

## First 5 Commission of San Diego

May 7, 2012

### **Kit for New Parents - Support Services: Release of Solicitation**

#### **Request**

The request before the Commission is to authorize the Executive Director or her designee to release a solicitation for the *Kit for New Parents - Support Services* for FY 2012-13 through FY 2014-15.

#### **Background**

The *Kit for New Parents (Kit)* is the flagship project of First 5 California's Parent Signature Program and was first released by First 5 California (First 5 CA) in 2002. The *Kit* is a cornerstone of parent education which targets hard-to-reach and low-income populations, and provides information and tips for parents, grandparents, and other caregivers of young children. The *Kit*, valued at approximately \$75 each, is available in English, Spanish, Cantonese, Mandarin, Korean and Vietnamese and is provided to counties by First 5 CA at no cost. Counties have the responsibility for distributing the *Kit* to parents and other caregivers of young children in their communities. First 5 San Diego receives approximately 41,200 *Kits* per year for distribution.

#### Accomplishments.

- In San Diego County, from January 2002 – March 2012, with the support of over 600 partners countywide, 409,263 *Kits* have been distributed. During FYs 2007-08 – 2011-12, more than 50% of *Kits* were distributed in high need multi-lingual and/or low-income communities;
- Local distribution of the *Kit* allows First 5 San Diego to leverage dollars from First 5 CA. In FY 2010-11 28,209 *Kits* were distributed with a cost to First 5 CA of \$2.1 million and a local cost of \$500,000 (for \$17.72 per *Kit*);
- First 5 San Diego has been ranked as one of the top two *Kit* county distributors statewide since FY 2006-07. (First 5 San Diego was #1 in FYs 2006-07, 2007-08, and 2010-11);
- First 5 San Diego has reduced local distribution costs by 34% from FY 2009-10.

Solicitation Planning. Solicitation planning for the *Kit* was initiated in the summer of 2011 when Commission staff initiated two activities:

- The twelve top county *Kit* distributors were contacted throughout the state to identify both their distribution methods and "best practices". Staff learned that there appears to be no single method for counties to distribute the *Kit*. Distribution is determined by the size and need of each county.
- To determine the priority support services requested by *Kit* distribution partners and to maximize our local distribution, an electronic survey was sent to more than 400 partners in late fall 2011. Partners indicated that the training, technical assistance and support services provided by the contracted organization are essential in distributing *Kits* countywide.

The above activities were conducted to develop and release the RFP in June 2012 so that services may begin January 1, 2013. The summary of services to be provided is listed in Attachment 1.

First 5 California Survey. First 5 CA contracted with the University of California Los Angeles Center for Healthier Children, Families, and Communities (CHCFC) to conduct an utilization-focused evaluation of the *Kit*. Parents surveyed were those that requested a *Kit* via the statewide hotline along with a sample of *Kit* recipients from four counties or county community partners during January 2011 – September 2011 (which included San Diego County). The purpose of the evaluation survey was to demonstrate the effectiveness of the *Kit* in expanding knowledge and influencing behaviors of new parents who received it. The following were the key findings:

- Parents felt the *Kit* improved their knowledge and confidence as a parent;
- A high percentage of *Kit* recipients used the items in the *Kit*;

- The *Kit* improved parents' knowledge in several specific areas, including, but not limited to, child development, safety and nutrition;
- Parents are utilizing some *Kit* items frequently, and sharing the *Kit* resources with others;
- Over time, the *Kit* increased overall parent knowledge and encouraged more frequent use of the *Kit*;

#### **Commission History**

- January 23, 2012 (Item 3), the Commission approved a six-month contract extension with the Regents of the UC-UCSD from July 1, 2012 through December 31, 2012 for up to \$200,000 to continue distribution and support services for the *Kit for New Parents* and to allow Commission staff to plan and release a Request for Proposals (RFP).

#### **Link to the Strategic Plan**

This request links to the following Family goal of the Commission Strategic Plan.

- **Strengthen each family's ability to provide nurturing, safe and stable environments.**
  1. Increase the number of households with children ages 0 through 5 that regularly engage in age-appropriate parent-child activities that promote early learning.

#### **Link to *Live Well, San Diego!***

The *Kit for New Parents - Support Services* supports *Live Well, San Diego!* by providing parents and other caregivers of young children information on early identification of health related issues and developmental milestones, promoting healthy behaviors in nutrition (obesity prevention and nutritional information), oral health, early literacy and learning, child safety, and finding quality child care.

#### **Staff Recommendations**

- 1) Find that the proposed First 5 San Diego *Kit for New Parents - Support Services* are consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Authorize the Executive Director, or her designee, to work with the County Director of Purchasing and Contracting to release a competitive solicitation for the *Kit for New Parents - Support Services* for FY 2012-13 through FY 2016-17.
- 3) Authorize up to \$1,150,000 for FY 2012-13 through 2014-15. Funding for FY 2015-16 through FY 2016-17 will be determined once a new financial plan is established.

#### **Fiscal Impact**

Up to \$1,150,000 for FY 2012-13 through FY 2014-15 will be authorized from the Commission's allocation for *Kit for New Parents* in the Financial Spending Plan.

## ***Kit for New Parents - Support Services*** **Summary of Planned Services**

**Summary of the Kit.** *The Kit for New Parents (Kit)* (with an approximate value of \$75.00) is provided in English, Spanish, Cantonese, Vietnamese, Korean, and Mandarin by First 5 California at no charge to County First 5 Commissions. The *Kit* provides a resource to achieve the result that parents will have the information they need to support their child's physical and social/emotional health, cognitive development and school readiness, and is available to parents and caregivers with children 0 – 5.

**First 5 San Diego Supplemental Materials.** First 5 San Diego supplements the English and Spanish *Kits* with a customized packet of local resource information for parents and caregivers of young children which includes: a growth chart listing key developmental milestones; a book-mark listing books for parents to read; and two pocket guides that provide child development milestones for children ages birth – 2 years, and 2 – 5 years. First Staff are revising the growth chart to include immunization information.

**Statement of Work Summary.** The Contractor's core required services will include:

- Develop and implement effective methods to annually distribute and track the distribution of 40,000 *Kits* throughout San Diego County in all available languages
- Provide all materials for the local adaptation of the *Kit* in English and Spanish in coordination with First 5 San Diego staff, and manage any future adaptations that may be needed (Approximately 20% of the annual budget is allocated for the purchase of the adapted items)
- Maintain a *Kit* storage and distribution center
- Develop and implement ongoing community awareness and distribution plans with targeted partners countywide
- Implement and maintain a data system that tracks *Kit* distribution, partner trainings, and other technical assistance that is provided to all partner organizations
- Coordinate with the Commission's Warm Line (answered by 2-1-1) to maximize and coordinate direct *Kit* distribution to all interested parents and caregivers who call the Warm Line
- Provide training and support to all local partners
- Implement and maintain support services to weave the distribution of the *Kit* into all Commission initiatives
- Coordinate information with First 5 California