



# First 5: 15 Years for Kids!

## Who We Are

**First 5 Children and Families Commissions** are dedicated to the healthy development and well-being of young children in California. Voters created First 5 in 1998 by passing Proposition 10, adding a 50-cent tax on tobacco products to create a guaranteed revenue stream for children. By voter mandate we are committed to improving children's health, school readiness and family functioning.

First 5 includes a state commission in Sacramento, independent commissions providing locally-approved programs in each of California's 58 counties, and an association providing cooperative services to support the local county commissions.

## Who We Serve

First 5 serves children 0 through 5—infants, toddlers and preschoolers—as well as their parents and caregivers. First 5 supports children of all backgrounds, ethnicities, and income levels according to their developmental needs.

## Early Childhood:

### A Guaranteed Return on Investment

A wealth of research proves that early childhood investments offer the greatest return—for the child, the family and the community. Nobel Prize winner Professor James Heckman calculates a return of at least 7-to-1 on early interventions. In addition, over half of First 5 funds are reinvested in public systems (nurses, preschools, child welfare supports) in order to maximize resources and promote sustainability.

## Our Goals are Clear:

- To improve children's health
- To prepare kids for kindergarten
- To promote optimal development with family and community support

## Investing in California's Kids

One out of four children in California is a First 5 kid! In FY 2011-12, First 5's 58 county commissions invested over **\$460 million** to improve the lives of more than **835,000 young children** in California.

## What We Fund

### 1. **Preschool and Early Learning**

Nearly 40% of First 5's annual investments are dedicated to quality early childhood education.

### 2. **Developmental Screening & Special Needs**

First 5 invests \$30 million each year in local efforts to screen children for developmental delays using tools recommended by the American Academy of Pediatrics.

### 3. **Oral Health & Dental Care**

Although tooth decay is the most common preventable illness, a third of children between the ages of 1 and 5 years don't have access to dental insurance. In many counties, First 5 is the only funder of dental care for young low-income children.

### 4. **Strong Families**

First 5 invests \$50 million each year in strengthening at-risk families through evidence-based skills-training for parents and home visiting programs.

### 5. **Access to Health Care**

In many counties, First 5 funds health insurance for low-income children who are ineligible for state programs.





# First 5 Shasta: Our First 15!

## Who We Are

The first 5 years of life are a rich period of extraordinary brain development, important first relationships, and critical skill building. With our focus on these highly formative years, **First 5 Shasta** is forging a pathway to success for Shasta County children. Our pathway is formed with knowledge of child and family needs, meaningful partnerships, and smart investments.

From essentials like a healthy pregnancy and early brain development to a child's eager entry into kindergarten, First Shasta uses Proposition 10 tobacco tax revenues to fund programs, activities, and services that contribute to thriving children and the promise of a thriving community.

## Who We Serve

First 5 Shasta serves Shasta County children ages 0- to-5 and their families. Funded programs may also support providers, enhancing their ability to benefit young children. First 5 supports children of all backgrounds, ethnicities and income levels according to their developmental needs and programs available.

## Early Childhood: Our Investment

Economic, sociological, and neurological research confirms there is no wiser investment than the one we make in young children. Financial resources are a critical part of this investment, but investments of time, energy, and knowledge also hold high value. There is room on the children's pathway to success for all community members to contribute myriad talents and wisdom, helping to build and strengthen the pathway and make it easy to navigate. By joining together as partners, we increase the positive impact we have on children today and expand an investment that holds a lasting value into the future.

## Our Pathway Goals

- **Healthy, Well-Timed Births**
- **Health and Development on Track**
- **Supported and Supportive Families**
- **High-Quality Childcare and Early Education**
- **Continuity in Early Childhood Experiences**

## Investing in California's Kids

First 5 Shasta was established with the passage of Proposition 10 in 1998 and program investments began in 2001. So far, over **\$20 million** has been invested in efforts aimed at improving the lives of Shasta County's young children.

## Investment Snapshot

First 5 Shasta is proud to support efforts that have a positive impact on children and our community. A snapshot of some of our investments over the years includes:

<b>Raising a Reader</b>	<b>\$ 500,000</b>
County-wide early literacy program providing take-home books for parent/child reading. A total budget of \$1 million includes a partner match of \$500,000 from The McConnell Foundation.	
<b>Playgrounds for Young Children</b>	<b>\$ 638,437</b>
Fifteen playgrounds and play structures constructed especially to meet the needs of young children.	
<b>School Readiness Initiative</b>	<b>\$1,069,759</b>
School readiness outreach and education for parents and providers; partners included 4 school districts.	
<b>Infant Mental Health</b>	<b>\$2,391,582</b>
Early mental health therapeutic services for families with babies or young children.	

