



A Look at First 5 California



What is the Heart of First 5 California's Mission?



Helping children
ages 0 to 5 succeed
in school and in life.



How Does First 5 California Achieve Its Mission?



Through
**School
Readiness**


A broad spectrum of services and programs



Who Benefits from School Readiness?

- **Children**
 - Children with special needs
 - English learners
- **Parents/Caregivers**
- **Communities**


Particular attention to underserved populations



School Readiness Research

4 result areas contribute to school readiness

- Supported by the following studies:
 - First 5 California Kindergarten Entry Profiles (KEP) Fall 2004 & 2005
 - Chicago Child Parent Center Longitudinal Studies
 - National Education Goals Panel 'Building a Nation of Learners'





4 Result Areas to Ensure School Readiness

1. Family Support
2. Health & Well-Being
3. Early Care & Education
4. Systems Change





4 Result Areas to Ensure School Readiness



1. Family Support

- *Kit for New Parents*
- School Readiness Program
- *Special Needs Project*
- *A Place of Our Own/ Los Niños en Su Casa*
- Safe from the Start


4 Result Areas to Ensure School Readiness



2. Health and Well-Being

- *Health Access for All*
- School Readiness Program
- *Oral Health Project*
- California Smokers' Helpline
- Immunization Registry Project
- *Childhood Obesity Prevention Campaign*

4 Result Areas to Ensure School Readiness



3. Early Care and Education

- *Power of Preschool Demonstration Project*
- School Readiness Program
- Special Needs Project
- ABCD – Constructing Connections
- *Children of Migrant Farm Workers*
- CARES Program
- A Place of Our Own/Los Niños en Su Casa

4 Result Areas to Ensure School Readiness

4. Systems Change

- **Public Education and Outreach**
- School Readiness Program
- Regional Technical Assistance and Statewide Conference
- Implementation of Principles on Equity
- Legislation/Policy Development

4 Result Areas to Ensure School Readiness

Family Support

Health and Well-Being



Systems Change

Early Care and Education

Public Education and Outreach

Advertising Focus:

- **Anti-smoking** – Discourage smoking by and around pregnant women and young children
- **Parent Education** – Motivate parents to spend quality time with their children
- **Preschool** – Educate the public about the benefits of preschool to society
- **Childhood Obesity Prevention** – Make parents aware of impact of children’s diets on their health

Public Education and Outreach

Public Relations Focus:

- Mobile Outreach Campaign
- Early Care and Education Workforce Study
- Oral Health Announcement
- Special Needs Project



The Road Ahead



Cornerstone of First 5 – Partnerships:

- Statewide Partnership Program
- State and County Commission efforts
- State and federal agencies, legislators
- Local organizations



The Road Ahead

Continued Funding:

- Build sustainable programs
- Maintain ongoing partnerships
- Draw down state and federal dollars
- Focus on best practices and accountability

The Road Ahead

Achieving Results:

- Position First 5 as a forward-thinking organization
- Effectively communicate results
- Evaluate progress



Summary





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