



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.