | INSIGHTS

Partner Messaging Toolkit

ONLY 7 IN 100 CALIFORNIA FAMILIES CAN AFFORD CHILDCARE

THIS IS NOT WORKING

UNAFFORDABLE CHILDCARE IS UNACCEPTABLE
GET INVOLVED AT RAISECASTRONG.COM

CHILDCARE IS UNAFFORDABLE FOR 50% OF CALIFORNIA FAMILIES
GET INVOLVED AT RAISECASTRONG.COM

Educational Website

THE SECRET TO BUSINESS SUCCESS? CHILDCARE.

Making a solid investment in childcare can result in a higher return on California's economy and infrastructure investments of people in the workforce.

93% OF CALIFORNIANS CAN'T AFFORD CHILDCARE.

Ready to take a stand on helping the most vulnerable members of our state and local economies? It's time to act on this.

CHILDCARE IS A SMART INVESTMENT FOR CALIFORNIA.

A high investment in childcare can yield great California economic, social, and infrastructure development benefits to the state. This is an investment in our future.

Thank you!

