CALL TO ORDER / ROLL CALL:
1. Chair Yaroslavsky called the meeting to order at 1:46 pm.

CONSENT CALENDAR: (Items 2 – 3)
   M/S (Marv Southard / Corina Villaraigosa)  
   APPROVED AS RECOMMENDED
3. Approval of Monthly Financials  
   M/S (Carolyn Wilder / Jonathan Fielding)  
   APPROVED AS RECOMMENDED
**COMMISSION**: (Items 4 - 10)

4. Announcements by the Commission Chair

**RECEIVED**

In addition general announcements, Chair Yaroslavsky announced his appointment of Corina Villaraigosa as the Chair of the Public Affairs Committee.

5. Executive Director's Report

**RECEIVED AND FILED**

In addition to the written report, Executive Director Martinez reported on the following Commission-related issues:

- **Telly Awards**: First 5 LA won three 2007 Telly Awards, which recognize outstanding local, regional and cable television commercials, as well as programming and film and video productions. Awards were won for two *Good Beginnings* segments on temper tantrums and premature births. A third award was won for the 2006 Fall media campaign.

- **LAUP Sustainability Plan**: Pursuant to the motion made by Commissioner Kaufman at the June 14th Commission meeting, the LAUP Sustainability Plan was submitted to First 5 LA by the September 14th deadline. Staff has begun a review process of the LAUP Sustainability Plan. Given the short two-week window for the review process, the LAUP Sustainability Plan will be placed on the October Commission agenda as information item with a formal recommendation being made at the November Commission meeting.

Chair Yaroslavsky would like the discussion to be structured and focus with the intent of making a decision in November. Chair Yaroslavsky also clarified the apparent incorrect impression by LAUP that First 5 LA was trying to put them out of business. Chair Yaroslavsky commented that he would like for the issues to be addressed by both organizations in professional manner.

Executive Director Martinez commented that First 5 LA staff would be meeting with the First 5 LA Sustainability Workgroup and the essence of the discussion in October will be determined by the guidance provided by those Commissioners who are members of the workgroup.

Chair Yaroslavsky suggested that macro-issues be the focus of the discussion in October rather than the micro-issues.

Commissioner Williams asked who were the members of the First 5 LA Sustainability Workgroup. Executive Director responded that Commissioners Kaufman, Stockwell, Boeckmann and Au were the members of the workgroup.
6. Approval of the Oral Health Community (OHCD) Project with an Allocation Not-to-Exceed $20 Million from the Projected Unallocated Balance Including a Revision of the First 5 LA’s Next Five Strategic Plan (FY 2004-2009) to Add Additional Oral Health Objectives and Authorization for Staff to Proceed with the Implementation of the OHCD Project

Director Nuno reported that in response to the board’s direction, staff researched and developed the Oral Health Community Development (OHCD) Project as an approach for First 5 LA to fund a community water fluoridation effort that builds on existing community water fluoridation leveraging opportunities. The proposed Project will optimize concurrent fluoridation efforts by the Metropolitan Water District (MWD) to further increase the supply of optimally fluoridated water in LA County. Thus, the OHCD Project is a $20 million plan that will be launched in Fall 2007. The Project comprises an investment in water fluoridation infrastructure projects, related public education activities, and internal implementation support which also includes consideration of the level of resources needed to successfully carry out all aspects of the Project (for example, resources include an expert water design consultant, a Strategic Implementation Workgroup, and an interdepartmental staff team to oversee all aspects of this endeavor). The OHCD Project activities are one-time costs and will be implemented annually on a competitive, first-come-first-serve basis over the course of three years; and eligible applicants have to demonstrate how they will leverage this investment. First 5 LA will establish incremental funding cycles to enable water agencies time to strengthen their level of readiness to apply for funding. The OHCD Project is detailed further in the attachment titled Oral Health Community Development Project.

Various strategies exist to fund community water fluoridation such as infrastructure equipment, operations and maintenance, public education, and data collection. Staff conducted extensive literature review; local and national research; interviews with public and private funders of community water fluoridation projects, including other First 5 Commissions; and discussions with local, state, and national experts from foundations, research institutions, universities, community-based organizations, and county departments who specialize in oral health and community water fluoridation efforts. Staff also reviewed and considered First 5 LA’s previous commitments to oral health to ensure proposed activities maximize the Commission’s investments including evaluation activities.

This new investment requires a revision to First 5 LA’s Next Five Strategic Plan (FY 2004-2009) in order to include additional oral health objectives related specifically to a water fluoridation investment. The First 5 California Commission will be notified of this revision to First 5 LA’s strategic plan following board approval.

This is a timely and appropriate investment for the Commission because water fluoridation would have positive health benefits for children from the prenatal stage through age 5. Proposition 10 mandates that Commission funds be used to support activities that promote the health and welfare of children from the prenatal stage through age 5. Furthermore, as is noted in First 5 LA’s Next Five Strategic Plan (FY 2004-2009), the Commission’s funds may include support for activities that also would positively affect the families of children from the prenatal stage through age 5.

Commissioner Tilton asked for an authoritative response to the supplemental materials from the Environmental Working Group that were distributed to Commissioners. The expert panelists commented that the Environmental Working Group is not a scientific group but rather an advocacy group who is commenting on their interpretation of the National
Resource Council Report. The National Resource Council Report did not focus on water fluoridation but rather on the maximum allowable level of fluoride in the fluoridation water supplies. The CDC’s recommendation remains the same in that community water fluoridation is safe and effective for preventing tooth decay.

Chair Yaroslavsky commented that this was a huge investment in oral health. He also commented that the leveraging of resources in the project was also positive. Chair Yaroslavsky congratulated the staff for a job well done within a very short and tight timeline.

Commissioner Fielding commented that this was one of the best staff reports he had seen during his tenure as Commissioner. The report identified timelines, milestones and all other items needed to make intelligent decisions.

M/S (Marv Southard / Jonathan Fielding) APPROVED AS RECOMMENDED

7. Prenatal Through Three Focus Area: Approval of Funds Not-to-Exceed $19,454,146 to Launch (1) the First of Five Demonstration Communities, (2) the Early Implementation of the Family Engagement Strategy, (3) the Data System and Research and Development Activities and Implement Related Building Blocks, (4) Workforce Development, and (5) the Design and Early Implementation of a Comprehensive Sustainability Roadmap

Director Nuno reported that the Prenatal through Three Focus Area model, aimed at optimizing early developmental environments, is innovative and was created to ensure integration of family-, community- and organizational-strengthening strategies with the flexibility required to be successful within the context of the diverse communities found within Los Angeles County. Further, the model builds on lessons learned from previous First 5 LA investments, as well as best practices in similar types of investments and various fields. For this reason the P-3 Focus Area cannot be characterized as a discreet research-based model that can be readily diffused. In order to expand the P-3 model to countywide scale, significant continuous quality improvement activities will need to be undertaken. Lessons learned, procedure and protocol testing and refinements will begin in a pilot format in a single community, followed with an overlapping demonstration timeline encompassing four additional communities for a total of five.

Demonstration of the P-3 model will provide the necessary context to implement leveraging strategies and scale up all activities within the focus area. First 5 LA will continue to build on the relationships that it has developed with potential partners, as well as expand the number of partnerships to invest in both countywide and local strategies within the model. Simultaneous to implementation of the family-, community- and organizational-level activities the Commission will continue to identify potential partners, build relationships and develop targets and strategies for sustainability. These activities will ensure that the Commission will be prepared to garner greater investment in the Focus Area upon effective demonstration of the strategies, as well as to respond to timely opportunities to build partnerships, address policy issues and/or leverage resources.

The areas of capacity addressed in the Prenatal through Three Focus Area all have unique effects on the sustainability of the model. Workforce development is a foundational area within this context. There is a broad range of types of professionals that contribute to the well-being of young children and the environments in which they can be found. This building block seeks to create and/or enhance individual knowledge, skills and attitudes that
lead to behavior changes resulting in higher quality work and/or an increased level of social or fiscal investment in the population and best practices for serving the population. Research and in-depth interviews conducted by the staff/contractor team have found that professionals within these fields with unique competencies related to early childhood development improve these environments and/or increase the quality of their services to families and children. Expanding and/or enhancing these skills among a broader group of these key professionals will increase long-term investment in strategies that benefit this population and contribute to the identified outcomes. In addition this work will directly benefit the implementation of the model within the demonstration communities. It is key to note that workforce development activities must target professionals with the capacity to deliver culturally competent and linguistically appropriate supports, services and activities.

The sustainability and workforce building block allocations being considered for approval will be followed in 2008 by allocations in the areas of Data Infrastructure, Leadership and Training & Technical Assistance. Further, these areas of implementation will parallel ongoing policy activities through the Commission’s Policy Agenda, as well as the P-3 Countywide Policy Agenda. Staff will return to the board to seek approval for four additional demonstration communities in January/February 2008. Future approvals will include countywide strategies for improving use of built environments, comprehensive data systems, training, technical assistance, additional organizational- and community-development strategies and evaluation. Further, the Communications Plan is currently in early implementation, beginning with activities related to naming and branding the strategies funded through this investment. The new name for the Baby Zone Approach is expected to be selected by November 2007 followed by exploration of branding strategies. All aspects of the Focus Area require careful attention to deliberate integration, maintaining the integrity of the model as designed and continued guidance towards reaching desired objective and outcomes.

The Commission is poised to take a unique role in achieving its vision and desired results for the focus area. Historically, this role has been fulfilled for First 5 LA by investing in partnering entities. In order to ensure successful implementation staff will now maintain a level of involvement that will allow the Commission to be fully informed regarding operational issues. Due to the complex and far-reaching nature of this investment, additional First 5 LA staff will be required in order for First 5 LA to successfully and effectively maintain a lead role in administering most aspects of the Focus Area.

Following the presentation, Commissioner Au read the following statement from Commissioner Kaufman who was not present at the meeting:

*I'm sorry I can't be at the meeting today, but a business trip took me out of the city.*

*Today's Board item for Prenatal through Three is an important landmark as we are requesting approval to begin dispersing Prenatal through Three funds. This has been a long time in coming and today's request represents the good work of staff, consultants and liaisons.*

*We, the Liaisons, have worked closely with the staff to design a coherent and doable vision and decide upon specific community level strategies that will make a real difference in the lives of young children and their families.*
Today's request starts us down what I believe is an important and effective path to improve the variety of environments in which children and their families live, learn, work, worship and play.

Specifically this request for funding approval will support:

A direct service component with the implementation of the Family Engagement Strategy; and, our much anticipated first Demonstration Community (formerly called the baby zone).

Staff will come back to the Commission in the near future to ask us for approval for other components of the model.

I ask you to consider approving their well thought out proposal.

Commissioner Fielding commended the staff for the progress made and felt encouraged by how the timeline was modified. Commissioner Fielding commented that as a Liaison to the workgroup, he was able to learn things. In addition, Commissioner Fielding was excited to see collaborative efforts with the LA Best Babies Network which works with a number of communities.

Commissioner Fielding also commented that he was excited about the leveraging opportunities through the Healthy Births Initiative.

Commissioner Fielding commented that he would find it helpful to see a layout of all the milestones along with a timeline showing how those related. While he did support the approval of this item, he suggested the approval of the item with the condition that the details of such milestones and timeline be brought back to the Operations Committee or the full Board of Commissioners.

The $13 million is designated for the first of the demonstration communities. Of these $13 million, approximately $12 million is for staffing. Commissioner Fielding commented that it would be helpful to see the staffing pattern outlining funding and leveraging details.

Commissioner Fielding also inquired about the low proposed number of serving 200 pregnant women out of the estimated 5,700 pregnant women in the demonstration. While Commissioner Fielding did not expect answers to his inquiries, he did state that he needed to raise these question and perhaps have them answered either at the Operations Committee or back at a Commission meeting.

Concerning the Family Engagement Pilot that will be simultaneously administered along with the first demonstration community, almost 50% of the funds are dedicated to family engagement. Commissioner Fielding wanted to know how this funding was going to be used during the implementation of the demonstration community.

Commissioner Au commented that this discussion took place in the workgroup meeting and believed that the Commission move forward on this venture carefully since lessons learned have showed that the Commission should not invest a large amount of revenue in a program that has not been fully tested.
Commissioner Au commented that she appreciated the modulated approach. This is a very ambitious project, doing business differently with a great amount of experimentation with many unknown variables. The approach that is being taken was based on the understanding that the five demonstration sites were part of a pilot that would afford the opportunity for further fine tuning.

Commissioner Fielding commented that his recollection of the conversations was the notion of universal family engagement. His understanding was that this was a critical component of the demonstration sites and it would be done in a disciplined process in a number of other communities rather than in the one broad area.

Commissioner Southard asked Commissioner Fielding if he was suggesting an alternate investment on top of the proposed investment before Commission.

Commissioner Fielding responded in the affirmative so that universal family engagement can be placed in communities throughout Los Angeles County which otherwise could take up to five years before the strategy reach out to them. Commissioner Fielding also commented that the incremental value is consistent with healthy babies. Commissioner Southard commented that this alternate investment could come back to the Commission at a later time.

Chair Yaroslavsky asked for clarification on Commissioner Fielding’s suggestion. Commissioner Fielding clarified his proposal and stated that he was suggesting that staff come back with a proposal to expand universal family engagement to a limited number of communities as a complement to the proposal before the Commission.

Chair Yaroslavsky asked Commissioner Fielding how much more funding was being asked in addition to the $13 million to include additional communities. Commissioner Fielding commented that it would be $3 to $5 million more from the total allocation of $125 million per the strategic plan. This would accelerate the wonderful opportunity of a high-risk, high-reward community that could be taken advantaged of. Through the funding of additional communities, medium-risk, medium-reward communities could benefit with oral health, development and literacy.

Director Nuno suggested taking this issue back to the Liaisons Workgroup for further discussion.

Commissioner Tilton asked that she would have a better understanding of the proposal if she knew what the pilot community was and how it was to be selected. There seemed to be many general concepts with few specific details.

Commissioner McCroskey commented that she need more definition what was going to be evaluated as part of the demonstration communities.

Commissioner Stockwell commented that she was excited about the sustainability component being included from the beginning and at the community-level. Commissioner Stockwell commented that pilot projects were very important to the future determination of whether a project is to move forward. Although is available for additional components, this does not necessarily mean that the funding should be spent. Commissioner Stockwell further commented that there should be a gradual phasing in of new components.
Commissioner Williams asked for clarification on the target population of the LA Best Babies Network. Commissioner Williams also commented that she considered the pilot demonstration project to be significant and that staff had provided a good overview of the project. In her opinion, allocating 20% or less of $19 million was not inappropriate because a specific breakdown was given on how the funding was going to be spent.

Commissioner Williams also reminded the rest of the Commissioners that a vote should be taken on the proposal before the Commission and that further discussions should be done at the Liaisons Workgroup to determine what other components could potentially be added.

Chair Yaroslavsky clarified that his understanding of Commissioner Fielding’s suggestion was that the Commission move forward with this item and the supplemental piece he proposed.

Commissioner Williams commented that she was not in disagreement with Commissioner Fielding. However, the recommendation before the Commission is different from what he was suggesting. In her view, such suggestion should go back to the Liaisons Workgroup for further discussion.

Commissioner Fielding moved the approval of the item with the condition that the details of the milestones, accomplishments, and evaluation be brought back to the Operations Committee for approval as opposed to coming back to the full Board of Commissioners since the three Liaisons are members of the Operations Committee. In order to not set precedent about Liaisons having final approval, staff should come back in November with a proposal of about $5 million to expand the family engagement to additional areas.

Commissioner Au stated that she was not comfortable with the $5 million expansion being proposed by Commissioner Fielding without some in-depth conversations with Liaisons and Commissioner Kaufman’s participation. Commissioner Au was supportive of approval the item with the condition that the details of the milestones, accomplishments, and evaluation be brought back to the Commission.

Commissioner Fielding stated that conversations have taken place and that the $5 million was a small amount but yet reasonable to expand to other communities. The Liaisons can have discussions but this is a broader decision that needs to be made by the Board of Commissioners. This is a way of jump starting the family engagement strategy.

Commissioner Au stated that part of her concern was that this was a new venture where capacity was being built by First 5 LA to execute. Before moving forward with an additional $5 million, Commissioner Au would like to know the impact of such capacity building within First 5 LA. She commented that she would have liked this level of conversation at the Liaisons Workgroup meetings.

Commissioner Fielding said that the expansion could be done internally by First 5 LA staff or through an outside contractor. Commissioner Fielding clarified that he was not placing any pre-conditions upon staff for carrying out this expansion component and suggested that staff return in November with a proposal.

Chair Yaroslavsky clarified that the $5 million figure was a number that Commissioner Fielding used as an example, not necessarily a binding figure. The proposal that staff is to return with in November could be for an amount up to $5 million.
Commissioner Stockwell commented that she would have trouble supporting this amended motion and would prefer that a vote be taken on the current proposal with future recommendations on Commissioner Fielding’s suggestion. Commissioner Stockwell also inquired how the three Liaisons were also members of the Operations Committee. In her view, full participation by the Commissioners was lacking.

Chair Yaroslavsky suggested that this issue be brought back to the full Board of Commissioners rather than to the Operations Committee.

Commissioner Williams suggested that the two concepts be separated since the additional component suggested by Commissioner Fielding added to the original staff recommendation.

Chair Yaroslavsky clarified that Commissioner Fielding was making an amendment to the motion which is procedural appropriate. Commissioner Fielding’s suggestion is supplementary to the original staff recommendation.

The only decision being made is based on the staff recommendation whereas the supplemental motion by Commissioner Fielding is asking for staff to come back with a report on how, if feasible, the expansion of the community engagement strategy can happen. There is no commitment to Commissioner Fielding’s supplemental motion. The decision on the supplemental motion proposed by Commissioner Fielding will be made when staff comes back with their report in November or when staff is ready to come back.

ROLL CALL VOTE OF AMENDMENT PRESENTED BY COMMISSIONER FIELDING:

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<thead>
<tr>
<th>Name</th>
<th>Vote</th>
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<tbody>
<tr>
<td>Nancy Au</td>
<td>Yes</td>
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<tr>
<td>Jane Boeckmann</td>
<td>(Not Present)</td>
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<tr>
<td>Jonathan Fielding</td>
<td>Yes</td>
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<tr>
<td>Neal Kaufman</td>
<td>(Not Present)</td>
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<tr>
<td>Marv Southard</td>
<td>(Not Present)</td>
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<tr>
<td>Angie Stockwell</td>
<td>No</td>
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<td>Corina Villaraigosa</td>
<td>Yes</td>
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<tr>
<td>Carolyn Wilder</td>
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<td>Zev Yaroslavsky</td>
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(Amendment to original motion approved)

Based the passage of the amendment to the original motion, Chair Yaroslavsky asked for approval of the original staff recommendation with the newly approved amendment proposed by Commissioner Fielding.

M/S (Jonathan Fielding / Carolyn Wilder) APPROVED AS AMENDED

8. Approval of the First 5 LA Public Policy Agenda to Support the Commission’s Next Five Strategic Plan and Related Criteria to Prioritize Activities

The Public Policy Agenda builds upon the historic and ongoing policy efforts of the Commission. It is critical that the Commission identifies the policy direction and priorities through the articulation of a policy agenda. The goal of policy change is to achieve First 5
LA's mission by identifying and removing barriers and identifying opportunities for enacting policies to do so.

In order to achieve the Commission's vision, staff is proposing a broad, balanced public policy agenda. This is an ambitious, pro-active portfolio. First 5 LA's investment in policy complements its strategic plan goals, values, crosscutting approaches, investments, as well as community partners' focus on an array of issues important to the health and well-being of young children and their families. The Public Policy Agenda is framed by, and the policy items in the agenda directly correlate to, the Next Five Strategic Plan goals and objectives (see attached).

The Public Policy Agenda incorporates and builds upon the components of its investments. For example, the Prenatal through Three Workforce Development Building Block is reflected in the workforce development policy goal in the policy agenda. Another example relates to complementary methodologies. The Public Policy Agenda is designed to work in concert with the civic engagement and policy capacity strengthening aspects of Cross-Cutting Approaches by engaging stakeholders, strengthening coalitions and using data for action.

It is also noteworthy that this First 5 LA Public Policy Agenda was built upon work completed for the Prenatal through Three Focus Area. The Prenatal through Three staff and consultants from ZERO TO THREE developed a draft policy agenda for the Focus Area that included research on key federal, state, and local policy issues, key informant interviews with community leaders, and three facilitated Prenatal through Three Policy Roundtables. This process included a Joint Planning Committee Meeting, presentations to the Prenatal through Three Liaisons, and several presentations to the Board of Commissioners.

Building on this foundation, the Policy Department expanded the above research and public input to craft a document that reflects and reinforces the full spectrum of the Commission's Next Five Strategic Plan for prenatal to five year olds, their families, and communities. Contributions were sought from First 5 LA Commissioners, workgroups of the Prenatal through Three Policy Roundtable, through facilitated dialogue at a First 5 LA Joint Planning Committee in 2007, and individual meetings with key County officials, foundation leaders, grantees, policy experts, leading advocacy groups, and other stakeholders. The Public Policy Agenda is informed by national trends, actions in other First 5 Commissions and states, First 5 LA's Community and Research Partnerships, and other research on the impact of policies related to children prenatal to five and their families.

M/S (Nancy Au / Carolyn Wilder) APPROVED AS RECOMMENDED

9. UPDATE: Healthy Kids Program Evaluation

Ian Hill, Principal Research Associate at The Urban Institute and Project Director for the Healthy Kids Evaluation, presented findings from the second wave of survey data (collected from May 2006 to January 2007). Based on analysis of this data, Hill and his associates have found substantial positive impacts on access to care; use of specialty and dental care services; unmet need for ambulatory, preventive, specialty and dental services; and parent confidence in getting care, satisfaction with quality of care, and reduced financial worries. Most important, the health of young children enrolled in the program has been shown to improve in the year after they enrolled in the program across several measures, according to
their parents. This suggests that Healthy Kids has improved the prospects of success for these young children as they approach school age. Challenges to the sustainability of the program will also be discussed, such as dual coverage for some children and the impact of enrollment caps for children 6-18 on younger siblings’ participation in Healthy Kids, as well as legislative efforts at the state level to provide coverage for this population.

10. Public Comment

   Maria Veloz, LAUP
   Marjorie Stocks, CDAF

ADJOURNMENT

The meeting adjourned at 4:53 pm.

The next Commission meeting is scheduled for:

   October 11, 2007 at 1:30 p.m.
   Multi-Purpose Room
   750 N. Alameda Street
   Los Angeles, CA  90012

Meeting minutes recorded by Maria Romero.