CALL TO ORDER / ROLL CALL:

1. Commissioner Au (Vice Chair) called the meeting to order at 1:44 pm.

CONSENT CALENDAR: (Items 2 – 3)

   
   M/S (John Hatakeyama / Corina Villaraigosa) APPROVED AS RECOMMENDED

3. Approval of Monthly Financials
   
   M/S (Carolyn Wilder / John Hatakeyama) APPROVED AS RECOMMENDED
COMMISSION: (Items 4-15)

4. Announcements by the Commission Chair

RECEIVED

5. Presentation of Plaque

Commissioner Au presented a plaque and scroll to Commissioner Hatakeyama memorializing his service with the First 5 LA Board of Commissioners and honoring his lifelong dedication and hard work on behalf of children and families of Los Angeles County.

Commissioner Au stated that Commissioner Hatakeyama has served on the Commission since 2002. Through his work for the County and other health organizations, he has served the children and families of Los Angeles County with passion and dignity for more than 30 years.

6. Executive Director’s Report

RECEIVED AND FILED

Executive Director Martinez highlighted the following Commission-related issues from her written report:

- **New Addition to the “First 5 LA” Family:** Executive Director Martinez announced that Yolanda Bosch, Director of Contracts & Legal Compliance, had successfully adopted two children. The hearing was held earlier in the morning at Edelman Children’s Court.

- **First 5 LA & KTTV FOX 11 Collaboration:** First 5 LA and KTTV FOX 11’s weekly series: "Good Beginnings," which focuses on child health, safety, and early learning has been a huge success. Recent segments have included tips on child safety restraints, ensuring kids are kindergarten-ready, healthy snacks to help kids stay fit, early identification of autism, breastfeeding, and water safety for young children. The Spanish-language station, Univision, is considering a partnership with First 5 LA for a similar project.

7. Approval of the Three-Month Contract Extension for Coachman-Moore and Associates for an Amount Not-to-Exceed $300,000

M/S (John Hatakeyama / Jane Boeckmann) APPROVED AS RECOMMENDED

8. Approval of the Revised Evaluation and Accountability Framework and the Allocation of up to $1.5 Million from Evaluation Funds for Design and Pilot Phase of Placed-Based Evaluation

This agenda action item was continued to the next Commission meeting scheduled for October 12, 2006.
9. Approval of the Sunsetting of the New Schools/Better Neighborhoods (NS/BN) Strategic Partnership with a No-Cost Extension for an Additional Two and a Half Months Beginning October 1, 2006 and Ending December 15, 2006

This agenda action item was continued to the next Commission meeting scheduled for October 12, 2006.

Since the current contract had a termination date of September 30, 2006, the Board of Commissioners authorized Executive Director Martinez to release funding for this strategic partnership for expenditures and costs incurred up to October 12, 2006.

10. Approval of Funding for a One-Year Continuation of EMT Associates’ External Evaluation of the First 5 LA Parent Helpline in the Amount Not-to-Exceed $350,000 from Evaluation Funds

Director Jimenez stated that the First 5 LA Parent Helpline is intended to serve as First 5 LA’s primary contact point for the public and as the main form of support for the Commission’s various marketing and community outreach campaigns. Given this prominent role in First 5 LA’s activities, it is particularly important to conduct intensive evaluation and quality assurance activities, as well as collecting service provision data, to collectively inform the Commission as to whether the helpline is serving its intended purpose. EMT’s activities are central to the evaluation of this service.

M/S (Neal Kaufman / Jane Boeckmann)  APPROVED AS RECOMMENDED

11. Approval of Authorization to Destroy Records Pursuant to the Records Retention Policy of the Commission

State law requires public agencies to retain all records of the agency for a minimum of two years, and then permits the destruction of obsolete records pursuant to a written records retention schedule. In many cases certain specified records, such as the minutes and agendas of the agency, records relating to real property, and personnel records, must be retained for longer periods, or even permanently. An efficient records retention and destruction system, in compliance with applicable law, is essential to the operation of the organization since records are expensive and cumbersome to maintain when they are past their useful life. The Commission has previously adopted a records retention schedule in compliance with applicable law. Prior to the destruction of any record, the policy and State law require the approval of Legal Counsel, the Executive Director and the Commission.

The destruction of the 97 boxes of Commission records in compliance with the Commission’s Records Retention Policy is being recommended to the Board of Commissioners.

M/S (Neal Kaufman / Corina Villaraigosa)  APPROVED AS RECOMMENDED
12. PRESENTATION: First 5 LA Public Education Campaign

On September 8, 2005, the Board of Commissioners approved the 2005-2006 Public Affairs Plan. The primary objective of that plan is, “to ensure the success of First 5 LA Initiatives.” Other objectives include:

- Improve Initiative Outcomes through Social Marketing strategies
- Position First 5 LA as the authority on early childhood health and development in LA County
- Support Grantees through building Communications Capacity
- Develop specific policy guidelines to execute Advocacy Strategy outlined in our Strategic Plan

After more than a year of research and planning that involved the selection of a marketing/communications agency partner, last week First 5 LA launched a targeted, multi-media campaign focusing on health, nutrition, exercise and oral health messages. Our PSA’s and print ads will run on selected television and radio stations and newspapers identified as preferred media by our primary audiences. Those primary target audiences include Latino, African-American and Asian (Korean & Chinese) parents and caregivers. Our Call-to-Action is “find out more about health insurance for your children,” and respondents will be directed to our call center (888-FIRST5-LA). This campaign, supported by the budget approved by Commissioners as part of the 2005-2006 Public Affairs Plan, will run through the end of this November.

13. PRESENTATION: Department of Mental Health Activities and Investments for Children Ages Prenatal to Five Years

Sam Chan, Ilda Rueda De Leon, and Laura Lee from the Department of Mental Health, provided the Board of Commissioners with information regarding the DMH’s activities and investments for children 0-5. The presentation focused, in part, on the sizeable SAMHSA grant the department has received to provide integrated services to children ages 0-5 and their families in a targeted area of the county who are either in the child welfare system or are at risk of entering the system and who have serious emotional or behavioral problems.

The presentation provided information on the following DMH components:

- The ICARE Network was formed in 1999 and supported by a grant from the California State First 5 Commission through the State Department of Mental Health’s Infant, Preschool and Family Mental Health Initiative. This funding enabled DMH to coordinate training for numerous mental health and non-mental health agencies in Los Angeles County. In order to improve service delivery and capacity to children ages 0-5 and their families, technical assistance was also provided to at least twenty volunteer mental health agencies through the “Centers of Excellence”-a network of six agencies with established reputations for their “best practices” and expertise in the field of Infant and Early Childhood Mental Health. Many local and national experts have subsequently provided ongoing training to the participating mental health agencies known as “Pioneer Providers.” Since its inception, the ICARE Network has expanded well beyond the original group of about thirty county-contracted mental health service
provider agencies. It now consists of over 200 mental health providers and early care and education collaborative partners.

- **Project ABC (About Building Connections)** for Young Children & Families provides comprehensive mental health services to families with young children, ages birth to five, who are either in or at risk of entry into the child welfare system, who have a serious emotional or behavioral problem, and who reside in SPA 4 (which annually receives over 5,600 child abuse and neglect referrals of children ages birth to five). Approximately 500 young children and families will be enrolled during this 6-year program funded, in part, by a $9 million cooperative agreement with SAMHSA. In addition to providing core mental health services, the project will identify and coordinate a broad array of community-based services including primary care, nutrition, early developmental education and child care services, family support, family mental health, and substance abuse treatment services. Strength-based, individualized service plans will be developed by an interagency Care Team, led by DMH in collaboration with DCFS, Children’s Institute Inc., and Childrens Hospital Los Angeles. Interagency collaboration, increased community capacity, and responsive child and family services and supports will be hallmarks of this family-driven project. The first year of Project ABC has focused on: establishing and convening an Operations Committee, a Governance Board, an Administrative Team, and a Clinical Team; developing and refining a project logic model, training materials and technical assistance plans, and a social marketing campaign; creating and convening a Clinical Network and System Integration Plan (including formal interagency collaboration plans); describing the current system (baseline), identifying system change goals, and developing a plan for coordination with local, state and federal initiatives. Project ABC also serves as a model prevention and early intervention program designed to serve the needs of this population and can eventually be replicated in other SPAs while having great potential to leverage system/policy transformation.

- The **Young Mothers and Babies Wellness Project** provides comprehensive mental health services for pregnant and parenting young women and their infants or toddlers residing in SPA 7. Priority is given to young mothers who currently: are under the supervision of DCFS or Probation (including emancipating youth); are in psychiatric care, exhibiting serious mental health symptoms or have had a previous psychiatric hospital admission; have a co-occurring substance abuse disorder; have an infant or toddler at risk for out-of-home placement; and/ or are homeless. The Project will provide evidence-based mental health treatment to help young mothers recover from mental illness. It will also create an environment of active support and education that is dedicated to establishing safe, nurturing and responsive relationships between mothers and their young children.

14. **UPDATE: KCEd Second Season**

Al Jerome, President & CEO of KCET, presented Executive Director Martinez with the prestigious Peabody Award for the series *A Place of Our Own* and *Los Niños en Su Casa*.

In the inaugural season, KCET's goal was to establish a curriculum for the series and address a wide variety of topics in order to build audience interest. This led to a menu of
programs that covered many subjects, from literacy and early learning skills, to positive
discipline and social emotional development, but precluded depth of coverage in any one
area.

For Season 2, under the direction of a Circle of Advisors (on which First 5 LA maintains
two seats), KCET focused the program topics on selected areas: children with special
needs, health and safety, family literacy, and child development (Ages & Stages). At the
recommendation of First 5 LA and First 5 California commissioners in last year’s
proposal meetings, KCET widened its target audience to include parents, and actively
included parents in the series and workshops. This year, every panel featured a parent,
as well as license-exempt/FFN provider, frequently a grandparent. Workshop organizers
have also actively targeted parent participation.

In order to assess program effectiveness, KCET is currently conducting the Season 2
Impact Study to test any changes in audience attitude, knowledge and behavior based on
viewership of the series. Participants in the study include both English and Spanish
speaking parents, license-exempt/FFN and licensed family child-care providers.
Participants answer phone surveys before viewing programs to determine their existing
child care practices and knowledge, view sets of programs, and participate in a post-
viewing survey to measure changes in their knowledge or attitudes.

In Season 2, KCET continued using community outreach workshops and developed four
additional models: Storytelling, Working with Children with Special Needs, Health and
Nutrition (obesity), and Media Literacy. Community Outreach Workshops are clearly
reaching the targeted population. Popular demand resulted in the stations and local
partners scheduling over 300 workshops throughout the state. This is an increase of 50%
from the 200 workshops hosted in Season 1.

A large percentage of workshops are hosted by KCET’s returning partners, who are
hosting even more workshops than last year. To date, 110 workshops, reaching over
1,800 parents and child care providers and an estimated 11,700 children, have been
hosted in Los Angeles County. An additional 45 workshops for Los Angeles County have
been scheduled through September. Season 2 workshops show that 58 percent of
participants self-reported as having an educational level of a high school degree or less;
25 percent of participants are African American, 47 percent are Latino; and 77 percent
of participants earn less than $34,000 annually.

KCET has offered a “media bank” for First 5 LA promotional spots during Season 2.
These spots are to be broadcast on KCET in time periods other than where A Place of
Our Own and Los Niños en Su Casa are carried, scattered throughout the daytime,
primetime and weekend broadcast schedules. This gives First 5 LA additional television
exposure to send its message to a proportionately different audience. The spots began
their scheduled run in May, following a schedule proposed by First 5 LA’s agency the
Hershey Group. Through the end of June, these spots have run 140 times, an average of
25 times per week. They have been scheduled around such popular children’s programs
as Mr. Roger’s Neighborhood, Teletubbies and Clifford, as well as adult programs such
as Frontline and California Connected. The spot schedule will resume with First 5 LA’s
new spots, currently in production.

During Season 2, the series was once again shaped by input from the Circle of Advisors,
who helped producers build topics for all programs in the second season before
production began. In April 2006, at the conclusion of production, the Circle of Advisors met again. They gave KCET a ringing endorsement for a successful second season, with particular congratulations for including parents in the program focus, and attracting a FFN audience regularly. The advisors also began planning for program topics for Season 3, with special attention to be paid to children from birth to 3, as well as more topics relating to family issues.

*A Place of Our Own* and *Los Niños en Su Casa* and the supporting workshops and websites are designed to improve school-readiness in young children by providing access to information and resources in early childhood development to parents and informal child care providers who may not otherwise seek training. This project is a natural complement to so many of the other projects funded by First 5 LA, from the many family child care centers and R&R agencies who use the materials to the LA Connect hotline that benefits from promotion in daily broadcasts, to preparing very young children and families to be a part of LAUP. By informing parents and child care providers of everyday opportunities and resources in their home to build learning skills, identifying child development and health concerns, and promoting the messages of the importance of quality child care and the possibilities of learning during times that might otherwise be considered “babysitting,” *A Place of Our Own* and *Los Niños en Su Casa* seek to improve the quality of care and early learning for young children in California before they are ever considered for admission to preschool or formal education.

15. Public Comment

Liz Guerra, Family Literacy Support Network (FLSN)

**ADJOURNMENT**

The meeting adjourned at 4:37 pm.

The next Commission meeting is scheduled for:

October 12, 2006 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA  90012

Meeting minutes recorded by Maria Romero.