



First 5 California Project Legacy Process

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Genesis of First 5 California

- In 1998, California voters passed Proposition 10, the California Children and Families First Act, to support programs for expectant parents and children up to age five
- Authorized the California Children and Families Commission (First 5 California) and 58 county commissions





Act Intent

“To facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.”





First 5 California Structure

- 80% to county commissions
- 20% to First 5 California which provides oversight and technical assistance
 - Media Communications – 6% (30%)
 - Education – 5% (25%)
 - Child Care – 3% (15%)
 - Research & Development – 3% (15%)
 - Administration – 1% (5%)
 - Unallocated – 2% (10%)





Vision and Mission

VISION STATEMENT

All children in California enter school ready to achieve their greatest potential.

MISSION STATEMENT

By 2012, be recognized as California's unequivocal voice for children 0 to 5 to ensure greater equity in their readiness for school.





Five Strategic Goal Areas

Goal 1: Focus on Policy Development

Goal 2: Invest in Program Development

Goal 3: Broaden Public Awareness

Goal 4: Enhance Research and Evaluation

Goal 5: Strengthen Organizational
Operations and Systems





2008 Strategic Plan Guiding Principles

- Child Centered
- Family Focus
- Diversity
- Public Support
- Quality Standards
- Partnerships and Leveraging





What is Project Legacy?

Project Legacy will:

- Help First 5 California create its “Roadmap to the Future” by establishing a distinctive set of programs
- Result in general funding goals and specific measurable program goals that will enhance decision making and accountability while improving outcomes for children 0 to 5





Impetus for Project Legacy

Project Legacy is necessary due to:

- Declining revenues
- Desire to strengthen continuous quality improvement
- Ending of pilot programs
- Provide guidance for future programs



Science Points Toward a 3-Tiered Approach to Ensure Healthy Development

Narrowly targeted, specialized services for children experiencing tolerable or toxic stress.

3

**NARROWLY
TARGETED**

Broadly targeted interventions for children in poverty (e.g., income supports and early enrichment).

2

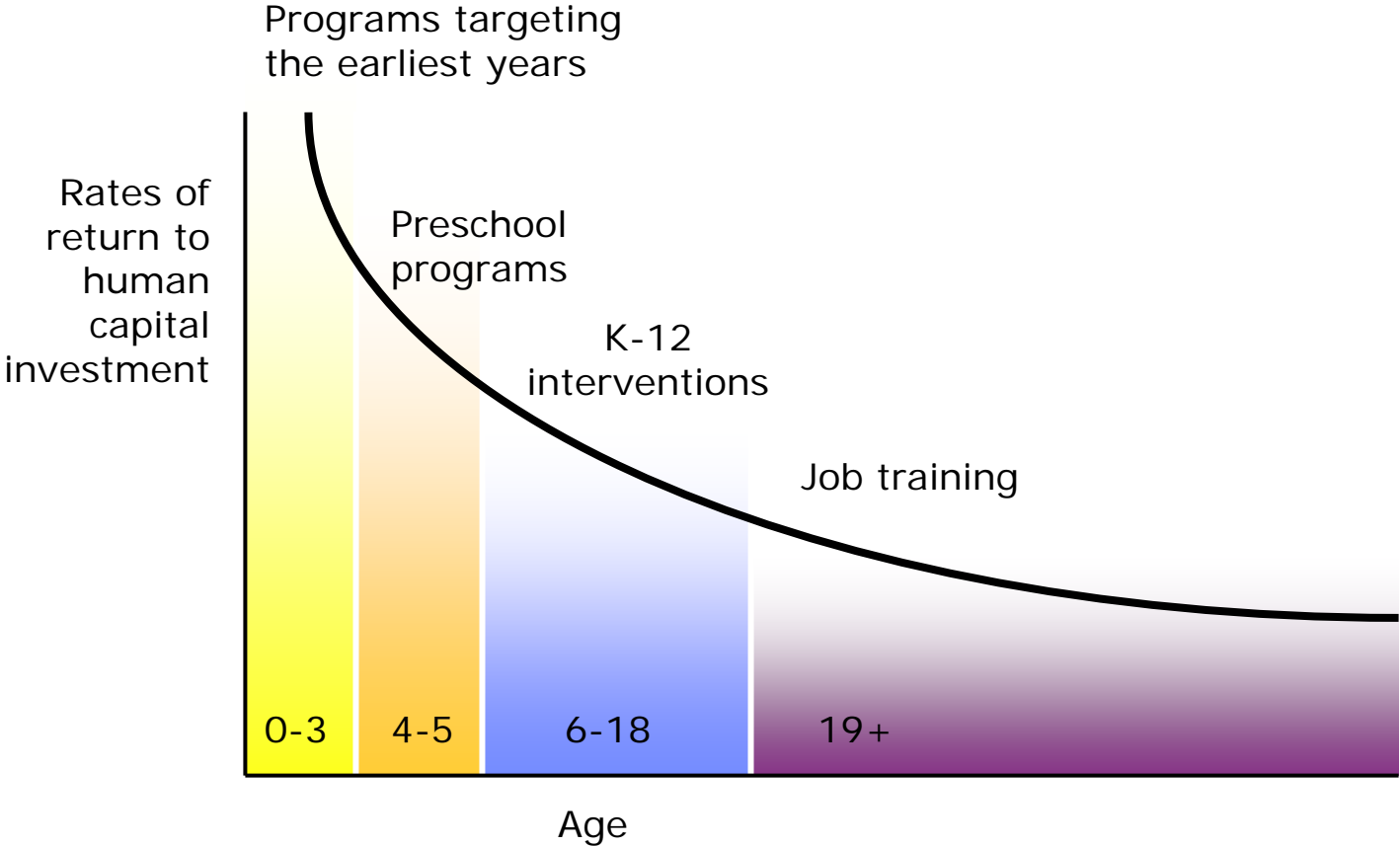
**BROADLY
TARGETED**

Basic health and early care services to help all children build and sustain strong brains and bodies.

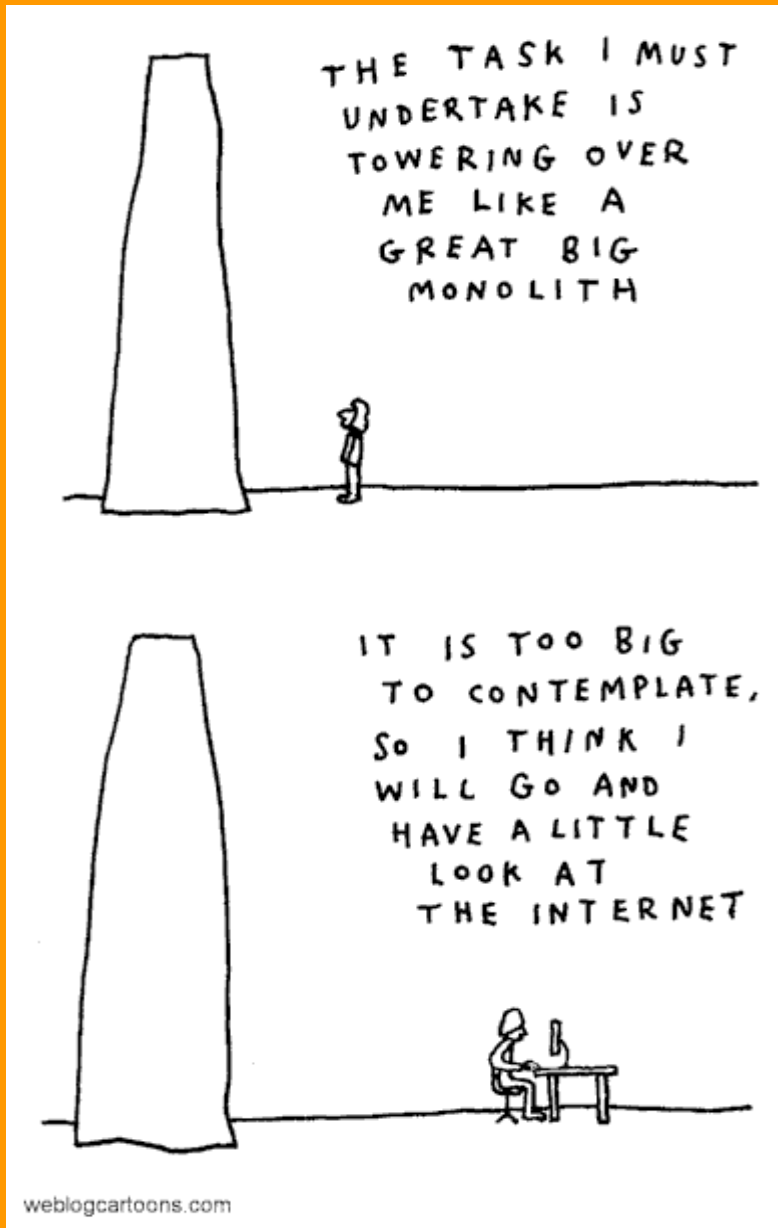
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**UNIVERSALLY
AVAILABLE**

Preventive Intervention is More Efficient and Produces Higher Returns than Later Remediation



Heckman, J. (2007)



“No great thing is
created suddenly.”

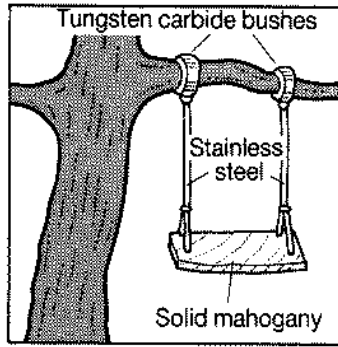
--Epictetus (A.D.130)



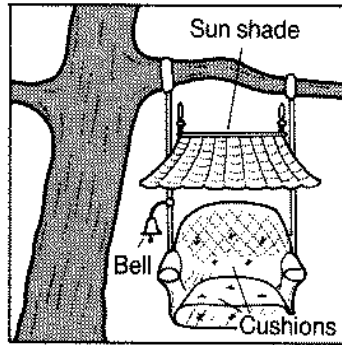
Project Legacy Process

- Convene expert panel
- Obtain public input
- Obtain Commission approval
- Develop programs
- Release funding mechanisms
- Administer programs

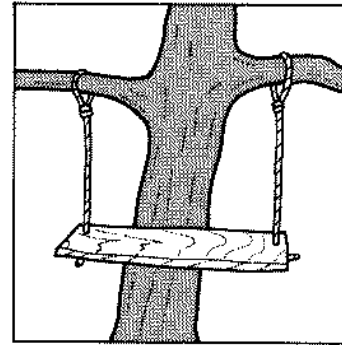




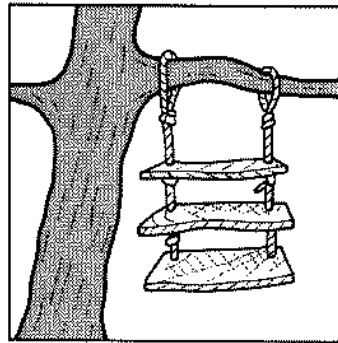
What Product Marketing specified



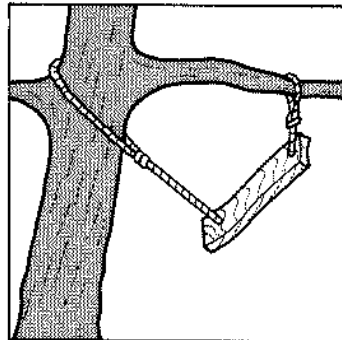
What the salesman promised



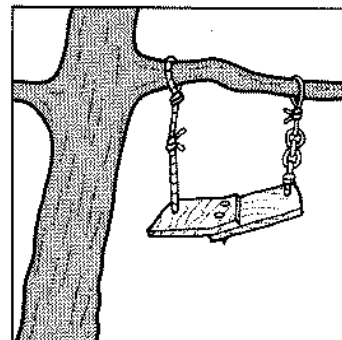
Design group's initial design



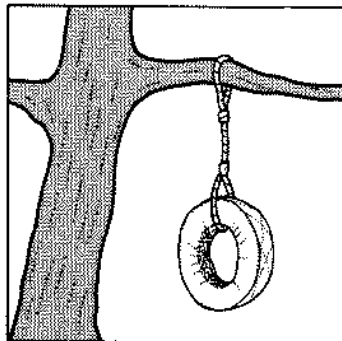
Corp. Product Architecture's modified design



Pre-release version



General release version



What the customer actually wanted

“Begin with the end in mind.”

-- Steven R. Covey



Measurable Program Goals

- First 5 California's measurable program goals must:
 - Articulate the key long-term effects or changes that First 5 California's programs should have on a population
 - Be stated in measurable terms – each goal must begin with increase, decrease, improve, or maintain
 - Each goal must focus on access or quality





Measurable Program Goals

- First 5 California's measurable program goals must:
 - Define how First 5 California should improve:
 - Family functioning,
 - Child development,
 - Child health, or
 - Systems of care
 - Support the 3-tiered approach designed to ensure healthy development
 - Have the capacity to use existing measurement tools in a cost effective manner



Measurable Program Goal Structure and Examples

| | Family Functioning | Child Health | Child Development | Systems of Care |
|--|---|---|---|--|
| Tier 3 Targeted, specialized services for children experiencing toxic stress | Increase the number of children at-risk for toxic stress prenatal to 3 receiving intensive services | | | Increase the number of families with children at-risk for toxic stress receiving referrals for multiple services |
| Tier 2 Broadly targeted interventions for children in poverty | | Decrease the number of obese children living in poverty | | |
| Tier 1 Basic health and early learning services to all | | | Increase the number of early care providers with an AA degree | |



Lessons Learned

- Data is more compelling when aggregated
- Comparison groups make outcomes more compelling
- There is power in numbers
- Incentives work
- Evaluation and program design must be linked



“What gets measured gets done,
what gets measured and fed back gets done well,
what gets rewarded gets repeated.” -- John E. Jones





Progress to Date

- ✓ Convened expert panel
- ✓ Developed draft measurable program goals
 - Obtain public input
 - Obtain Commission approval
 - Develop programs
 - Release funding mechanisms
 - Administer programs





Public Input Process

- Measurable program goal language suggestions
 - 3 public outreach forums: Riverside, Fresno, and Yolo counties
- Prioritization of measurable program goals via electronic format until 9/7/09

List serve:

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