



A child's most important developmental years occur during the first five years of life. During this critical time, 90% of a child's brain develops.

These crucial years are the building blocks of a child's future and California's future.

First 5s county organizations are laser focused on the needs of young children and their families.

They are architects of systems change and coordination at the local level to help ensure there are equitable, accessible, and responsive services for children and families in California.

First 5s have substantially expanded access to developmental screenings, home visiting, early literacy and early childhood mental health services.

First 5s serve one million children and 500,000 parents annually. Our mission is to build comprehensive and integrated early childhood systems of care.

ABOUT US - FUNDING

In November 1998, California voters recognized the need for additional support for the earliest years of life by passing Proposition 10, the Children and Families Act. This initiative levies a tax on cigarettes and other tobacco products to provide funding for early childhood development programs. Revenues generated from the tobacco tax are invested by First 5s to achieve optimal child development, enabling California's children to be more successful in school and ultimately give them an equal opportunity to succeed in life.

While tobacco tax revenue is decreasing every year, the needs of children and their families continue to rise as income inequality, wealth gaps, inflation, and the high cost of child care impact California families. At the same time, we know more now than ever before about the impact of trauma, adverse childhood experiences, and institutionalized racism on the development of infants and toddlers. The role of First 5s continues to be as important as ever.

According to the Proposition, First 5 investments must be used for these specific purposes:



To create a comprehensive and integrated delivery system of information and services to promote early childhood development



To support parenting education, child health and wellness, early child care and education, and family support services



To educate Californians on the importance of early childhood development and smoking cessation

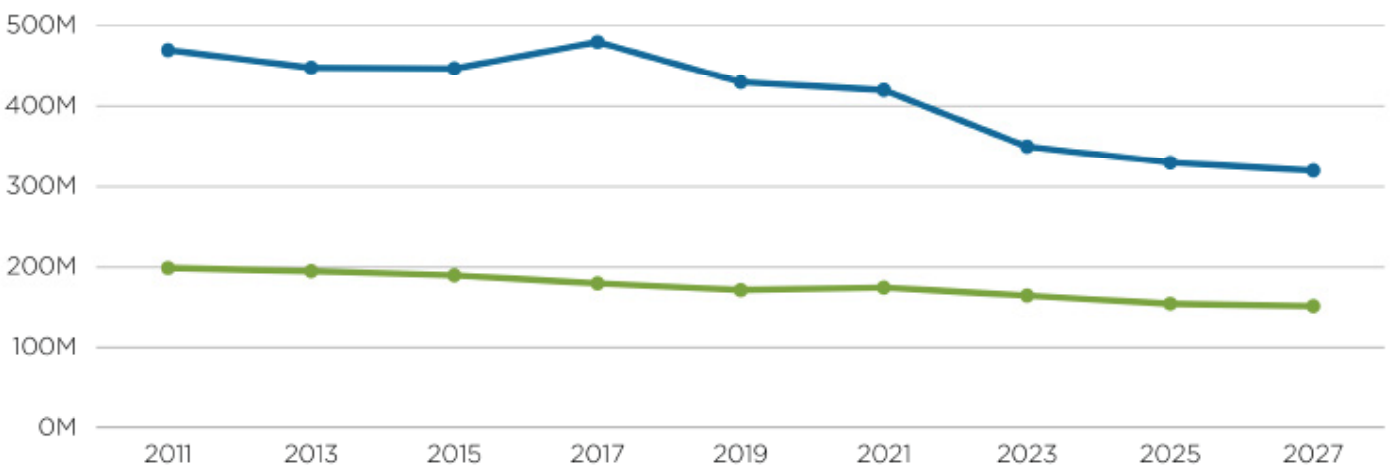


STATEWIDE IMPACT

First 5s have shaped policy in California by advocating to improve the lives of children and families in several important ways, including:

- Continuous Medi-Cal Eligibility for children ages 0 to 5
- Improvements to California’s IDEA Part C early intervention program
- New benefits in the Medi-Cal program for infants and toddlers, including Dyadic Care Services, Family Therapy, Doula care, and Community Health Workers
- Increased access to home visiting services through state investments
- Additional dedicated funding for early childhood mental health services through the Children & Youth Behavioral Health Initiative
- Improvements to California’s Paid Family Leave program
- Universal early literacy program through Dolly Parton’s Imagination Library

STATEWIDE FIRST 5 COMMISSION PROJECTION FIRST 5 TAX REVENUE



COUNTIES PROJECTED TAX REVENUE

COMMISSION ACTUAL TAX REVENUE