

Meeting of August 12, 2014 - 5:30-7:30 PM
601 Texas Street, Conference Room B, Fairfield, CA

CALL TO ORDER / SALUTE TO THE FLAG

- I. Closed Session** (10 min)
- A. Public Employee Appointment-Executive Director of Children and Families. (Government Code Section 54957.6.)
- II. Reconvene to Public Session**
- A. Report Action Taken in Closed Session (if applicable)
- III. Public Comment** **Information**
- This is the opportunity for members of the public to address the Commission on matters not listed on the Agenda that are otherwise within the subject matter jurisdiction of the Commission. Please submit a Speaker Card and limit your comments to 3 minutes.*
- IV. Consent Calendar** (5 min) **Action**
- A. Approve the Commission Meeting Agenda for August 12, 2014
B. Approve Minutes of the June 3, 2014 Commission Meeting
- V. Honor Christina Arrostituto** (15 min) **Action**
- A. Adopt and present Resolution #2014-04 honoring Christina Arrostituto for her 11 years of distinguished service to the First 5 Commission and Solano County's children aged 0-5, their families and communities
Jay Speck, Chair
- VI. Community Partner Presentation** (15 min) **Information**
- A. Receive a presentation on "e-cigarettes"
Annette Balter, Health Education Specialist, Solano County Health & Social Services
- VII. Committee Reports** (60 min) **Action**
- A. Systems and Policy Committee (Commissioner Crutison)
1. Consider a recommendation to implement a combined First 5 strategic planning and county-wide "Collective Impact" development process beginning in August 2014 and recommend funding of up to \$100,000 a year for three years (*Source of funding: Long Term Financial Plan*)
Megan Richards, Interim Executive Director, Dr. Lori Allio, Hatchuel Tabernik Associates Consultant, Debbi Davis, Help Me Grow Solano, and Susan Brutschy and staff, Applied Survey Research
- B. Program and Community Engagement Committee (Commissioner Niedziela)
1. Consider a recommendation to adopt the "First 5 Solano Social Media Business Operations Plan" as required by Solano County Social Media Policy
Ciara Gonsalves, Fund Development and Community Engagement Manager
- VIII. Executive Director's Report** (5 min) **Information**
- Megan Richards, Interim Executive Director*
- IX. Commissioner Remarks** (5 min) **Information**

Meeting of August 12, 2014 - 5:30-7:30 PM
601 Texas Street, Conference Room B, Fairfield, CA

X. Future Agenda Items, Meeting Time/Date/Location (5 min)

The next Commission meeting will be held on October 7, 2014 at 5:30 PM at 601 Texas Street, Fairfield. Future agenda items include: Strategic Planning; Committee Reports

ADJOURN

Vision: *All Solano County children are loved, healthy, confident, eager to learn, nurtured by their families, caregivers and communities.* **Mission:** *First 5 Solano Children and Families Commission creates and fosters programs and partnerships with community entities to promote, support and improve the lives of young children, their families and their communities.*

The First 5 Solano Children and Families Commission does not discriminate against persons with disabilities. If you require a disability-related modification or accommodation in order to participate in the meeting, please call (707) 784.1332 at least 24 hours in advance of the meeting to make arrangements. Non-confidential materials related to an item on this Agenda submitted to the Commission are available for public inspection at the First 5 Solano business office, 601 Texas Street, Suite 210, Fairfield, CA during normal business hours.

First 5 Solano Children and Families Commission

**Minutes of Meeting – Tuesday, June 3, 2014, 5:30 PM
601 Texas Street, Conference Room B, Fairfield, CA**

Attendance

Commissioners: Jay Speck, Aaron Crutison, Elise Crane, Erin Hannigan, Dan Ayala, Liz Niedziela, Stephan Betz, Marisela Barbosa

Staff/Public: Commission staff and 16 presenters/members of the public were present.

Call to Order

Chair Speck called the meeting to order at 5:32 PM.

I. Public Comment

No public comment.

II. Consent Calendar

A. Approve the Commission Meeting Agenda for June 3, 2014

B. Approve Minutes of the April 1, 2014 Commission Meeting

Moved: Commissioner Hannigan; Seconded: Commissioner Ayala

Vote: 8-0-0

Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Betz, Barbosa

Nay: None

Abstain: None

III. Presentations

A. Consider approval of Resolution #2014-02, honoring Dixon Family Services for 30 years of dedicated service

Commissioner Ayala presented the Resolution to Cookie Powell from Dixon Family Services and spoke about the great work that Dixon Family Services does in the Dixon community. Commissioners Betz, Crutison, and Speck also commended Dixon Family Services for the great work integrating services for the Dixon community and Cookie for her years of dedicated service.

Moved: Commissioner Ayala; Seconded: Commissioner Crutison

Vote: 8-0-0

Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Betz, Barbosa

Nay: None

Abstain: None

B. Consider approval of Resolution #2014-03, proclaiming June 2014 as “Child Safety Month”

Ciara Gonsalves, Policy and Fund Development Manager, presented the Resolution to Commission and highlighted the recent finding that 51% of calls to the California Poison

Control hotline for children ages 0-5 are for e-cigarette-related poisonings. Commissioner Hannigan commented that on June 10 the Board of Supervisors is hearing a revision of the Solano County smoking ordinance to include a ban of e-cigarettes on Solano County-owned property. Commissioner Hannigan invited anyone who is interested in the topic to attend.

Moved: Commissioner Ayala; Seconded: Commissioner Hannigan

Vote: 8-0-0

Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Betz, Barbosa

Nay: None

Abstain: None

Christina Arrostituto did a brief presentation on the CDA Cares event which took place in April. The event provided free dental care for many Solano County residents including 38 children ages 0-5 and dental education for over 1,500 parents. She presented the Commission with dental brochures that were produced by First 5 in association with Kaiser and Partnership HealthPlan on dental health services in Solano for young children. Christina also presented Chris Shipman, Health and Well-Being Manager, with some tokens of appreciation for being on the planning committee and participating in the event.

IV.

Award of Funding – Request

for Proposals #2014-04: Early Childhood Mental Health Services

A.

C

Consider approval of awards of funding of up to \$3,003,568 for the period September 1, 2014 – June 30, 2017 to the Partners for Early Access for Kids (PEAK) joint agency partners (Children’s Nurturing Project, Aldea Children’s and Family Services, Child Haven, EMQ FamiliesFirst, Solano Family and Children’s Services, and Youth and Family Services) in the amounts listed in the staff report, subject to the recommendations of the Review Panel as outlined in the staff report.

Chris Shipman, Health and Well-Being Manager, provided the background information regarding the funding allocation decisions previously made by the Commission as well as the Request for Proposal process. Chris noted that per the recommendations by the review panel this item is asking the Commission to deploy up to the maximum amount available for this project to the six grantees, but the amounts for each grantee may shift somewhat (but not exceed the total allocation) during the contract negotiation process so the program as a whole can address all of the review panel recommendations, including more stringent state requirements for services/outcomes than in previous MHSA funding cycles.

Commissioner Hannigan thanked staff for all of their hard work and including her on the process, as she learned a lot being a part of it. Commissioner Crutison asked if it was typical for the funding to be designated as a set amount for the collaborative and individual amounts as part of the contract negotiations. Christina Arrostituto responded that it is not typical, but due to the new guidelines that the Mental Health Services Act is required to follow, we need to be sure that all components of what they need to see in their plan are covered. We know that collectively all the partners will be able to provide these services, but services may need to be shifted between partners to ensure this coverage of services. In addition, we have checked with county counsel on the wording of this item and it is acceptable.

Moved: Commissioner Betz; Seconded: Commissioner Hannigan

Vote: 8-0-0

Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Betz, Barbosa

Nay: None

Abstain: None

V.

Committee Reports

A. Systems and Policy Committee

1. Consider recommending approval of a timeline and process for planning for FY2015/16 and beyond

Christina Arrostuto introduced Dr. Lori Allio from Hatchuel Tabernik and Associates. Dr. Allio has led the Commission through previous strategic planning processes and has been contracted to assist the Commission in decision-making regarding strategic planning, program investment, and long-term financial planning. Christina introduced the item and the different options and timelines available to the Commission, including the decision of whether or not to update the Commission's strategic plan and whether to, as an alternative, use Collective Impact (CI) as a model for a broader, community-wide process to develop a common agenda for young children. She suggested the Commissioners could think of this as an opportunity to embrace a new era in their organizational life cycle (they have been through a start-up era, a full-service era and are now entering a "legacy" era, as funds decline).

Dr. Allio further described the timeline options and what would be possible with each timeline, noting that the timeframe for a CI initiative would be equivalent to that of "Option C" in the choices for a traditional strategic planning process. Dr. Allio also gave a description of Collective Impact.

Commissioner Barbosa stated she though Collective Impact sounded like an interesting way to engage the community. Commissioner Hannigan stated she needed further information on how Collective Impact would fit within any of the options. Commissioner Betz compared Collective Impact to what is already happening in the Early Childhood Mental Health Collaborative where the partners were already working together toward a common goal. Commissioner Barbosa inquired as to whether the Commission could do their own strategic planning process and also participate in Collective Impact. Dr. Allio stated that may be a possibility. Commissioner Barbosa also inquired how old the data is on the previous strategic plan. Dr. Allio responded that it depends on the data point of how old the data is because some data is released more timely than other data, but that data is usually 1-3 years old based on available sources.

Commissioner Crutison clarified that the Committee only reviewed the timelines and the Committee was varied on what they thought the best timeline option was so they decided to bring it to the full Commission without a recommendation. He stated the Committee did not review the information on Collective Impact. Christina agreed and noted that the idea of offering a CI alternative had come up since the committee meeting.

The Commissioners discussed possible timeframes and activities for their next cycle. Several Commissioners noted that a majority of the current Commission was not in service yet when the last Strategic Plan Update was approved, even though that was only 18 months ago. Commissioner Betz additionally noted that a lot has changed since the Commission's last strategic planning, including Child Welfare Realignment,

Affordable Care Act, and Local Control Accountability Plans. After this discussion, Commissioners agreed that they prefer a timeframe for planning that aligns with Option C, with the understanding that this timeframe would require extending their current contracts for 12 months (through June 2016). Commissioners weren't sure if they preferred a traditional process or a CI initiative. Commissioner Crane noted that Collective Impact would fit with the "Funding the Next Generation" timeline and framework. Commissioners directed staff to return in August with both Option C and a more detailed outline of a CI initiative, including how their own strategic goals and funding priorities would be addressed through a CI process.

2. Consider deployment of up to \$30,000 to Children's Network of Solano County for the period July 1, 2014 - June 30, 2015 as a grant to support the activities of Funding the Next Generation Solano and direct the Executive Director/designee to serve as a member of Funding the Next Generation Solano

Christina Arrostuto introduced the item and described the efforts that Solano County partners have taken around "Funding the Next Generation Solano." The project aims to explore the feasibility of generating additional local resources in Solano County for children's services. A portion of these funds would be earmarked for First 5 Solano to mitigate the impact of its declining tobacco tax revenues. To that end, Children's Network is acting as the fiscal agent for an ad hoc planning group to conduct polling and other research as to what types of revenues might be optimal and which children's needs the community considers most critical. Some community partners have already pledged small amounts toward the poll. First 5 Solano's contribution would help fund an initial poll, with small additional amounts to Children's Network for coordination and administration.

Commissioner Hannigan asked if First 5 would be privy to the information gathered in the poll. Christina responded yes. Commissioner Hannigan also asked if we would be giving additional funding for the campaign itself. Christina responded no, once it was on the ballot, we would not and could not be a part of the process. Supporting research at this stage of the process is an allowable use of First 5 funds.

Alan Kerzin, Executive Director of Children's Network, stated during public comment that there was a lot of community support and collaboration around this initiative.

Moved: Commissioner Hannigan; Seconded: Commissioner Ayala

Vote: 8-0-0

Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Betz, Barbosa

Nay: None

Abstain: None

B. Program and Community Engagement Committee

1. Receive the First 5 Solano FY2012/13 Video Annual Report

Megan Richards, Deputy Director, introduced the Video Annual Report to the Community. She explained that, while Commission submits a written report to First 5 California as part of the requirements in the law, First 5 Solano also creates a more user-friendly report to the community. This year, we created a Video Annual Report in lieu of the written report, to better tell the First 5 story and to take advantage of social media, which is widely used by First 5's parents and providers. The video was

produced under the leadership of Cherelyn Ellington Hunt and features many of the programs that First 5 funds, as well as comments from Commissioners, staff, local providers and parents.

The Commission viewed the FY2012/13 Video Annual Report and all agreed is a great way to highlight the great work the Commission and its community partners are doing. The video will be on the First 5 Solano website tomorrow morning for the community to view.

2. **Accept the 3rd Quarter FY2013/14 Performance Report**

Christine Shipman introduced the item which reflects that most grantees are on target to meet their performance measures for FY2013/14 by the end of the Fiscal Year. One grantee, HSS/BabyFirst Solano is not meeting all their performance measures around the Healthy Families America portion of their grant. In accordance with the Commission's policy on contract compliance, this issue was discussed in detail at the Program and Community Engagement Committee. First 5 staff and the grantee will be revising the scope of work and some performance measures to better-reflect the requirements of the program, as well as drafting a Compliance Action Plan.

Commissioner Hannigan stated she thought the report was well-drafted and there was a thorough discussion of the BabyFirst Solano grant during Committee. She stated from what was presented, the original Performance Measures for Healthy Families America did not fit with the services the grantee is providing and how far along they were in implementing the evidence-based Healthy Families America program. She felt comfortable with staff taking the lead on revising the scope of work to be a better fit and keeping the Committee apprised of the progress.

During public comment, Nancy Calvo, Maternal, Child, and Adolescent Health Administrator representing BabyFirst Solano, stated she felt the Draft minutes of the Program and Community Engagement Committee did not reflect the 2-page report submitted by the grantee. In addition, she commented that a lot of work has been done to implement and maintain fidelity to the evidence-based home visiting program. The grantee and First 5 staff have an initial meeting set for June 13 to review the model and revise the scope of work. A HFA representative from the state will be available at that meeting to answer any questions regarding the model and outcomes. Lastly, Ms. Calvo handed out a flyer on Social Impact Bonds and encouraged the Commission to think about how First 5 may use these in the future.

Moved: Commissioner Hannigan; Seconded: Commissioner Barbosa

Vote: 8-0-0

Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Betz, Barbosa

Nay: None

Abstain: None

VI. **Executive Director's Report**

Christina Arrostuto gave her Executive Director's Report which highlighted Letters of Support that have been signed for SB 837 and 1123, as well as a letter of support for Children's Nurturing Project for an Autism Speaks grant.

Christina also mentioned a possible future partnership with Child Start, Inc. (Solano County's Head Start provider) that is in development regarding the vacant childcare space at 275 Beck Ave in Fairfield. (The County Administrator's Office would like to see that space continue as a childcare facility, and asked Ms. Arrostuto to explore ways to accomplish this.) Child Start is applying for Early Head Start (EHS) expansion funding to support this possible partnership. Child Start may be able to partner with First 5 to provide Head Start and Early Head Start services in that space. Christina will bring back more information for the Commission as it becomes available.

VII. Commissioner Remarks

Commissioner Barbosa commented that the Pre-K Business Champions EDC Breakfast was great and she really enjoyed it. Commissioner Barbosa also stated that the Latina Agenda is now open in Vallejo.

Commissioner Niedziela commented that she, too, enjoyed the Pre-K Business Champions EDC Breakfast and that Commissioner Hannigan was a great fund-raiser.

VIII. Future Agenda Items, Meeting Time/Date/Location

Future agenda items include: Community Partner Presentation on tobacco products; Committee Reports.

The next Commission meeting will be held on August 12, 2014 at 5:30 PM at 601 Texas Street, Fairfield.

Meeting adjourned: 7:10 PM

Approved: _____

Resolution No. 2014-04

RESOLUTION OF THE FIRST 5 SOLANO CHILDREN AND FAMILIES COMMISSION HONORING CHRISTINA ARROSTUTO FOR 11 YEARS OF SERVICE AS THE EXECUTIVE DIRECTOR OF FIRST 5 SOLANO

WHEREAS, First 5 Solano Children and Families Commission exists to foster and sustain effective programs and partnerships with the community to promote, support and improve the lives of young children, their families and their communities; and

WHEREAS, Christina Arrostuto, began her distinguished career in public service in 1977, as an Eligibility Worker I – Trainee in the Vallejo office of Solano County; and

WHEREAS, over the next two decades, she worked her way up through the ranks, helping residents across this diverse region gain access to a variety of safety net services, during which time she went back to school earning her bachelor and master degrees in public administration; and

WHEREAS, Christina made notable career achievements in several Bay Area Counties, including: heading up the Contra Costa Welfare Reform Planning Unit where she created one of California’s most comprehensive county plans for major change; serving as the Nevada County Social Services Director and led their major welfare reform efforts; and serving as the Deputy CAO for Children and Families in the Contra Costa County Administrator’s Office; and

WHEREAS, in early 2003, Christina became the Executive Director of First 5 Solano Children and Families Commission and had the rare opportunity to focus on and implement prevention and early intervention strategies in place of crisis management; and

WHEREAS, over the years, Christina led First 5 Solano from the start-up phase of building infrastructure, program implementation, and creating evaluation framework to a fully operational system of evidence-based programs, county-wide collaboration, and effective leveraging of First 5 dollars; and

WHEREAS, Christina has made First 5 Solano an integral player in the community for young children’s issues and has created a strong framework in which First 5 can build upon as it embarks on a legacy phase; and

WHEREAS, she has retired from First 5 Solano and Solano County on July 18, 2014 to become the Executive Director of the “Rise Together Bay Area” movement, housed at United Way of the Bay Area; and

WHEREAS, Christina will continue to work on behalf of young children, families, and the Solano Community with the goal of cutting poverty in the bay area in half by 2020.

NOW, THEREFORE, BE IT RESOLVED, that the First 5 Solano Children and Families Commission hereby recognizes Christina Arrostuto for her 11 years of service as the Executive Director of First 5 Solano and more than 36 years of service to California Counties.

Dated this 12th day of August 2014



JAY SPECK
Chair, First 5 Solano Children and Families Commission

ATTEST:

Christiana Lewis, Office Assistant III



E-Cigarettes and the New Tobacco Industry

August 12, 2014

Presentation to:

First 5 Commission

Annette Balter, MPH

Tobacco Prevention and Education Program



What are E-Cigarettes?

- Battery-operated devices that deliver inhaled nicotine, flavor and other chemicals
- Disposable or reusable
- Do not contain tobacco; but nicotine may be derived from tobacco



How Does An E-Cig Work?

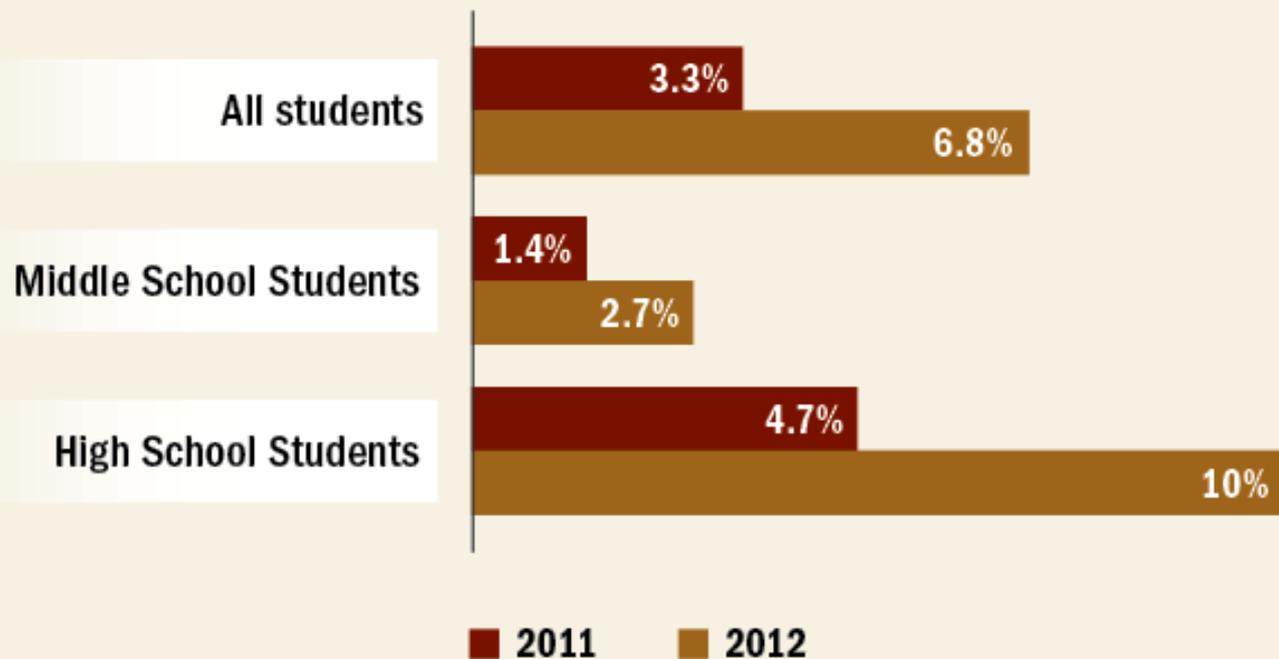




Glamorous, modern, feminine, or 'stealth' designs

Youth Use Doubled

E-CIGARETTE USE AMONG STUDENTS 2011-2012



Source: CDC, National Youth Tobacco Survey

Are E-Cigarettes Safe?

Toxic Chemicals in Liquid/Aerosol

- Formaldehyde
 - Diethylene Glycol
 - Nickel
 - Chromium
 - Cadmium
 - Lead
 - Fine and Ultrafine Particles
 - TSNAs
 - VOCs
 - Heavy Metals
 - Silicate Particles
 - Acetaldehyde
 - Acrolein
 - Benzene
 - Isoprene
 - Nicotine
 - Toulene
- NOT harmless water vapor!

* Items in RED: On CA prop 65 list of carcinogens and reproductive toxins

Reported Health Effects

- Throat Irritation/ Sore Throat
- Mouth Irritation/ Dry Mouth/ Mouth Ulcers
- Dry Cough
- Dizziness
- Headache
- Nausea
- Allergic Reactions
- Short-term adverse lung function similar to cigarettes
- Explosions
- Poisoning

- Long term health effects are unknown

The E-Cigarette Debate

PRO

- Smoke fewer cigarettes
- Safer than cigarettes
- Help smokers quit
- Will not increase youth smoking

Response

- Dual use/no safe amount
- Long-term effects unknown
- Not approved cessation device by FDA/evidence inconclusive/inconsistent nicotine levels
- Youth may progress to traditional cigarettes/get hooked on nicotine
- Potential use for other drugs

Advertising: Back to the Future



WHY QUIT? SWITCH TO BLU

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com

*This is Not Your Pack

PREMIUM ELECTRONIC CIGARETTES

18+ only | CALIFORNIA PROPOSES AS A WARNING: This product contains nicotine, is themed to resemble the state of California in some form, design or other reproductive form.

Children at Risk

- Lack of regulation
- No child safety features
- Attractive designs and flavors
- CDC poison control call center report - increase from 1 accidental poisoning per month in Sept 2010 to 215 per month in February 2014



- 51% involved children age 5 and under

E-Cigarette Policy

- Policies by public health groups, such as WHO, NACCHO, CDE
- European Parliament
- State of CA restricts sales to minors
- FAA prohibits on aircraft
- FDA pending regulation
- SMOKE Act (Speier)

Solano County

Almost 60% of Solano County stores carry e-cigarettes



Local Policy Options

- 62 jurisdictions in CA, including City of Benicia, have updated smoke-free policies to prohibit e-cigarette use in places smoking is prohibited
- Solano County H&SS position statement developed, possible Board action
- Solano County Office of Education updating smoke-free school campus policy
- Changelab Solutions for model language

Annette Balter, MPH

(707) 784-8900

adbalter@solanocounty.com

Solano County Public Health

Tobacco Prevention and Education Program

www.tobaccofreesolano.org



TOBACCO FACT SHEET

ELECTRONIC CIGARETTES (E-CIGARETTES)



E-cigarettes (a product category that includes disposable cigarette-like, e-hookah, vape pens, and refillable tank-like or personal vaporizers) are devices that heat a solution (nicotine and other additives) producing a vapor that is inhaled without combustion. E-cigarettes vary in quality, safety, size, and efficiency of nicotine delivery. Current scientific evidence indicates that e-cigarettes are likely less harmful to individual users than combustible cigarettes. Since they have been on the market for under 10 years, their long-term effects are unclear. The science regarding how these evolving products impact patterns of tobacco use and public health is still in the early stages, but growing. This fact sheet contains information about e-cigarettes as it is known as of the date at the bottom of the page, and will be updated regularly as the science base grows.

SUMMARY OF LEGACY'S POSITION ON E-CIGARETTES

Policies and regulation of e-cigarettes must ensure they are as safe as possible and that individual and population benefits are maximized while harms are minimized especially to youth. One of the conclusions of the 2014 Surgeon General's Report on *The Health Consequences of Smoking* stated, "the burden of death and disease from tobacco in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products; rapid elimination of their use will dramatically reduce this burden"¹. Thus, prudently regulated, e-cigarettes hold promise as one means to move smokers to a less harmful product and reduce the devastating death and disease burden caused by combustible tobacco products such as cigarettes, cigars, or hookah.²

Legacy's vision is a generation that rejects tobacco.

- Our primary goal is to achieve a society that rejects tobacco
- For those already using combustible tobacco and are unable or unwilling to stop, we support movement to the exclusive use of less harmful alternatives with the goal of eventually stopping all tobacco use

Legacy supports the following recommendations with regard to e-cigarettes:

- Prudent and expeditious regulation of e-cigarettes to maximize benefits and minimize harms to protect individuals and public health, especially youth
- Restriction and enforcement of e-cigarette sales and marketing so that it does not:
 - Target or appeal to youth
 - Mislead the public
 - Encourage dual use
 - Undermine smoke-free air laws
- Restricting sales of e-cigarettes to those 18 and older
- Elimination of candy flavorings that especially appeal to youth
- Inclusion of e-cigarettes in smoke-free indoor air laws
- Providing manufacturing and safety standards, including child-proof packaging of e-liquids and cartridges, accurate labeling of ingredients and nicotine levels, etc.

PRODUCT FEATURES

- Typically e-cigarettes have three integrated components³⁻⁷:
 1. a cartridge or reservoir containing solution,
 2. a breath or user-activated battery-powered heating element (atomizer) which vaporizes the solution, and
 3. a battery (at varying sizes and capacities)
- When activated, the heating element produces a vapor from a solution containing the humectant carrier (e.g., propylene glycol, glycerine), nicotine, flavorings, and other ingredients.^{3,6,8-12}

LEGAL STATUS AND REGULATION

Currently, there is little to no government oversight of e-cigarettes – either with regard to manufacturing and product standards, or their advertising and marketing. In April 2014, FDA proposed a rule that would deem e-cigarettes as tobacco products and allow FDA to regulate them.¹³ That proposal has not yet been finalized, and e-cigarettes remain unregulated at the federal level.

In the absence of federal regulation, states and localities have pursued legislation regarding e-cigarettes:

- As of May 2014, 34 states have prohibited the sale of e-cigarettes to minors.¹⁴
- As of April 29, 2014, three states (North Dakota, New Jersey, and Utah) and 172 local governments have included e-cigarettes in their indoor air laws and smoking bans.¹⁵
- The U.S. Department of Transportation has proposed a ban on the use of e-cigarettes on planes, but that rule has not been finalized.¹⁶ Several airlines have prohibited smoking e-cigarettes on their aircraft on their own accord.^{17,18}

MARKETING

- Widespread marketing of e-cigarettes and the entry of the three big U.S. tobacco companies into the e-cigarette market have contributed to increased attention to these products. Sales of e-cigarettes approached \$2 billion in 2013, and are estimated to surpass \$10 billion by 2017.¹⁹
- Unlike traditional tobacco products such as cigarettes and smokeless tobacco, e-cigarettes and associated components (solution, atomizers) are currently not subject to regulations in terms of where (e.g., broadcast, print) and to whom (e.g., minors) they are marketed.
- E-cigarettes have been endorsed by several celebrities and have appeared on cable television, in a variety of print and web media, and at sponsorships of events.²⁰⁻²² These marketing strategies are of concern because of their potential to reach youth audiences.^{23,24}
- Some e-cigarette companies have advertised their products using health-related claims. E-cigarettes have also been marketed as a way to circumvent smoking bans and indoor air restrictions.²⁵⁻²⁸
- Lorillard Tobacco Company, owner of blu e-cigarettes, has made by far the largest advertising expenditures to date.²⁹ Lorillard and others have advertised in channels where youth have high exposure levels to those ads.²⁴ Further, some companies use marketing messages reminiscent of historic cigarette marketing or that encourages dual use of tobacco products rather than complete switching to e-cigarettes³⁰ (D.M. Vallone, unpublished data, February 2014). However, this is not necessarily the case for all e-cigarette companies.

CONSUMER PERCEPTIONS

Awareness

- Overall awareness of e-cigarettes is growing among U.S. adults aged 18 and older, doubling from 16.4% in 2009 to 32.2% in 2010³¹ and increasing again to 75.4% in 2012.³² Awareness is highest among current smokers and young adults.³²⁻³⁴

Harm Perceptions & Reasons for Use

- E-cigarettes are generally perceived to be less harmful than regular cigarettes by e-cigarette users.³⁵
- The most commonly cited reasons for use include perceptions that e-cigarettes:
 - are less harmful/less toxic than regular cigarettes,^{32,36-38}
 - are less expensive than regular cigarettes,^{32,39}
 - help reduce tobacco craving/withdrawal symptoms,³⁷
 - reduce amount smoked and use as a reduction/cessation aid,^{32,36,38,40,41} and
 - prevent relapse to regular cigarettes.^{35,37}
- Other reasons for use include ability to avoid smoking restrictions in public venues, and that e-cigarettes are less likely to bother nonsmokers via secondhand exposure.³⁵

PATTERNS OF USE

Adults

- Ever use of e-cigarettes is highest among current cigarette smoking adults in the U.S. and increased from 9.8% in 2010 to 21.2% in 2011 to 32% in 2012 ^{32,33}
- About 8.1% of adults have ever tried e-cigarettes, with higher rates in young adults (9.3% among 18-24 year olds) and those with less education (8.6% ≤12 years education). This study also showed that 18% of those who have ever used e-cigarettes continue as current users.³²

Youth

- Ever use of e-cigarettes more than doubled from 3.3% in 2011 to 6.8% in 2012 among U.S. middle and high school students.⁴²
- The majority of youth e-cigarette users are current smokers, and data from 2012 showed that 80.5% of high school students who were past 30-day e-cigarette users were also past 30-day regular cigarette smokers.⁴²
- Dual use of e-cigarettes and regular cigarettes increased from 0.8% to 1.6% among middle school students from 2011-2012 and from 0.8% to 1.9% among high school students from 2010-2011.^{42,43}
- Current data is insufficient to determine whether e-cigarettes are a gateway to cigarette use, a gateway out of cigarette use or have no influence on cigarette use. More data is needed in this area.
- Youth who have tried e-cigarettes also indicate greater motivation to quit smoking, suggesting they may want to stop using combustible cigarettes.⁴⁴

CIGARETTE SMOKING CESSATION/REDUCTION

- Two randomized controlled trials to date showed that e-cigarettes were effective in helping adult smokers to quit or to reduce their cigarette consumption.^{45,46} In one of these studies, rates of smoking cessation in the e-cigarette study group were similar to those reported in the nicotine patch group and also to those seen in previous clinical trials of nicotine replacement therapy.^{45,47}
- Several observational studies suggest that e-cigarettes can help adult smokers quit smoking

combustible cigarettes or reduce the number smoked.^{5,36,48-54} Other studies report use of e-cigarettes may be associated with no change or less cessation, but these associations may be due to other factors (e.g. smokers who are more nicotine dependent are more likely to try e-cigarettes).^{40,55,56}

- More research is needed to further determine whether and how e-cigarettes can be an effective cigarette cessation or harm reduction aid.

HEALTH & SAFETY

Nicotine

- Nicotine is derived from tobacco and has psychoactive and physiological effects. Nicotine can be harmful to those with cardiovascular diseases and diabetes or other chronic medical illnesses. Nicotine is a potent poison when mishandled, ingested or absorbed through the skin. It is known to cause birth defects during pregnancy and affects the developing brain so should not be used by youth.
- Nicotine is an addictive substance, but its level of addictiveness can vary depending on its mode of delivery. For example, in cigarettes, nicotine is highly addictive. On the other hand, FDA-approved NRTs are minimally addictive and can be used long term. Studies suggest that the current generation of e-cigarettes on the market are less addictive than combustible cigarettes and closer in profile to NRTs.^{9,57}
- User experience and e-cigarette product selection may influence nicotine delivery from e-cigarettes. Several studies indicate that e-cigarettes, under certain conditions, can deliver nicotine reliably and effectively.^{5,58-64} Some e-cigarette brands may yield little or minimal nicotine delivery due to design and/or mislabeling of the nicotine amount.^{3,8,10,65} Some e-cigarette solutions and vapors contain nicotine doses that are not consistent with manufacturer specifications.^{9-11,65-67}

Vapor

- Health effects associated with exposure to e-cigarette vapor are not fully studied, but available data suggest that e-cigarette vapor is less harmful than cigarette smoke.⁶⁸⁻⁷² However, e-cigarette vapor is not water vapor.
- E-cigarettes vary in quality and vapor constituents.
- In contrast to combustible products, existing studies of e-cigarettes report that e-cigarette vapor produces no carbon monoxide and fewer chemicals.^{64,69,73} The chemicals that are present are at lower levels of toxicity than in smoke from combustible tobacco products like cigarettes, cigars, pipes, or hookah.
- Potentially harmful constituents have been identified (typically 1-3 orders of magnitude lower than in cigarettes) in some e-cigarette liquid and vapor, including nitrosamines, heavy metals, and carbonyls.^{57,64,65,68,69,72,74,75}
- E-cigarettes contain propylene glycol, which has not been studied for long-term safety via inhalation.^{57,64,65}
- Mainstream vapor from e-cigarettes contains measurable levels of nicotine. Some studies also show that e-cigarette vapor when exhaled by the user emits low levels of nicotine and particulate matter into the air.^{64,69,70,72} There is concern with exposing bystanders, including youth and pregnant women, to nicotine in the air, even at low levels.⁶⁹

Adverse Events

- Studies demonstrate e-cigarettes do not produce the same acute adverse health effects observed with conventional cigarette smoking (e.g. eye, nose, and throat irritation, coughing and bronchitis,

inflammation of tissues in the mouth, nose, and throat, bronchitis, increased heart rate and blood pressure).^{5,76}

- Common adverse effects associated with e-cigarette use include minor complaints or irritation relating to the mouth, eyes, and upper respiratory system.⁷⁷
- Nicotine is a potent poison and can cause death if not properly stored and handled. Small ingestions could be deadly. With an estimated median lethal dose between 1 and 13 mg per kilogram of body weight, 1 teaspoon (5 ml) of a 1.8% nicotine solution could be lethal to a 90-kg person.⁷⁸
- The number of calls to poison centers involving e-cigarette liquids containing nicotine rose from one per month in September 2010 to 215 per month in February 2014. More than half of these calls involved young children 5 years old and under.⁷⁹ A serious poisoning of a 10 month old infant occurred.⁸⁰
- Poisoning related to the nicotine in e-cigarette liquid can occur by ingestion, inhalation, or absorption through the skin or eyes. The most common adverse health effects mentioned in e-cigarette calls were vomiting, nausea, and eye irritation.⁷⁹

REFERENCES

- ¹ U.S. Department of Health and Human Services. *The Health Consequences of Smoking-50 Years of Progress. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014. Page 19 of Executive Summary.
- ² Abrams DB. Promise and peril of e-cigarettes: can disruptive technology make cigarettes obsolete? *JAMA : the journal of the American Medical Association*. Jan 8 2014;311(2):135-136.
- ³ Williams M, Talbot P. Variability among electronic cigarettes in the pressure drop, airflow rate, and aerosol production. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. Dec 2011;13(12):1276-1283.
- ⁴ Foulds J, Veldheer S, Berg A. Electronic cigarettes (e-cigs): views of aficionados and clinical/public health perspectives. *International journal of clinical practice*. Oct 2011;65(10):1037-1042.
- ⁵ Dawkins L, Turner J, Roberts A, Soar K. 'Vaping' profiles and preferences: an online survey of electronic cigarette users. *Addiction (Abingdon, England)*. Jun 2013;108(6):1115-1125.
- ⁶ Cobb NK, Byron MJ, Abrams DB, Shields PG. Novel nicotine delivery systems and public health: the rise of the "e-cigarette". *American journal of public health*. Dec 2010;100(12):2340-2342.
- ⁷ Trtchounian A, Talbot P. Electronic nicotine delivery systems: is there a need for regulation? *Tobacco control*. Jan 2011;20(1):47-52.
- ⁸ Trtchounian A, Williams M, Talbot P. Conventional and electronic cigarettes (e-cigarettes) have different smoking characteristics. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. Sep 2010;12(9):905-912.
- ⁹ Goniewicz ML, Kuma T, Gawron M, Knysak J, Kosmider L. Nicotine levels in electronic cigarettes. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. Jan 2013;15(1):158-166.
- ¹⁰ Cameron JM, Howell DN, White JR, Andrenyak DM, Layton ME, Roll JM. Variable and potentially fatal amounts of nicotine in e-cigarette nicotine solutions. *Tobacco control*. Feb 13 2013.
- ¹¹ Kubica P, Kot-Wasik A, Wasik A, Namiesnik J. "Dilute & shoot" approach for rapid determination of trace amounts of nicotine in zero-level e-liquids by reversed phase liquid chromatography and hydrophilic interactions liquid chromatography coupled with tandem mass spectrometry-electrospray ionization. *Journal of chromatography. A*. May 10 2013;1289:13-18.
- ¹² Etter JF, Zather E, Svensson S. Analysis of refill liquids for electronic cigarettes. *Addiction (Abingdon, England)*. Sep 2013;108(9):1671-1679.
- ¹³ Federal Register. Deeming Tobacco Products To Be Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and Tobacco Control Act; Regulations on the Sale and Distribution of Tobacco Products and Required Warning Statements for Tobacco Products. A Proposed Rule by the Food and Drug Administration. April 25, 2014. <https://federalregister.gov/a/2014-09491>.
- ¹⁴ National Conference of State Legislatures. Alternative Nicotine Products/Electronic Cigarettes. <http://www.ncsl.org/research/health/alternative-nicotine-products-e-cigarettes.aspx>. Accessed May 5, 2014.
- ¹⁵ American Nonsmokers' Rights Foundation. U.S. State and Local Laws Regulating Use of Electronic Cigarettes. <http://www.no-smoke.org/pdf/ecigslaws.pdf>. Accessed May 13, 2014.

- ¹⁶ Smoking of Electronic Cigarettes on Aircraft, Final Rule, 76 Fed. Reg. 57008-57012 (September 15, 2011) (to be codified at 14 c.f.R. pt. 252).
- ¹⁷ JetBlue. Electronic/Smokeless Cigarettes. <http://help.jetblue.com/SRVS/CGI-BIN/webisapi.dll/?St=276,E=0000000000113349029,K=9756,Sxi=1,Case=obj%28395995%29>. Accessed July 2, 2013.
- ¹⁸ American Airlines. Keeping Passengers and Employees Safe at All Times. 2008; <http://www.aa.com/i18n/amrcorp/corporateInformation/facts/safety.jsp>. Accessed July 2, 2013.
- ¹⁹ Herzog B, Gerberi J. *Equity Research: E-Cigs Revolutionizing the Tobacco Industry*. Wells Fargo Securities, LLC Equity Research Department;2013.
- ²⁰ Kress M. Big Three Moving Quickly in Growing E-Cigarette Presence. *Convenience Store News*. 2013. <http://www.csnews.com/top-story-tobacco-c4-big-three-moving-quickly-in-growing-e-cigarette-presence-64697.html>.
- ²¹ Kamerow D. Big Tobacco lights up e-cigarettes. *BMJ (Clinical research ed.)*. 2013;346:f3418.
- ²² Campaign for Tobacco-Free Kids. 7 Ways E-Cigarette Companies are Copying Big Tobacco's Playbook (or 7 reasons FDA should quickly regulate e-cigarettes). 2013; http://www.tobaccofreekids.org/tobacco_unfiltered/post/2013_10_02_ecigarettes. Accessed November 8, 2013.
- ²³ Staff of Senators Durbin, Harkin, Rockefeller, Blumenthal, Markey, Brown, Reed, Boxer, Merkley and Representatives Waxman and Pallone. *Gateway to Addiction? A Survey of Popular Electronic Cigarette Manufacturers and Targeted Marketing to Youth*. April 14, 2014.
- ²⁴ Legacy. *Vaporized: E-Cigarettes, Advertising, and Youth*. 2014.
- ²⁵ blu eCigs. blu cartridges. 2013; <http://www.blucigs.com/store/cartridges>. Accessed July 2, 2013.
- ²⁶ Food and Drug Administration. Transcript for FDA's Media Briefing on Electronic Cigarettes. Moderator: Judy Leon. July 22, 2009. 1:30 pm CT. 2009.
- ²⁷ Grana RA, Ling PM. "Smoking revolution": a content analysis of electronic cigarette retail websites. *American journal of preventive medicine*. Apr 2014;46(4):395-403.
- ²⁸ NJOY. NJOY. 2013; <http://www.njoy.com/>. Accessed July 3, 2013.
- ²⁹ Spielman A, Azer V. Disruptive innovation: ten things to stop and think about (e-cigarettes). Citi GPS: Global Perspectives & Solutions. 2013 Apr. 19-22.
- ³⁰ Campaign for Tobacco-Free Kids. 7 Ways E-Cigarette Companies Are Copying Big Tobacco's Playbook. 2013; http://www.tobaccofreekids.org/tobacco_unfiltered/post/2013_10_02_ecigarettes. Accessed May 13, 2014.
- ³¹ Regan AK, Promoff G, Dube SR, Arrazola R. Electronic nicotine delivery systems: adult use and awareness of the 'e-cigarette' in the USA. *Tobacco control*. Jan 2013;22(1):19-23.
- ³² Zhu SH, Gamst A, Lee M, Cummins S, Yin L, Zoref L. The Use and Perception of Electronic Cigarettes and Snus among the U.S. Population. *PLoS one*. 2013;8(10):e79332.
- ³³ King BA, Alam S, Promoff G, Arrazola R, Dube SR. Awareness and ever-use of electronic cigarettes among u.s. Adults, 2010-2011. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. Sep 2013;15(9):1623-1627.
- ³⁴ Pearson JL, Richardson A, Niaura RS, Vallone DM, Abrams DB. e-Cigarette awareness, use, and harm perceptions in US adults. *American journal of public health*. Sep 2012;102(9):1758-1766.
- ³⁵ Etter JF. Electronic cigarettes: a survey of users. *BMC public health*. 2010;10:231.
- ³⁶ Goniewicz ML, Lingas EO, Hajek P. Patterns of electronic cigarette use and user beliefs about their safety and benefits: an Internet survey. *Drug and alcohol review*. Mar 2013;32(2):133-140.
- ³⁷ Etter JF, Bullen C. Electronic cigarette: users profile, utilization, satisfaction and perceived efficacy. *Addiction (Abingdon, England)*. Nov 2011;106(11):2017-2028.
- ³⁸ Li J, Bullen C, Newcombe R, Walker N, Walton D. The use and acceptability of electronic cigarettes among New Zealand smokers. *The New Zealand medical journal*. 2013;126(1375):48-57.
- ³⁹ McQueen A, Tower S, Sumner W. Interviews with "vapers": implications for future research with electronic cigarettes. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. Sep 2011;13(9):860-867.
- ⁴⁰ Vickerman KA, Carpenter KM, Altman T, Nash CM, Zbikowski SM. Use of Electronic Cigarettes Among State Tobacco Cessation Quitline Callers. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. May 8 2013.
- ⁴¹ Kralikova E, Novak J, West O, Kmetova A, Hajek P. Do e-cigarettes have the potential to compete with conventional cigarettes? A survey of conventional cigarette smokers' experiences with e-cigarettes. *Chest*. Jul 18 2013.
- ⁴² Centers for Disease Control and Prevention. Notes from the field: electronic cigarette use among middle and high school students - United States, 2011-2012. *MMWR. Morbidity and mortality weekly report*. Sep 6 2013;62(35):729-730.
- ⁴³ Camenga DR, Delmerico J, Kong G, et al. Trends in use of electronic nicotine delivery systems by adolescents. *Addictive behaviors*. Sep 17 2013.
- ⁴⁴ Dutra LM, Glantz SA. Electronic Cigarettes and Conventional Cigarette Use Among US Adolescents: A Cross-sectional Study. *JAMA pediatrics*. Mar 6 2014.
- ⁴⁵ Bullen C, Howe C, Laugesen M, et al. Electronic cigarettes for smoking cessation: a randomised controlled trial. *Lancet*. Sep 9 2013.

- ⁴⁶ Caponnetto P, Campagna D, Cibella F, et al. Efficiency and Safety of an eElectronic cigAreTte (ECLAT) as tobacco cigarettes substitute: a prospective 12-month randomized control design study. *PLoS one*. 2013;8(6):e66317.
- ⁴⁷ Fiore M, United States. Tobacco Use and Dependence Guideline Panel. *Treating tobacco use and dependence : 2008 update*. 2008 update ed. Rockville, Md.: U.S. Dept. of Health and Human Services, Public Health Service; 2008.
- ⁴⁸ Caponnetto P, Auditore R, Russo C, Cappello GC, Polosa R. Impact of an electronic cigarette on smoking reduction and cessation in schizophrenic smokers: a prospective 12-month pilot study. *International journal of environmental research and public health*. Feb 2013;10(2):446-461.
- ⁴⁹ Caponnetto P, Polosa R, Russo C, Leotta C, Campagna D. Successful smoking cessation with electronic cigarettes in smokers with a documented history of recurring relapses: a case series. *Journal of medical case reports*. 2011;5(1):585.
- ⁵⁰ Polosa R, Caponnetto P, Morjaria JB, Papale G, Campagna D, Russo C. Effect of an electronic nicotine delivery device (e-Cigarette) on smoking reduction and cessation: a prospective 6-month pilot study. *BMC public health*. 2011;11:786.
- ⁵¹ Siegel MB, Tanwar KL, Wood KS. Electronic cigarettes as a smoking-cessation: tool results from an online survey. *American journal of preventive medicine*. Apr 2011;40(4):472-475.
- ⁵² Etter JF, Bullen C. A longitudinal study of electronic cigarette users. *Addictive behaviors*. Oct 30 2013.
- ⁵³ Polosa R, Morjaria JB, Caponnetto P, et al. Effectiveness and tolerability of electronic cigarette in real-life: a 24-month prospective observational study. *Internal and emergency medicine*. Jul 20 2013.
- ⁵⁴ Adkison SE, O'Connor RJ, Bansal-Travers M, et al. Electronic nicotine delivery systems: international tobacco control four-country survey. *American journal of preventive medicine*. Mar 2013;44(3):207-215.
- ⁵⁵ Grana RA, Popova L, Ling PM. A longitudinal analysis of electronic cigarette use and smoking cessation. *JAMA internal medicine*. May 1 2014;174(5):812-813.
- ⁵⁶ Popova L, Ling PM. Alternative tobacco product use and smoking cessation: a national study. *American journal of public health*. May 2013;103(5):923-930.
- ⁵⁷ Goniewicz ML, Knysak J, Gawron M, et al. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. *Tobacco control*. Mar 6 2013.
- ⁵⁸ Etter JF, Bullen C. Saliva cotinine levels in users of electronic cigarettes. *The European respiratory journal*. Nov 2011;38(5):1219-1220.
- ⁵⁹ Bullen C, McRobbie H, Thornley S, Glover M, Lin R, Laugesen M. Effect of an electronic nicotine delivery device (e cigarette) on desire to smoke and withdrawal, user preferences and nicotine delivery: randomised cross-over trial. *Tobacco control*. Apr 2010;19(2):98-103.
- ⁶⁰ Vansickel AR, Eissenberg T. Electronic cigarettes: effective nicotine delivery after acute administration. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. Jan 2013;15(1):267-270.
- ⁶¹ Vansickel AR, Weaver MF, Eissenberg T. Clinical laboratory assessment of the abuse liability of an electronic cigarette. *Addiction (Abingdon, England)*. Aug 2012;107(8):1493-1500.
- ⁶² Eissenberg T. Electronic nicotine delivery devices: ineffective nicotine delivery and craving suppression after acute administration. *Tobacco control*. Feb 2010;19(1):87-88.
- ⁶³ Vansickel AR, Cobb CO, Weaver MF, Eissenberg TE. A clinical laboratory model for evaluating the acute effects of electronic "cigarettes": nicotine delivery profile and cardiovascular and subjective effects. *Cancer epidemiology, biomarkers & prevention : a publication of the American Association for Cancer Research, cosponsored by the American Society of Preventive Oncology*. Aug 2010;19(8):1945-1953.
- ⁶⁴ Schober W, Szendrei K, Matzen W, et al. Use of electronic cigarettes (e-cigarettes) impairs indoor air quality and increases FeNO levels of e-cigarette consumers. *International journal of hygiene and environmental health*. Dec 6 2013.
- ⁶⁵ Cheah NP, Chong NW, Tan J, Morsed FA, Yee SK. Electronic nicotine delivery systems: regulatory and safety challenges: Singapore perspective. *Tobacco control*. Dec 1 2012.
- ⁶⁶ Hadwiger ME, Trehy ML, Ye W, Moore T, Allgire J, Westenberger B. Identification of amino-tadalafil and rimonabant in electronic cigarette products using high pressure liquid chromatography with diode array and tandem mass spectrometric detection. *J Chromatogr A*. Nov 26 2010;1217(48):7547-7555.
- ⁶⁷ Westenberger B. Evaluation of e-cigarettes. *St Louis, MO: Food and Drug Administration*. 2009:1-8.
- ⁶⁸ McAuley TR, Hopke PK, Zhao J, Babaian S. Comparison of the effects of e-cigarette vapor and cigarette smoke on indoor air quality. *Inhalation toxicology*. Oct 2012;24(12):850-857.
- ⁶⁹ Czogala J, Goniewicz ML, Fidelus B, Zielinska-Danch W, Travers MJ, Sobczak A. Secondhand exposure to vapors from electronic cigarettes. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. Jun 2014;16(6):655-662.
- ⁷⁰ Pellegrino RM, Tinghino B, Mangiaracina G, et al. Electronic cigarettes: an evaluation of exposure to chemicals and fine particulate matter (PM). *Annali di igiene : medicina preventiva e di comunita*. Jul-Aug 2012;24(4):279-288.
- ⁷¹ Ruprecht AA, De Marco C, Pozzi P, et al. Comparison between particulate matter and ultrafine particle emission by electronic and normal cigarettes in real-life conditions. *Tumori*. Jan-Feb 2014;100(1):e24-27.
- ⁷² Schripp T, Markewitz D, Uhde E, Salthammer T. Does e-cigarette consumption cause passive vaping? *Indoor air*. Feb 2013;23(1):25-31.

- ⁷³ Flouris AD, Chorti MS, Poulianiti KP, et al. Acute impact of active and passive electronic cigarette smoking on serum cotinine and lung function. *Inhalation toxicology*. Feb 2013;25(2):91-101.
- ⁷⁴ Williams M, Villarreal A, Bozhilov K, Lin S, Talbot P. Metal and silicate particles including nanoparticles are present in electronic cigarette cartomizer fluid and aerosol. *PloS one*. 2013;8(3):e57987.
- ⁷⁵ Kim HJ, Shin HS. Determination of tobacco-specific nitrosamines in replacement liquids of electronic cigarettes by liquid chromatography-tandem mass spectrometry. *Journal of chromatography. A*. May 24 2013;1291:48-55.
- ⁷⁶ Dawkins L, Corcoran O. Acute electronic cigarette use: nicotine delivery and subjective effects in regular users. *Psychopharmacology*. Aug 27 2013.
- ⁷⁷ Chen IL. FDA summary of adverse events on electronic cigarettes. *Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco*. Feb 2013;15(2):615-616.
- ⁷⁸ Mayer B. How much nicotine kills a human? Tracing back the generally accepted lethal dose to dubious self-experiments in the nineteenth century. *Archives of toxicology*. Jan 2014;88(1):5-7.
- ⁷⁹ Chatham-Stephens K, Law R, Taylor E, et al. Notes from the field: calls to poison centers for exposures to electronic cigarettes-- United States, September 2010-February 2014. *MMWR. Morbidity and mortality weekly report*. Apr 4 2014;63(13):292-293.
- ⁸⁰ Bassett RA, Osterhoudt K, Brabazon T. Nicotine Poisoning in an Infant. *The New England journal of medicine*. May 7 2014.



Press Release

Embargoed until 1 p.m. ET
Thursday, April 3, 2014

Contact: [CDC Media Relations](#)
(404) 639-3286

New CDC study finds dramatic increase in e-cigarette-related calls to poison centers *Rapid rise highlights need to monitor nicotine exposure through e-cigarette liquid and prevent future poisonings*

The number of calls to poison centers involving e-cigarette liquids containing nicotine rose from one per month in September 2010 to 215 per month in February 2014, according to a CDC study published in today's *Morbidity and Mortality Weekly Report*. The number of calls per month involving conventional cigarettes did not show a similar increase during the same time period.

More than half (51.1 percent) of the calls to poison centers due to e-cigarettes involved young children 5 years and under, and about 42 percent of the poison calls involved people age 20 and older.

The analysis compared total monthly poison center calls involving e-cigarettes and conventional cigarettes, and found the proportion of e-cigarette calls jumped from 0.3 percent in September 2010 to 41.7 percent in February 2014. Poisoning from conventional cigarettes is generally due to young children eating them. Poisoning related to e-cigarettes involves the liquid containing nicotine used in the devices and can occur in three ways: by ingestion, inhalation or absorption through the skin or eyes.

“This report raises another red flag about e-cigarettes – the liquid nicotine used in e-cigarettes can be hazardous,” said CDC Director Tom Frieden, M.D., M.P.H. “Use of these products is skyrocketing and these poisonings will continue. E-cigarette liquids as currently sold are a threat to small children because they are not required to be childproof, and they come in candy and fruit flavors that are appealing to children.”

E-cigarette calls were more likely than cigarette calls to include a report of an adverse health effect following exposure. The most common adverse health effects mentioned in e-cigarette calls were vomiting, nausea and eye irritation.



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION

SAFER • HEALTHIER • PEOPLE™



Data for this study came from the poison centers that serve the 50 states, the District of Columbia, and U.S. Territories. The study examined all calls reporting exposure to conventional cigarettes, e-cigarettes, or nicotine liquid used in e-cigarettes. Poison centers reported 2,405 e-cigarette and 16,248 cigarette exposure calls from September 2010 to February 2014. The total number of poisoning cases is likely higher than reflected in this study, because not all exposures might have been reported to poison centers.

“The most recent National Youth Tobacco Survey showed e-cigarette use is growing fast, and now this report shows e-cigarette related poisonings are also increasing rapidly,” said Tim McAfee, M.D., M.P.H., Director of CDC’s Office on Smoking and Health. “Health care providers, e-cigarette companies and distributors, and the general public need to be aware of this potential health risk from e-cigarettes.”

Developing strategies to monitor and prevent future poisonings is critical given the rapid increase in e-cigarette related poisonings. The report shows that e-cigarette liquids containing nicotine have the potential to cause immediate adverse health effects and represent an emerging public health concern.

###

[U.S. Department of Health and Human Services](#)

CDC works 24/7 saving lives, protecting people from health threats, and saving money through prevention. Whether these threats are global or domestic, chronic or acute, curable or preventable, natural disaster or deliberate attack, CDC is the nation’s health protection agency.



**DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION**

SAFER • HEALTHIER • PEOPLE™

Notes from the Field

Calls to Poison Centers for Exposures to Electronic Cigarettes — United States, September 2010–February 2014

Kevin Chatham-Stephens, MD¹, Royal Law, MPH², Ethel Taylor, DVM², Paul Melstrom, PhD³, Rebecca Bunnell, ScD³, Baoguang Wang, MD⁴, Benjamin Apelberg, PhD⁴, Joshua G. Schier, MD² (Author affiliations at end of text)

Electronic nicotine delivery devices such as electronic cigarettes (e-cigarettes) are battery-powered devices that deliver nicotine, flavorings (e.g., fruit, mint, and chocolate), and other chemicals via an inhaled aerosol. E-cigarettes that are marketed without a therapeutic claim by the product manufacturer are currently not regulated by the Food and Drug Administration (FDA) (1).* In many states, there are no restrictions on the sale of e-cigarettes to minors. Although e-cigarette use is increasing among U.S. adolescents and adults (2,3), its overall impact on public health remains unclear. One area of concern is the potential of e-cigarettes to cause acute nicotine toxicity (4). To assess the frequency of exposures to e-cigarettes and characterize the reported adverse health effects associated with e-cigarettes, CDC analyzed data on calls to U.S. poison centers (PCs) about human exposures to e-cigarettes (exposure calls) for the period September 2010 (when new, unique codes were added specifically for capturing e-cigarette calls) through February 2014. To provide a comparison to a conventional product with known toxicity, the number and characteristics of e-cigarette exposure calls were compared with those of conventional tobacco cigarette exposure calls.

An e-cigarette exposure call was defined as a call regarding an exposure to the e-cigarette device itself or to the nicotine liquid, which typically is contained in a cartridge that the user inserts into the e-cigarette. A cigarette exposure call was defined as a call regarding an exposure to tobacco cigarettes, but not cigarette butts. Calls involving multiple substance exposures (e.g., cigarettes and ethanol) were excluded. E-cigarette exposure calls were compared with cigarette exposure calls by proportion of calls from health-care facilities (versus residential and other non-health-care facilities), demographic characteristics, exposure routes, and report of adverse health effect.

* Currently, e-cigarettes and their components, such as the nicotine they contain, that are intended for therapeutic purposes (e.g., for smoking cessation) are drug/device combination products. When they are marketed for therapeutic purposes they are regulated by the FDA's Center for Drug Evaluation and Research. FDA's Center for Tobacco Products currently regulates cigarettes, cigarette tobacco, roll-your-own tobacco, and smokeless tobacco. FDA has stated its intention to issue a proposed rule extending FDA's tobacco product authorities beyond these products to include other products like e-cigarettes not intended for therapeutic purposes.

Statistical significance of differences ($p < 0.05$) was assessed using chi-square tests.

During the study period, PCs reported 2,405 e-cigarette and 16,248 cigarette exposure calls from across the United States, the District of Columbia, and U.S. territories. E-cigarette exposure calls per month increased from one in September 2010 to 215 in February 2014 (Figure). Cigarette exposure calls ranged from 301 to 512 calls per month and were more frequent in summer months, a pattern also observed with total call volume to PCs involving all exposures (5).

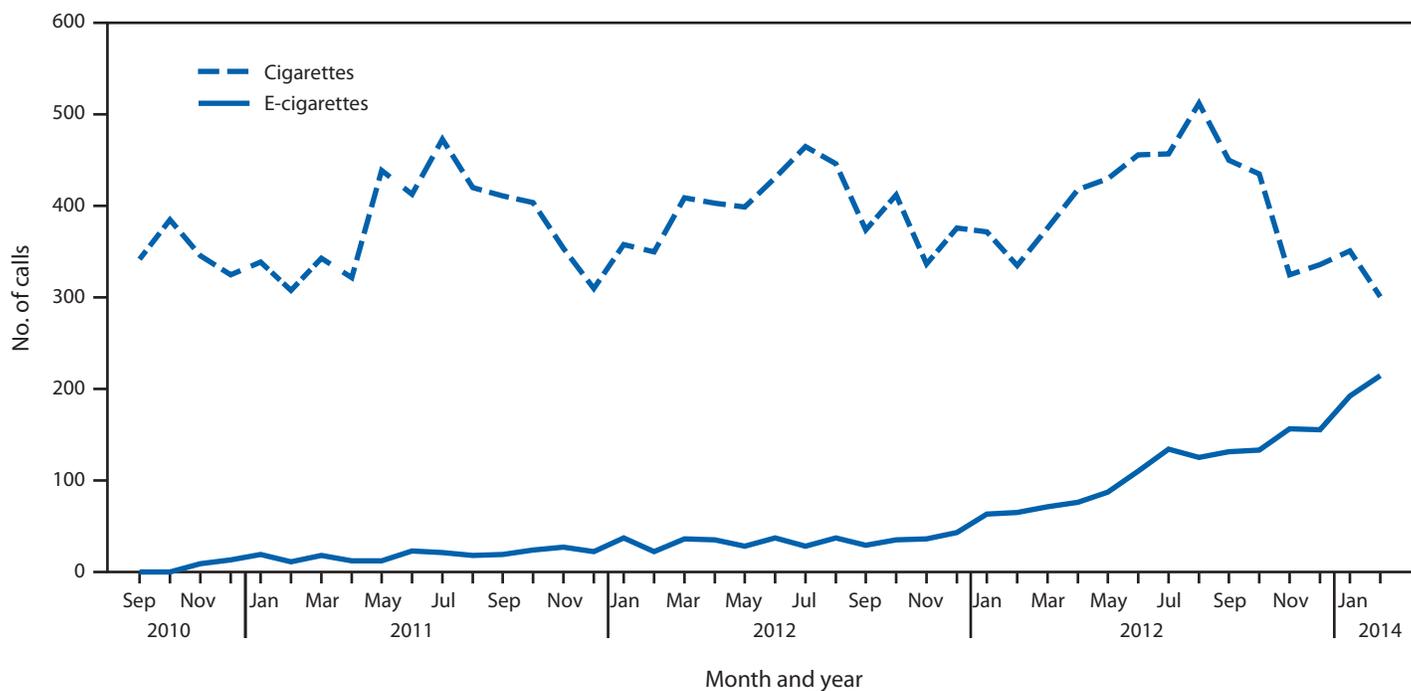
E-cigarettes accounted for an increasing proportion of combined monthly e-cigarette and cigarette exposure calls, increasing from 0.3% in September 2010 to 41.7% in February 2014. A greater proportion of e-cigarette exposure calls came from health-care facilities than cigarette exposure calls (12.8% versus 5.9%) ($p < 0.001$). Cigarette exposures were primarily among persons aged 0–5 years (94.9%), whereas e-cigarette exposures were mostly among persons aged 0–5 years (51.1%) and >20 years (42.0%). E-cigarette exposures were more likely to be reported as inhalations (16.8% versus 2.0%), eye exposures (8.5% versus 0.1%), and skin exposures (5.9% versus 0.1%), and less likely to be reported as ingestions (68.9% versus 97.8%) compared with cigarette exposures ($p < 0.001$).

Among the 9,839 exposure calls with information about the severity of adverse health effects, e-cigarette exposure calls were more likely to report an adverse health effect after exposure than cigarette exposure calls (57.8% versus 36.0%) ($p < 0.001$). The most common adverse health effects in e-cigarette exposure calls were vomiting, nausea, and eye irritation. One suicide death from intravenous injection of nicotine liquid was reported to PCs.

Calls about exposures to e-cigarettes, which were first marketed in the United States in 2007, now account for 41.7% of combined monthly e-cigarette and cigarette exposure calls to PCs. The proportion of calls from health-care facilities, age distribution, exposure routes, and report of adverse health effects differed significantly between the two types of cigarette.

This analysis might have underestimated the total number of e-cigarette and cigarette exposures for several reasons. Calls involving e-cigarettes or cigarettes and another exposure were excluded, and the code indicating a case of e-cigarette exposure might have been underused initially. In addition, health-care providers, including emergency department providers, and the public might not have reported all e-cigarette or cigarette exposures to PCs. Given the rapid increase in e-cigarette-related exposures, of which 51.1% were among young children, developing strategies to monitor and prevent future poisonings is

FIGURE. Number of calls to poison centers for cigarette or e-cigarette exposures, by month — United States, September 2010–February 2014



critical. Health-care providers; the public health community; e-cigarette manufacturers, distributors, sellers, and marketers; and the public should be aware that e-cigarettes have the potential to cause acute adverse health effects and represent an emerging public health concern.

¹EIS officer, CDC; ²Division of Environmental Hazards and Health Effects, National Center for Environmental Health, CDC; ³Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, CDC; ⁴Center for Tobacco Products, Food and Drug Administration (Corresponding author: Kevin Chatham-Stephens, xdc4@cdc.gov, 770-488-3400)

References

1. Food and Drug Administration. News and events—electronic cigarettes (e-cigarettes). Silver Spring, Maryland: US Department of Health and Human Services, Food and Drug Administration; 2014. Available at <http://www.fda.gov/newsevents/publichealthfocus/ucm172906.htm>.
2. CDC. Notes from the field: electronic cigarette use among middle and high school students—United States, 2011–2012. *MMWR* 2013;62:729–30.
3. King BA, Alam S, Promoff G, Arrazola R, Dube SR. Awareness and ever-use of electronic cigarettes among U.S. adults, 2010–2011. *Nicotine Tob Res* 2013;15:1623–7.
4. Cobb NK, Byron MJ, Abrams DB, Shields PG. Novel nicotine delivery systems and public health: the rise of the “e-cigarette.” *Am J Public Health* 2010;100:2340–2.
5. Mowry JB, Spyker DA, Cantilena LR Jr, Bailey JE, Ford M. 2012 annual report of the American Association of Poison Control Centers’ National Poison Data System (NPDS): 30th annual report. *Clin Toxicol (Phila)* 2013;51:949–1229.

Morbidity and Mortality Weekly Report

The *Morbidity and Mortality Weekly Report (MMWR)* Series is prepared by the Centers for Disease Control and Prevention (CDC) and is available free of charge in electronic format. To receive an electronic copy each week, visit *MMWR*'s free subscription page at <http://www.cdc.gov/mmwr/mmwrsubscribe.html>. Paper copy subscriptions are available through the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402; telephone 202-512-1800.

Data presented by the Notifiable Disease Data Team and 122 Cities Mortality Data Team in the weekly *MMWR* are provisional, based on weekly reports to CDC by state health departments. Address all inquiries about the *MMWR* Series, including material to be considered for publication, to Editor, *MMWR* Series, Mailstop E-90, CDC, 1600 Clifton Rd., N.E., Atlanta, GA 30329-4027 or to mmwrq@cdc.gov.

All material in the *MMWR* Series is in the public domain and may be used and reprinted without permission; citation as to source, however, is appreciated.

Use of trade names and commercial sources is for identification only and does not imply endorsement by the U.S. Department of Health and Human Services.

References to non-CDC sites on the Internet are provided as a service to *MMWR* readers and do not constitute or imply endorsement of these organizations or their programs by CDC or the U.S. Department of Health and Human Services. CDC is not responsible for the content of these sites. URL addresses listed in *MMWR* were current as of the date of publication.

U.S. Government Printing Office: 2014-723-032/01051 Region IV ISSN: 0149-2195

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention (CDC)
Atlanta, GA 30329-4027

Official Business
Penalty for Private Use \$300
Return Service Requested

First 5 Solano Children and Families Commission

Systems & Policy Committee Meeting
July 17, 2014, 3:00 PM – 4:30 PM
601 Texas Street, Suite 210, Fairfield, CA

Minutes

I. Introductions, Public Comments, Commissioner Comments

Commissioner Aaron Crutison called the meeting to order at 3:01pm.

Committee Members present: Aaron Crutison and Jay Speck

First 5 Staff present: Christina Arrostuto (Executive Director), Megan Richards (Deputy Director), Ciara Gonsalves (Policy and Fund Development), Christiana Lewis (Office Assistant III), and Brittaniy Gray (Volunteer)

Members of the public present: Lori Allio (Hatchuel, Tabernik, and Associates), Becky Billing Solano-Napa Association for the Education of Young Children (SNAEYC), Debbie Davis (Children's Nurturing Project & Help Me Grow Solano), Patsy Hampton (California Help Me Grow).

Public Comment: None

Commissioners' Comments: Aaron Crutison thanked Christina Arrostuto for her hard work as Executive Director of First 5 Solano and wished her good luck on her new venture; he also welcomed Interim Executive Director, Megan Richards.

II. Consent Calendar

Motion: Approve Consent Calendar, including the July 17, 2014 Agenda; the May 6, 2014 minutes; the Commissioner Meeting Attendance Status Report; and the 2015 Commission Meeting Dates.

Moved by Jay Speck; Seconded by Aaron Crutison

Approved: 2-0-0

III. Co-Sponsorship Grant Request

A. Discussion: Megan Richards explained that the conference is a great training opportunity for Early Childhood Education Programs and the Commission has funded it many times in the past when funds were available. Becky Billing (SNAEYC) reported on last year's expenses and attendees (over 200); outlined attendees and speakers for this year; and explained that the focus of this year's conference is on creating affordable outdoor classrooms for childcares and families. This will be a full day event at Solano College and is the 28th annual conference to date.

Motion: Consider approval of a request from Solano-Napa Association for the Education of Young Children (SNAEYC) to deploy up to \$3,000 for the 28th Annual Solano College ECE/SNAEYC Conference (Source of funding: FY2014/15 Training and Co-Sponsorship Fund)

Moved by Jay Speck; Seconded by Aaron Crutison

Approved: 2-0-0

- B. Discussion: Christina Arrostuto explained this request is for partial support- \$1500 for 3 registrants- to attend certification training which supports coordinators and trainers to lead the Parent Leadership Training Institute (PLTI). Ms. Arrostuto pointed out that this institute could be the beginning of the social movement to cut poverty and the classes held by the trainers will be funded by a request that has been submitted to the United Way of the Bay Area. PLTI has agreed to customize the 20 week program to focus on poverty and allow grandparents to participate. If funding from United Way does not materialize, then the request to the Commission will be nullified. Commissioner Crutison asked for further details of the conference and Ms. Arrostuto told him the conference will be held in Denver, CO in the fall. Commissioner Speck asked if any First 5 Staff would go. Christina Arrostuto clarified that no staff are slated to go as of yet, but she would like the First 5 anti-poverty intern to go if someone is on board by then.

Motion: Consider approval of a request from the Children's Network of Solano County to deploy up to \$1,500 for 3 registrations for national certification training for the Parent Leadership Training Program (Source of funding: FY2014/15 Training and Co-Sponsorship Fund)

Moved by Jay Speck; Seconded by Aaron Crutison

Approved: 2-0-0

IV. Staffing and Finance Update

Staffing Update: Megan Richards reported that First 5 Solano has a new Office Assistant III, Christiana Lewis, and that Christina Arrostuto, Executive Director, will be leaving. The ED recruitment is posted on the Solano County and HR is working to create a recruitment plan. Ms. Richards also reported First 5's intentions to hire three new college interns: two for the Safety Net Summit- of which one is a new position and one is to replace the current intern who has graduated- and one to replace the Community Engagement intern who has also graduated. Ms. Richards notified the Commission of the realignment of duties with the Contracts & Program Managers to align with the programmatic priorities of First 5.

Finance: Ms. Richards pointed out that the numbers in staff report provided are through May 31, 2014. She confirmed that July 16th was the final day for invoicing so the final report would not be ready until the end of July; however, First 5 was on track. Ms. Richards let the Commissioners know that she updated the cost allocation plan at the time she came on board to align with current practices. In addition, she shared the

latest Tobacco Tax Projections which were released from the state and are slightly higher than anticipated, but within 1%. Lastly, Ms. Richards reported that the administrative error found in the Child Signature Program Discretionary Fund disbursement that was discussed at the last meeting was discussed with County Council and, since it was an administrative error where the intention of the Commission was to fully fund the program, it was not necessary to bring it to the full Commission.

Commissioner Crutison asked if there were any questions, and thanked Ms. Richards for her update.

V. First 5 Futures Update

Ciara Gonsalves reported on the three goals for implementation of fund development:

Foundation Meetings: The Heising-Simons Foundation will be visiting a First 5 Solano Pre-K Academy on July 22nd.

Business Developments: As reflected in the attachment Pre-K Business Champions raised \$12,400. Since then First 5 received a few more donations which brought the total up to a little over \$13k; when matched, the total is \$26k for Pre-K Academies in 2015. Ms. Gonsalves will provide a more thorough report once the summary is finalized.

Legislative and Policy Changes: A Childhood Stakeholder's Summit will be held in November 2014 to prioritize requests for the politicians at the Second Annual Children and Families Policy Forum in February 2015. The contract for the Funding the Next Generation Movement has been fully executed and polling work can begin upon receipt of the invoice.

Commissioner Crutison asked if questions have been developed for the polling. Ms. Gonsalves explained that all the workgroups will collaborate on the questions and collectively prioritize according to order of importance. Commissioner Crutison asked if there were any questions- none followed.

VI. Planning for 2015 and Beyond

Ms. Richards introduced the Collective Impact (CI) model and how it would be different from previous strategic planning processes. Ms. Richards pointed out that CI aligns with other processes that are already present in the community and Solano County could be a leader in creating a shared agenda for young children. The CI model would allow the community to coordinate resources and ease the impact of the decline in First 5 funds.

Ms. Richards introduced the partners that First 5 could collaborate with, including:

- Dr. Lori Allio from Hatchuel, Tabernik, and Associates as the consultant and a guide in the CI process
- Debbi Davis and Patsy Hampton from Help Me Grow which could be the framework for the Collective Impact model

- Applied Survey Research (not present), First 5 Solano's evaluator who could assist in the areas of shared measures and mutually reinforcing activities.

In addition, the Commission would provide the backbone financial support and Ciara Gonsalves and Megan Richards would be the First 5 staff leads.

Dr. Allio (HTA) provided an outline of the CI model, including the benefits which provide "impact, not just outcomes" and the five conditions for achieving CI. The Commission would then establish priorities and funding based off the community-wide CI agenda.

Debbi Davis thanked Patsy Hampton for attending and explained her role in Help Me Grow California. Ms. Davis outlined the structural similarities between Help Me Grow and CI, explained the role of Persimmony for data collection, and the benefits for funding in the future. Patsy Hampton reported on Help Me Grow at a national and state level and how the Help Me Grow model reflects CI.

Discussion: Commissioner Speck asked for clarification on how CI will be targeted and expressed concerns for providers who may be "left out." Dr. Allio responded that CI can be targeted as large or small as possible. Ms. Arrostuto added that it is a framework, not program and will be measured in similar outcomes. Ms. Richards suggested that different workgroups or community agencies would potentially have to reprioritize their functions or resources to meet the common agenda that was developed in the process. Commissioner Crutison asked how the CI model was different than what was already happening. Dr. Allio responded that the First 5 Commission would be the backbone and that all community resources would have a seat at the table. In addition, Ms. Richards responded that instead of measuring outcomes for specific programs, we would be measuring community level outcomes.

Commissioner Speck stated he thinks this is the right thing to do; however, he thinks the shared vision could be challenging to develop.

Dr. Allio asked for the Commissioners recommendation on how to present this model to the whole Commission. Commissioner Speck suggested the same presentation and Commissioner Crutison agreed.

Commissioner Speck asked what the commitment from First 5 would be as the backbone agency. Ms. Richards responded that the anticipated cost would be up to \$100,000 per year for 3 years. This would provide funding for the backbone support for an 18 month planning process and 18 months of implementation. As for staffing, Ms. Richards and Ms. Gonsalves would be the main contacts from First 5 to work with Dr. Allio and Help Me Grow. Commissioners could be involved in the Steering Committee and work groups at whatever level they were able to dedicate.

Commissioner Crutison asked for questions- none followed. Commissioner Speck commented that he is very excited about this and thinks it forces everyone to think differently.

Original Motion: Consider a recommendation to fund and implement a combined First 5 strategic planning and county-wide “Collective Impact” development process beginning in August 2014 (Source of funding: Long Term Financial Plan)

Commissioner Speck suggested the motion be reworded to: “Recommend to the full Commission to fund and implement a combined First 5 Strategic Planning and County-wide Collective Impact development process, and recommend funding of up to \$100,000 for three years.”

Moved by Jay Speck; Seconded by Aaron Crutison
Approved 2-0-0

VII. Future Agenda Items, Meeting Time/Date/Location

Neither Commissioner had any future agenda items. Megan Richards indicated that there would only be the usual standing items, Commission review of policies, and Conflict of Interest Code Review.

Commissioner Crutison asked to confirm the date for the next Systems and Policies Meeting as it may be too close to the September 1st Labor Day holiday- modify if necessary.

Adjourn

Commissioner Crutison adjourned the meeting at 4:27pm.

Christiana Lewis, Office Assistant III

Approved:

DATE: August 4, 2014

FROM: Aaron Crutison, Systems and Policy Committee (SPC) Chair
By Megan Richards, Interim Executive Director

SUBJ: Planning for 2015 & Beyond

Action Item:

Motion: Consider a recommendation to implement a combined First 5 strategic planning and county-wide “Collective Impact” development process beginning in August 2014 and recommend funding of up to \$100,000 a year for three years (*Source of funding: Long Term Financial Plan*)

Summary:

In May 2014, the Systems and Policy Committee (SPC) reviewed and discussed three options for planning for the future beyond 2015 and developing a new funding cycle. The SPC chose to move this discussion to the full Commission without a specific recommendation. At the June Commission meeting, the full Commission reviewed the same three options and also a proposal to embark on a comprehensive, county-wide “Collective Impact” process to create a common agenda, shared measures and mutually-reinforcing activities aimed at strengthening the Solano early childhood system while also identifying First 5 Solano’s future funding priorities.

After discussion, the Commission chose to complete an 18 month planning process directed staff to return with more detail about a Collective Impact process. A full presentation on Collective Impact and how it would be integrated with a traditional strategic planning process was presented at the July SPC meeting and the Committee recommended supporting a Collective Impact process. In addition, the Committee recommended funding the process at the level of up to \$100,000 a year for three years.

A task and timeline schematic, along with detail below, is hereby presented for the Commission’s review and consideration for action.

Background/Discussion:

First 5 Solano is approaching a watershed moment in its evolution. The early “start-up” years of the First 5 movement were characterized by experimentation and infrastructure-development. The next few years were an era of mature operations and demonstrated positive results, during which the Commission consistently supported ever-broader and deeper collaboratives and infrastructure that strengthened services both within and across its strategic priority areas of investment.

Now the Commission faces an era of declining resources for children aged 0-5 and their families. It is even more important that the overall early childhood system in Solano County be well-aligned, providing needed services in ways that are mutually reinforcing, that leverage resources, and that are free of redundancy and waste.

As we commence with the next round of strategic and long term financial planning, it makes sense for the Commission to consider broadening its strategic activities to include other sectors by integrating a “Collective Impact” (CI) approach into its strategic planning and investment decision-making. Under this approach First 5 would conduct its strategic planning on a parallel track that correlates with a broader CI planning and infrastructure-development process.

The CI approach would be coupled with First 5’s strategic plan development, melding traditional planning activities with a broader, county-wide process that includes multiple sectors to map the early childhood system, identify systemic gaps and build agreement on priorities among partners and

providers. The Commission's strategic plan development would be informed by the data collection and engagement processes that characterize the core of a CI planning process. While supporting the CI process, on a parallel track the Commission would also conduct some traditional strategic planning activities, e.g. reviewing and possibly revising its mission, vision, and values.

The CI process would support the effective engagement of a varied spectrum of providers and interested parties. This approach relies on an extensive network of those engaged in the issue to come together and address shared goals in the early childhood system, collectively guided by a Steering Council and with a number of work groups doing planning on various outcome areas.

The resulting plan would be built by utilizing five key elements that are referred to as the five "pillars" of Collective Impact.¹ This CI process will:

- Create a **common agenda** that is prioritized by all partners as they address the needs of families and young children;
- Identify and implement **shared measures**, ensuring that we are tracking our progress together and sharing data on that progress;
- Align the work of participants over time, to ensure that they engage in **mutually-reinforcing activities** and that programs across sectors complement one another, reducing redundancies and filling gaps, while moving the mutual agenda forward;
- Ensure that the group is **communicating broadly** and robustly so that many participants engaged in the effort know what is taking place, what is available, and can conduct their activities from an informed position; and
- Identify and be supported by **"backbone"** resources. While initial work may come from contracted and/or internal staff, ongoing leadership and a convening function need to be built in to keep the effort moving forward.

As the CI process unfolds, with work groups and sector partners refining their mutual agenda and aligning their work for impact, the Commission could ultimately choose to invest in the priorities emerging from the CI process, fill gaps in the continuum of services that have been exposed by that process, or some combination thereof. The Commission would support facilitation of both the First 5 strategic planning and CI processes, to ensure that sufficient and timely progress is made on both.

Help Me Grow Solano is recommended as the framework for the CI process. A Leadership Team comprised of representatives of the major sectors of the early childhood system (government agencies, education, non-profits and funders) is in place and could be refashioned as the CI Steering Council, from which a Steering Council Executive Committee would be built. These partners would agree to a three-year commitment of time (and in some cases, resources) to build and launch a CI infrastructure.

In addition to Help Me Grow support, backbone resources would include: Dr. Lori Allio from Hatchuel, Tabernik, and Associates to assist in leadership and knowledge building around the CI process and provide training and project management to move the process forward; Applied Survey Research (ASR), the Commission's evaluator, to assist in gathering baseline data, and identifying shared measures and mutually-reinforcing activities; and First 5 staff to act as liaisons to the community.

Alternatives, Implications and Recommendation:

The Commission could choose to pursue a traditional Strategic Plan Update process or integrate this effort with a countywide Collective Impact process. (Note that either option requires that the current funding cycle scheduled to end June 30, 2015 be extended for one Fiscal Year, until June 30, 2016.)

¹ Kania, John and Kramer, Mark: "Collective Impact." - *Stanford Social Innovation Review*, Winter 2011. p. 36-41

Staff recommend that the Commission pursue the integrated Collective Impact option. By supporting the steps required to build a Collective Impact effort for Solano County’s youngest children, the Commission would be investing not only in its own plan and the funding of a few organizations, but also in a longer-term, broad-based effort with many potential benefits. These include more effective services and outcomes, better use of existing resources, additional leveraging capacity and new investment opportunities that could attract other funders. Ultimately, the Commission and its partners would support countywide capacity to “move the needle” (i.e., generate measurable, positive results) on issues that are of greatest importance to children 0 – 5 and their families.

The CI process is a long-term, or “legacy” commitment. Staff and the SPC recommend that the Commission commit to three years of backbone support (August 2014-June 2017) at the level of up to \$100,000 a year for three years, which would provide funding for large and small group CI trainings, staffing the Steering Council, Executive Committee and work groups, data/evaluation collection and infrastructure, technical support and other expenses. This support would carry the Commission and the Community through the first year of the Commission’s next funding cycle, which would begin on July 1, 2016. The Commission would seek and welcome, but not depend on, contributions from other partners to support the CI process. During this time, CI would be expected to take root and grow as a community cause, allowing the Commission to eventually reduce its support in favor of other contributors.

Attached are schematics outlining the five conditions for Achieving Collective Impact (Attachment A) and the timeframes and activities of the strategic plan/CI processes (Attachment B). In addition, attached is a rough estimate of costs for a traditional strategic planning process as well as for CI “backbone” support from Hatchuel Tabernik and Associates (Attachment C).

- Attachment A: Five Conditions for Achieving Collective Impact
- Attachment B: First 5 Strategic Planning/Community Collective Impact: Tasks & Timelines
- Attachment C: HTA Cost Estimate

There Are Five Conditions For Achieving Collective Impact

Common Agenda

All participants have a **shared vision** for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions

Shared measurement

Collecting data and **measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable

Mutually reinforcing activities

Participant activities must be **differentiated** while still being **coordinated** through a mutually reinforcing plan of action

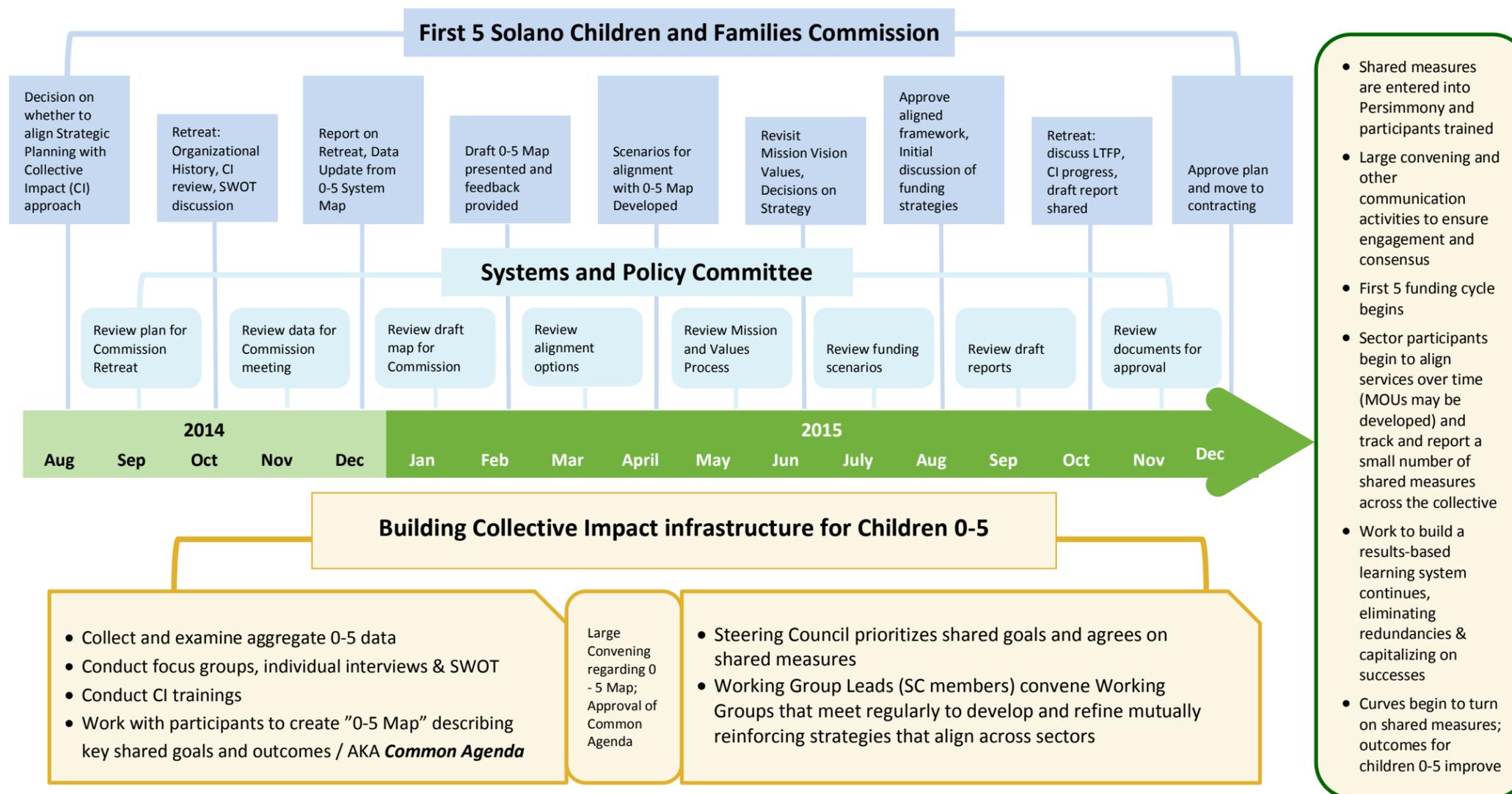
Continuous communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation

Backbone support organizations

Creating and managing collective impact requires a **separate organization with staff** and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations

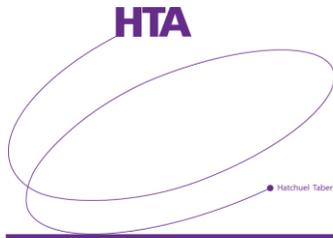
First 5 Strategic Planning/Community Collective Impact: Tasks & Timelines



- Shared measures are entered into Persimmony and participants trained
- Large convening and other communication activities to ensure engagement and consensus
- First 5 funding cycle begins
- Sector participants begin to align services over time (MOUs may be developed) and track and report a small number of shared measures across the collective
- Work to build a results-based learning system continues, eliminating redundancies & capitalizing on successes
- Curves begin to turn on shared measures; outcomes for children 0-5 improve

Help Me Grow Solano Leadership Team (with additions as appropriate) becomes Steering Council; Steering Council Executive Committee is formed. Steering Council/EC meets regularly to provide input, oversee & make decisions to move the CI process forward.

First 5 Solano (and other partners that may volunteer) funds "backbone support" for the CI process and infrastructure, including but not limited staffing the SC, EC and working groups, data collection/evaluation/shared measurement system, training and technical support, parent/community engagement and continuous communication.



Hatchuel Tabernik & Associates Inc

Cost Estimates

Date: July 8, 2014
To: Christina Arrostituto, Executive Director, First Five Solano
From: Lori Allio, Hatchuel Tabernik and Associates
RE: Cost Estimate for Full Strategic Plan and Strategic Plan + Collective Impact

HTA is hereby providing cost approximations for two planning options to the First Five Children and Families Commission of Solano County. The first option is a traditional strategic planning process, and the second option combines some traditional strategic planning elements and a concurrent Collective Impact planning and development process.

Traditional Strategic Plan: Our rough estimate for the traditional strategic plan would be up to \$40,000. This estimate is based on the last round of strategic planning facilitated by HTA. Based on our prior experience the tasks in this process would include:

- Developing the planning process and materials
- Ongoing meetings with staff
- Facilitating planning activities at regular Commission meetings
- Attending the Systems and Policy Committee meetings prior to each Commission meeting where planning activities will take place
- Planning and facilitating a mini retreat
- Planning and facilitating a full retreat
- Developing a draft Strategic Plan
- Developing a Long Term Financial Plan
- Development of a Final Strategic Plan

Strategic Plan + Collective Impact Planning and Infrastructure Development: Our rough estimate for a strategic planning process and a concurrent Collective Impact planning process would be up to \$80,000. This includes only the cost of the role of a planner and facilitator and assumes significant involvement of other entities. For example, we assume that the Collective Impact collaborative process would also be supported by Help Me Grow which will also assume significant leadership in the Steering Council. We further assume that the evaluation team, partner organizations, and staff to the Commission would play a significant role in gather and collectively analyzing the data that would go into the construction of a 0-5 Systems Map. In this scenario, much of the traditional strategic planning would be conducted in Commission meetings. For the Collective Impact component, most of the data work and the development of a county wide agenda would

take place in large convenings, working groups, and steering council meetings. HTA will help to “crosswalk” the planning activities to ensure, for example, that the Commission is engaged and informed as to progress with the data collection and development of the Solano County 0-5 Map. We expect HTA planners/facilitators to have hands-on involvement and to provide technical guidance with both elements of the planning process. Our planners will ensure close communication between the two elements so that they knit together effectively. Ultimately, the Collective Impact framework for children 0-5 Solano County would inform the First 5 Solano Commission’s Long Term Financial Plan and Strategic Plan. Tasks identified in this estimate include:

- Developing the planning process and materials
 - Ongoing meetings with staff
 - Facilitating planning activities at regular commission meetings
 - Prior to each Commission meeting, attending the Systems and Policy Committee meetings where planning activities will take place
 - Planning and facilitating a half day retreat (to include Collective Impact capacity development)
 - Planning and facilitating a full day retreat
 - Developing a draft Strategic Plan
 - Developing a Long Term Financial Plan
 - Developing a Final Strategic Plan
 - Working with evaluators, partners, and others to gather data for the 0-5 System Map
 - Coordinating a working group that creates the 0-5 System Map
 - Developing and facilitating large group convening re. 0-5 Systems Map and Common Agenda
 - Conducting large group trainings on Collective Impact
 - Facilitating Steering Council Meetings
 - Supporting Executive Committee Meetings
 - Supporting the convening of Working Groups
- Work
ing with staff to develop scenarios of alignment
with First 5 Solano priorities

Help Me Grow Solano

Collective Impact Model Framework



MADE POSSIBLE BY A GRANT FROM

CHILDREN AND FAMILIES COMMISSION

What is Help Me Grow?

Help Me Grow is a system that connects at-risk children and families with the services they need.



Help Me Grow National Model

Leadership Team of key decision makers for shared agenda and governance, including key decision makers in the following:

Community based direct service providers

ECE, Preschool, Child Care

First 5 Solano

North Bay Regional Center

Solano County Office of Education

Solano County H&SS Mental Health, Child Welfare, Public Health, MCAH

Solano Special Education Local Planning Area

Solano Coalition for Better Health

Help Me Grow National Model

Core Components:

Child Health Care Provider Outreach

Family and Community Outreach

Centralized Access and Triage Point

Data Collection and Analysis

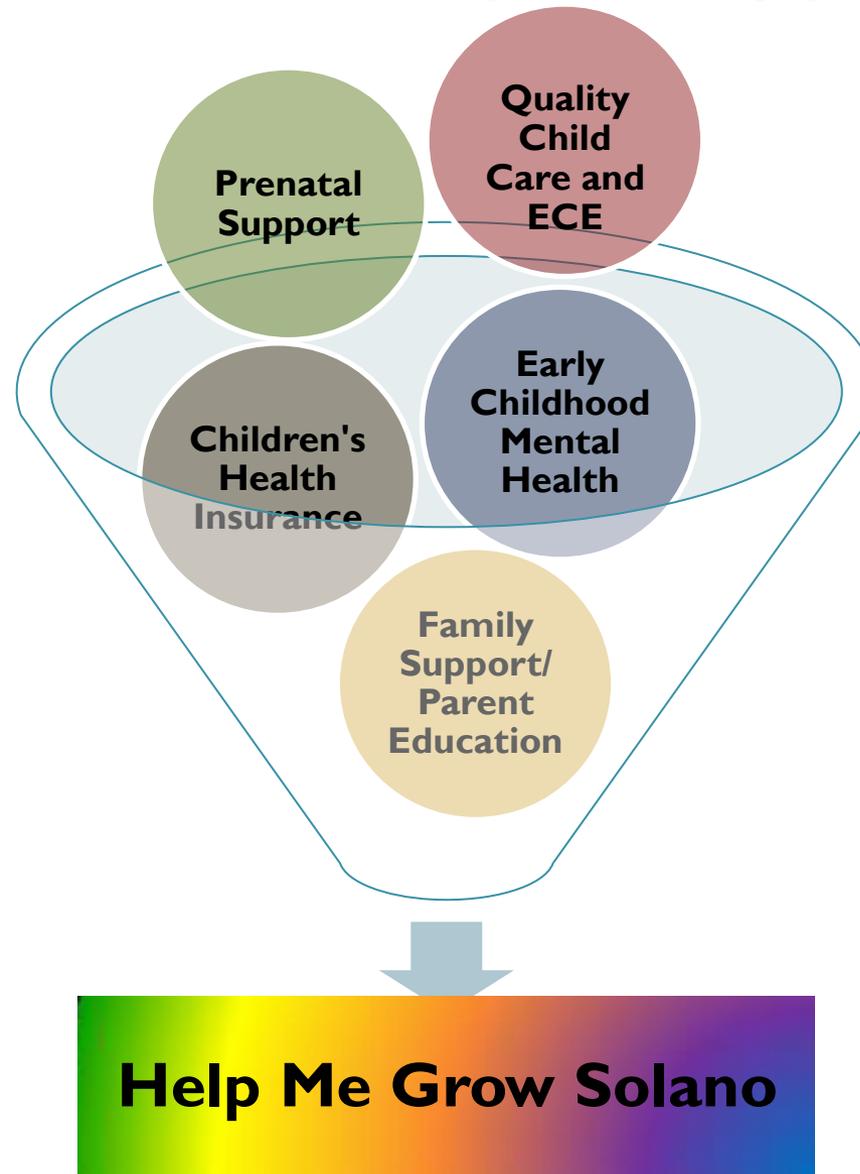
Leadership Team Supports Collective Impact Key Elements

- Common Agenda
- Shared Measures
- Mutually-reinforcing activities
- Communicating broadly
- Backbone resources

Previous Solano Collaboration Structure



New Collective Impact Approach



Help Me Grow Solano



Help Me Grow Solano Strategies

Overall System Coordination

Multi-agency MOU for care coordination

Referral and service tracking and triage

www.HelpMeGrowSolano.org

www.HelpMeGrowNational.org

Help Me Grow Solano & Collective Impact

- Compliments First 5 Futures
- Solano County “Funding the Next Generation” efforts for 2016 ballot measure for a dedicated funding stream for children
- Grant Seekers Alliance for collaborative RFP development

Solano Implementation Plan

By Sept. 2014:

- Help Me Grow call center official kick-off
- Ongoing quality improvement
- Outreach campaign to health care providers
- Common “connection form” for all Help Me Grow partners
- Add other partners to begin collective impact planning process

Use of Data in Collective Impact Models

Building capacity to move

DATA TO ACTION

in Solano County



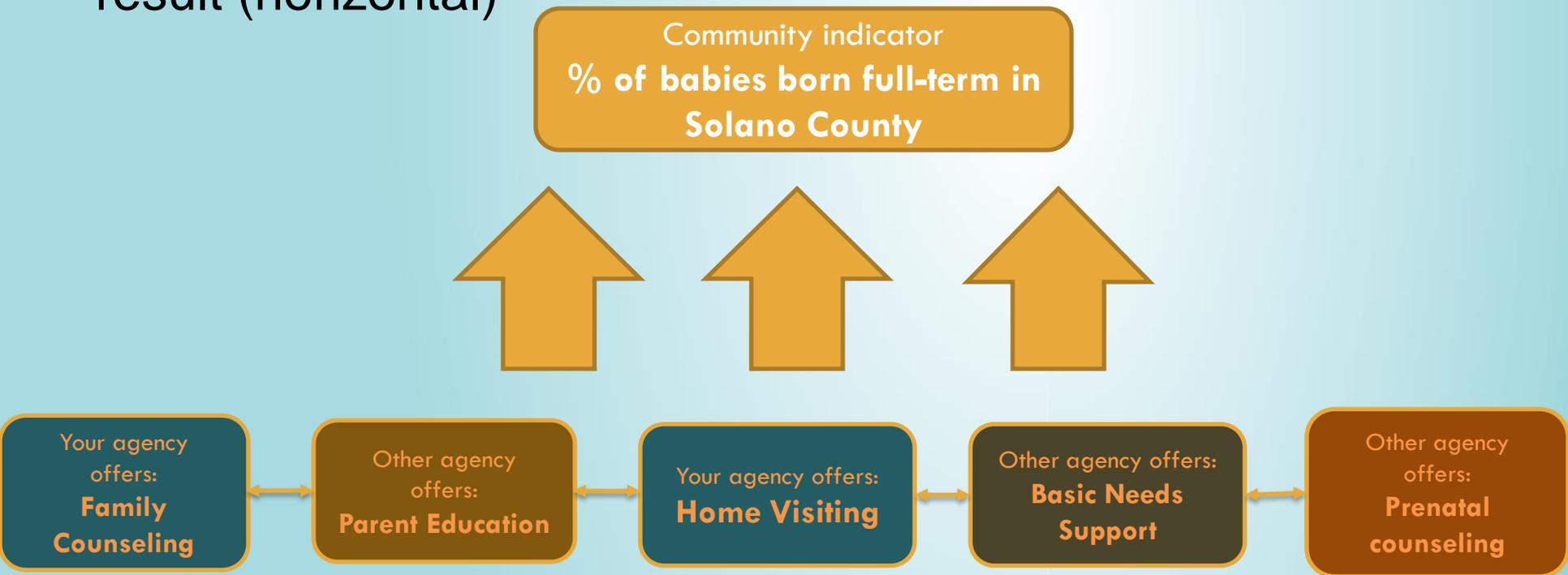
Alignment of data in CI models

- A key component of a CI model is the ability to align multiple sources of data
- Collectively, the data will tell a story about the health and wellbeing of a community
- These data also help improve goal-setting



Alignment of data in CI models

Agency services are aligned to a community indicator (vertical), and aligned with others who care about the same result (horizontal)



Alignment of Data by F5 Solano

- Program data and community indicators
 - The F5 Solano Data Dashboard
- Mapping community indicators over time
 - F5 Solano Community Indicators Report



Alignment of Program Data and Community Indicators

This dashboard completed in 2012 aligns program performance measures with community indicators

| Community result | Strategies | Program/Initiative | Indicator | F5 Solano, FY 12/13 | Relevant County Data Point 2012 |
|---------------------------|--|--------------------|--|---------------------|---------------------------------|
| More newborns are healthy | Screenings, case management and prenatal health services for women at risk of using/abusing substances; nurse home visiting for first time mothers | BabyFirst | Percent of babies born full term (37+ weeks) | 94% | 90%* |
| | | | Percent of babies born at a healthy birth weight | 94% | 93%** |

*Data from CDC WONDER (2013)

**Data from Dept of Public Health statistics.(2013)

Mapping Indicators Over Time

The Solano County Community Indicator Profile showed how data at the community level change over time.

| Community Indicator | Year 1 | Year 2 | Year 3 | Year 4 | Current Year | Trend |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|--|
| Percent of babies born full-term (≥ 37 weeks) | 90.0% (2008) | 89.6% (2009) | 89.9% (2010) | 90.4% (2011) | 89.8% (2012) |  |
| Percent of babies born at a healthy birth weight (≥ 2500 g.) | 94.3% (2008) | 94.9% (2009) | 94.7% (2010) | 93.4% (2011) | 92.9% (2012) |  |

Source: Updated from data presented at the F5 Solano Retreat, Oct 2013

CI Models Require a Common Language

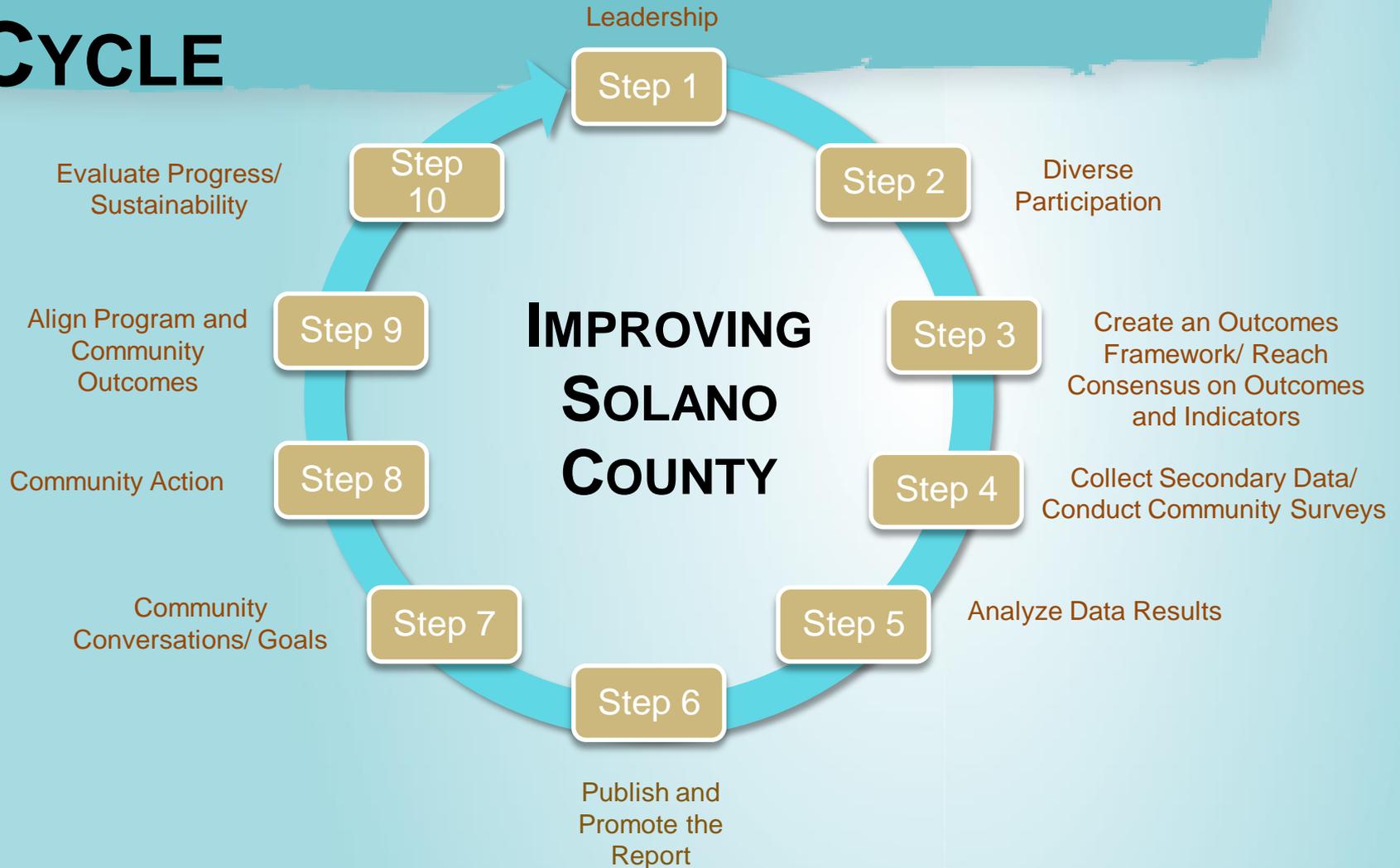
| | | |
|------------|--|---|
| Population | Community Result: A measurable improvement in community's wellbeing | More newborns are healthy in Solano County |
| | Indicator: The 'data point' that measures the status of a community result | Percentage of babies born full-term county-wide |
| Program | Performance Measure: The difference the program makes in the lives of its participants | Percentage of program participants who have full-term pregnancies |

Next Steps



- Recruit community partners
- Choose the top **community results** to target and track
- Determine community **indicators**
- Develop a shared measurement system to collect **program performance** data
- Evaluate all data to determine impact at the program and community level

COMMUNITY IMPROVEMENT CYCLE



Questions? Contact us!

- Susan Brutschy
susan@appliedsurveyresearch.org
- Lisa Colvig-Amir
lisa@appliedsurveyresearch.org
- Kim Carpenter
kim@appliedsurveyresearch.org
408-247-8319
- Christina Branom
branom@appliedsurveyresearch.org

First 5 Solano Children and Families Commission

Program & Community Engagement Committee Meeting
July 24, 2014, 2:00 PM – 4:00 PM
601 Texas Street, Suite 210, Fairfield, CA 94533

Minutes

I. Introductions, Commissioner Comment, Public Comment

Committee Chair Betz called the meeting to order at 2:13 PM.

Committee members present: Committee Chair Stephan Betz, Commissioner Liz Niedziela, and Commissioner Erin Hannigan

First 5 Staff present: Megan Richards (Interim Executive Director), Cherelyn Ellington-Hunt (Early Care and Education Programs Manager), Christine Shipman (Health Programs Manager), Ciara Gonsalves (First 5 Futures and Community Engagement Manager), Kara Wilson (Community Engagement Intern), and Christiana Lewis (Office Assistant III)

Public attendees: Nancy Calvo, Niccore Tyler and Nazlin Huerta (H&SS/BabyFirst Solano)

Commissioner Comment: None

Public Comment: None

II. Consent Calendar

- A. Approve Agenda of July 24, 2014 Program & Community Engagement Committee (PCE) Meeting
- B. Approve Minutes of May 22, 2014 PCE Committee Meeting

Ms. Calvo asked the Committee to make an amendment to the May 22, 2014 minutes, under Item IV. FY2013/14 Interim Performance Measures Report, to include “Ms. Calvo also presented a HFA status report on successes of the local HFA program and a summary report of evidence based home visiting to prevent child maltreatment which demonstrates successes of the Nurse-Family Partnership Program and is closely related to implementation of the local Healthy Families America.”

Motion B. Approve Minutes of May 22, 2014 PCE Committee Meeting was amended to reflect the requested change.

Moved: Commissioner Betz, Seconded: Commissioner Hannigan
Approved: 3-0-0

III. Program Updates

Ms. Shipman reported that First 5 identified unmet performance measures by the Healthy Families America (HFA) Program which were discussed at the last meeting. First 5 and Health and Social Services (H&SS) BabyFirst met on June 13th and 27th and developed a revised scope of work, effective July 1, 2014, to achieve targets by the end of the current fiscal year. First 5 is finalizing the Compliance Action Plan which will include the updated SOW as well as include BabyFirst undertaking a data collection quality assurance process and the proper training of contract staff. Ms. Shipman said First 5 will monitor the program and provide updates regularly at future PCE Meetings.

Commissioner Betz asked for clarification of the length of the Compliance Action Plan. Ms. Shipman confirmed that it would be in place until the grantee met the terms for 2 consecutive quarters or for the full Fiscal Year, whichever came first at which time the Plan would be terminated.

Commissioner Betz asked for questions. Ms. Tyler asked Ms. Shipman to confirm which two quarters would fulfill the requirement of meeting the designated targets considering the Compliance Action Plan was still in development. Ms. Richards and Ms. Shipman explained that any two consecutive quarters could fulfill the requirement, including the first quarter if the plan were implemented and met during that time. Ms. Tyler asked if the goal was to have the Compliance Action Plan complete and ready for the first quarter of the current fiscal year. Ms. Richards confirmed and explained that it is drafted and with County Council for review.

Commissioner Betz asked about fluctuations associated with school schedules. Ms. Tyler and Ms. Richards agreed that numbers do vary, but both concur with the scope-of-work. Commissioner Betz commented that he sees this as a “pilot program”.

Ms. Tyler asked for clarification on the scope-approval process. Ms. Richards answered that if there were no questions on the scope, HFA-BabyFirst would work with Ms. Shipman on the standard MOU process. Ms. Calvo asked if the final scope had to be returned to the Commission; Ms. Richards said it did not.

IV. Community Engagement Activities

Ms. Gonsalves explained that she is now the Community Engagement Manager due to the similarities with her current work with First 5 Futures and Business and Community Outreach. Ms. Gonsalves reported that the Breastfeeding Friendly (BFF) Express will be at the Solano County Fair for the third consecutive year. The BFF Express supports and educates current and future mothers on the importance of breastfeeding their babies and provides a comfortable and private space to breastfeed. Commissioner Betz asked how “future” mothers are educated. Ms. Shipman explained that education is provided through literature and personal engagement.

Ms. Gonsalves confirmed that the contractual negotiations for the First 5 New Parent Kits are complete. Commissioner Betz asked if First 5 was going to receive augmented kits; Ms. Gonsalves listed the items that would be augmented.

Commissioner Niedzela asked how many babies were projected to be born in Solano County during the next year. Ms. Ellington-Hunt answered that 5,141 babies were projected to be born in 2014. Ms. Ellington-Hunt explained that 2500 English kits and 1500 Spanish kits will be received and distributed this year. Commissioner Niedzela expressed praise for the kits.

V. First 5 Solano Social Media Plan

Ms. Gonsalves reported on the draft First 5 Solano Social Media Business Operations Plan which adheres to the Solano County Social Media Policy and is designed to supplement the current First 5 Solano Communication Plan. The Operations Plan addressed such topics as Target Audience, Benefits, Disadvantages, Platform Summaries, Performance Measures, and Suggested Content by Monthly Themes. Ms. Gonsalves pointed out that although she outlined five major platforms in her report, she intentionally did not limit the selection solely to these five due to the rapidly changing landscape of Social Media in general.

Ms. Gonsalves explained that 59% of California counties are currently using Social Media, not including Solano County, and 70% of Solano County Grantees are using Social Media. Ms. Gonsalves emphasized the ability to further mission, vision, and core values through the use of Social Media, especially since about 89% of young parents use Social Media. Ms. Gonsalves

reasoned that by using Social Media, First 5 Solano, Grantees, Community Partners, and other Children and Family Services stakeholders would have a unified voice.

Discussion: Commissioner Niedzela asked how First 5 plans on getting people to “like” their Facebook page to begin receiving information. Ms. Gonsalves answered that interns, or another designee, would actively and constantly be engaged and monitoring the sites by building networks with Commissioners, Grantees, and friends, then extend beyond to the community. Ms. Gonsalves said that ultimately, First 5 would have to work at building their network but she has complete confidence in her team that First 5 could achieve the goal. Ms. Ellington-Hunt suggested that another option would be “Page Boost”, or similar service, in which selected posts could be sent to approximately 20,000 people for a minimal fee. Ms. Ellington-Hunt cited results of a 15%-20% increase in followers from other First 5 agencies that have used these types of services.

Commissioner Hannigan asked about the potential agreements and necessary cooperation with the Grantees. Ms. Gonsalves explained the current infrastructure with Help Me Grow and confirmed that many Grantees are already on board and excited about the Social Media launch.

Commissioner Betz asked if a decision was made on which media would be used. Ms. Gonsalves reiterated that the media in the outline were suggestions and the intention was to leave the specific media open-ended to coordinate with the current landscape of Social Media. Commissioner Betz warned about the potential conflicts of interests with the mandatory ads required prior to each You Tube video. Ms. Gonsalves thanked Commissioner Betz for his input and took note.

Commissioner Betz suggested focusing on a few sites and establishing a strong presence, for example Google+. Ms. Richards asked if Google+ would reach First 5’s target audience. Commissioner Betz said he sees a correlation between the health and science orientation of Google+ and the mission of First 5.

Ms. Gonsalves said she does not envision using all Social Media sites at once, but rather focusing on a few. Ms. Gonsalves also explained her plan to gage the success of each site by using measurement tools like Google Analytics.

Commissioner Hannigan asked for the timeline of IT completing the setup of First 5’s Social Media accounts. Ms. Gonsalves and Ms. Richards explained that the timeline was left open-ended because they were not sure how long it would take IT to complete setup. Commissioner Hannigan stressed the need for constant monitoring of the sites in order to minimize inappropriate activity and to make sure the site reflects well upon First 5. Ms. Richards clarified that the interns would be monitoring the incoming posts and comments, and the outgoing posts and comments would originate from First 5 staff weeks in advance.

Commissioner Betz suggested the use of The Network of Care site, which is an online personal healthcare record. Ms. Shipman asked for further explanation on how The Network of Care site differs from traditional personal healthcare records. Commissioner Betz explained that the record is online and accessible from any hospital by any doctor. Ms. Gonsalves took note of this suggestion.

Original Motion: Consider recommending approval of the “First 5 Solano Social Media Business Operations Plan, as required by the Solano County Social Media Policy.”

Commissioner Betz amended the motion: To recommend approval of the First 5 Solano Social Media Business Operations Plan and include a list of potential websites to link to including The Network of Care for children 0-5.

Moved: Commissioner Niedzela, Seconded: Commissioner Hannigan
Approved: 3-0-0

VI. Future Agenda Items, Meeting Date/Time/Location

Commissioner Betz announced that he is now the Deputy Director for Older and Disabled Adults Services, Health and Social Services (H&SS) and will be stepping down as First 5 Solano Commissioner, effective August 5, 2014. Patrick Duterte, Director of H&SS, would take his place. Commissioner Niedzela congratulated Commissioner Betz and said she was sorry to see him go. Ms. Richards thanked Commissioner Betz for everything he has done for First 5 Solano. Commissioner Betz reminded everyone that the PCE Committee would need a new Chair.

Ms. Ellington-Hunt asked if 2:00pm was a convenient future meeting time. All Commissioners agreed.

Commissioner Betz asked if there were any new agenda items. Ms. Richards replied currently only standing items were on the agenda for September. Commissioner Betz asked about the next steps for H&SS/BabyFirst. Ms. Richards explained that updates would be given during the Program Updates portion of future PCE meetings, and the approval of the Compliance Action Plan would be implemented by staff and signed by the Chair.

The meeting was adjourned at 3:13 PM.

Christiana Lewis, Office Assistant III

Approved:

DATE: August 4, 2014

TO: First 5 Solano Commissioners

FROM: Liz Niedziela, Program and Community Engagement Chair
By Ciara C. Gonsalves, Policy, Fund Development, & Community Engagement Manager

CC: Megan Richards, Interim Executive Director

SUBJECT: Social Media Business Operations Plan

Agenda Item VIIB1 First 5 Solano Social Media Business Operation Plan

Motion: Consider recommending approval of the “First 5 Solano Social Media Business Operations Plan” as required by the Solano County Social Media Policy

The Program and Community Engagement (PCE) Committee brings to the Commission for review and approval First 5 Solano’s proposed Social Media Business Operations Plan (SMBOP) which was reviewed at the July PCE Meeting. The SMBOP (Attachment A) was designed in concurrence with the Solano County Social Media Policy with the direct benefit of engaging First 5 Solano funded grantees, parents, caregivers, community partners, and all other relevant online connections in an open environment with a unified voice. Doing so will advance the First 5 Solano Mission, Vision, and Core Values of supporting and improving the lives of young children and families, as outlined in First 5 Solano’s overall Communications Plan.

First 5 Solano plans to engage using various social media platforms and websites, adhering to Solano County policy, monitoring usage, and using measurement tools to measure the efficiency of Social Media use. The Social Media Business Operations Plan outlines the plan in more detail related to: business case, target audience, advantages, disadvantages, platform summaries, content guidelines, and performance measures.

The PCE Committee agreed with the SMBOP and asked that in addition to what was in the plan to include Network of Care, for ages 0-5, an online personal health record tool, which is now included in the SMBOP as a proposed content topic with links to the site.

Attachment A: First 5 Solano’s DRAFT Social Media Business Operations Plan



Social Media
Business Operations Plan

DRAFT 8/5/14



| CONTENTS | PAGE |
|---|------|
| A. Executive Summary | 2 |
| B. Business Case | 3 |
| C. Target Audience | 5 |
| D. Advantages | 5 |
| E. Disadvantages | 6 |
| F. Platform Summaries | 6 |
| G. Content Guidelines | 6 |
| H. Metrics – Performance Measures | 10 |
| Appendix A – Suggested Content | 12 |
| Appendix B – Implementation Timeline | 14 |
| Appendix C – Staff and Maintenance Plan | 15 |
| Glossary of Terms | 16 |

A. Executive Summary

The twenty-first century is an age of digital and electronic sharing of information, especially more in recent years with Social Media entering the marketplace. 34 of 58 (59%) of First 5 Commissions are utilizing social media. First 5 Solano is in the remaining 41%, lacking the benefits of the immediate sharing of information and communication abilities that social media offers. Social media is a critical communication method for young adults (much of the population First 5 Solano serves) and is vital in generating meaningful and relevant correspondence with parents, caregivers, families with children prenatal to five years of age, First 5 Solano grantees, and other community partners [hereafter referred collectively as ‘audience’]. Granted permission to utilize social media from the County of Solano, First 5 Solano proposes the launch of various social media platforms to be maintained by a Social Media Publisher and overseen by the Public Affairs Manager to easily share and exchange information and unified messages with targeted audience. Proposed platform launches include Facebook, Twitter, YouTube, LinkedIn, Tumblr, and others that may release at a later date to further its vision and mission:

Vision: All Solano County children are loved, healthy, confident, eager to learn, nurtured by their families, caregivers, and communities.

Mission: First 5 Solano Children and Families Commission is a leader that fosters and sustains effective programs and partnerships with the community to promote, support and improve the lives of young children, their families and their communities.

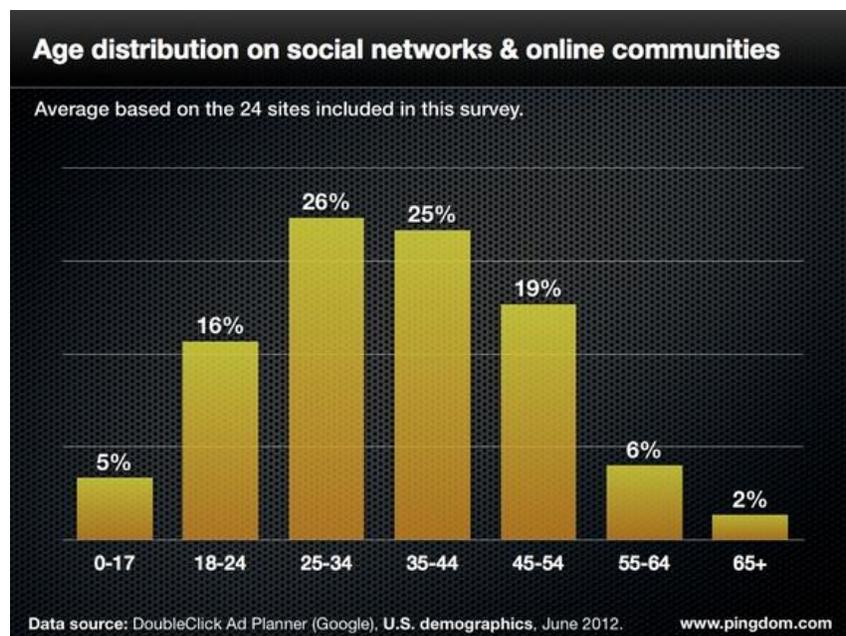


The following Social Media Business Operations Plan (SMBOP) details the business case, strategy, platform details, implementation and timeline of social media development and launch, and how it will improve outreach to the audience.

B. Business Case

Social media is largely uncharted for public agencies, until now. The key takeaway of social media for public agencies and the use of social media include: how to make sense of the massive amount of data that is produced on social media every day, how to measure the use of such data, how social media can support an agency’s mission, and acceptable online behavior – both internal interactions from government and external communications with audience.

The First 5 Solano Commission exists to serve families and children prenatal to five years of age. In California, the average age of first-time mothers is 25 years old.¹ Relative to the child-bearing age, 89% of 18 – 29 year-olds use social media and 71% of those users access social media by means of a mobile device.²



Social Media Usage by Age

72% of Social Media users are between the age of 0 – 44. These ages cover the span of parenting ages from teens, young adult, and mid-life aged parents.

In order to reach more parents, social media will allow First 5 Solano to further its mission of creating and fostering programs and partnerships with community entities to promote, support and improve the lives of young children, their families, and their communities. Additionally, social media will allow First 5 Solano to further pursue its core values as follows:

¹ Center for Disease Control and Prevention (2009).

² Business2Community 22 Social Media Facts and Statistics in 2014 (2014)



- **Collaboration:** model the spirit of collaboration through team work in our interaction with one another, community members, and service providers by allowing the networking ability with community partners and First 5 Grantees (70% of which are utilizing a form of social media), sharing community events, and exchanging unified information collectively as children and family service providers.
- **Innovation:** seek and embrace new ideas and ways of supporting services and building community capacity, considering the highest and best use of Commission resources to be leveraging funds to support system change by reviewing the latest professional resources and studies that are shared and exchanged on social media platforms between connections.
- **Community Engagement:** First 5 Solano will be accessible to our communities, which possess our greatest assets and whose contribution is essential to our success, making every effort to incorporate community participation into policy and funding decisions by posting Commission and Committee meeting dates, times, locations and other community engagement events and activities as they develop.
- **Respect for Diversity:** committed to fostering an environment that supports families, children and organizations in ways that are respectful, inclusive, egalitarian, fair, responsive and tailored to the community by adhering to Solano County Anti-Discrimination and Social Media Policies which outline acceptable use and behavior when utilizing social media and daily activities while in the workplace – including online.
- **Advocacy:** use our unique role to build public support for policies and programs that benefit young children and their families by sharing and exchanging the latest legislative happenings and/or informing the public of proposed legislation that will affect children and families.
- **Integrity:** set and maintain the highest ethical and professional standards for our programs and ourselves by maintaining Solano County Customer Service Standards in the workplace and in an online environment.
- **Accountability:** establish goals for progressing towards our vision, define results for funded endeavors, measure and report our progress, and use what we learn to improve the early childhood service system by maintaining responsible social



media behavior and providing respectful feedback to the public. Also, making annual reports and other public information readily available to the public.

First 5 Solano's social media goals also include branding and brand awareness, informing community of the availability of children and family resources, and sharing/exchanging of educational information. First 5 Solano's social media plan serves as an extension for promoting monthly themes listed on its website and related to main themes from the First 5 Solano Strategic Plan, including:

1. Prenatal Health
2. Children's Health
3. Early Childhood Mental Health
4. Quality Child Care
5. Parenting Information
6. School Readiness
7. Funding and Fundraising Opportunities

Social media accounts will display conversations and communications in plain sight and direct private messages to public view (i.e. from private messaging to Facebook Wall). First 5 Solano will not reveal confidential and otherwise protected information although the site is public information. A written disclosure will be included on each profile disclaiming the collection and use of information for research purposes (D-2 Solano County Social Media Policy 2.3.2).

C. Target Audience: The target audience includes families with children prenatal to five years of age, childcare providers, children's services providers, local businesses, policy makers, First 5 Solano Grantees, and all other related organizations.

D. Social Media Benefits

- Facilitates open, immediate communication with the availability and sharing of information
- Provides an opportunity to discuss ideas with others, post news, ask questions, and share links
- Establishing a brand
- Ongoing cultivation of relationships
- Networking beyond the usual connections, broadening business contacts and possibilities
- Requests for Proposals, Requests for Qualifications, and other funding announcements
- Public information dissemination
- Announcement of First 5 Public meetings – Commission and Committees



- Convenience
- Showcasing strengths, reports, and outcomes
- Receiving feedback
- Responding to inquiries from public
- Expands market research and surveying capabilities
- Opportunity to purchase paid space in newsfeeds occasionally, depending upon platform.

E. Social Media Potential Disadvantages

- Presents the possibility of hacking and/or misuse
- Increases the risk of online scams
- Negative comments.

Remedies/Solutions to Potential Disadvantages: All questionable behavior will be discussed with Executive Leadership who have ultimate authority of social media usage and can delegate responsibility to Public Affairs Manager. Offensive comments will be immediately removed and users will be warned as an initial step. If offensive user continues offensive language and/or inappropriate usage then First 5 Solano will block them from viewing content and the ability to share/exchange information as outlined in the Solano County Social Media Policy.

F. Platform Summaries – Facebook, Twitter, LinkedIn, YouTube, and Tumblr

First 5 Solano proposes to utilize social media on multiple platforms as needed based upon age group use and platform features being that the social media landscape is constantly evolving in regards to which age group utilizes which platform, enhancements and features of respective platforms. Summaries of the first five major platforms First 5 Solano wishes to launch are included below.



Summary: Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes public features such as:

- Marketplace - allows members to post, read and respond to classified ads.
- Groups - allows members who have common interests to find each other and interact.



- Events - allows members to publicize an event, invite guests and track who plans to attend.
- Pages - allows members to create and promote a public page built around a specific topic.
- Presence technology - allows members to see which contacts are online and chat.

Within each member's personal profile, there are several key networking components. The most popular is arguably the Wall, which is essentially a virtual bulletin board. Messages left on a member's Wall can be text, video or photos. Another popular component is the virtual Photo Album. Photos can be uploaded from the desktop or directly from a cell phone camera. There is no limitation on quantity, but Facebook staff will remove inappropriate or copyrighted images. An interactive album feature allows the member's contacts (who are called generically called "friends") to comment on each other's photos and identify (tag) people in the photos. Another popular profile component is Status Updates, a microblogging feature that allows members to broadcast short Twitter-like announcements to their friends. All interactions are published in a newsfeed, which is distributed in real-time to the member's friends.

Facebook offers a range of privacy options to its members. A member can make all communications visible to everyone, or can block specific connections or can keep all communications private. Members can choose whether or not to be searchable, decide which parts of their profile are public, decide what not to put in their newsfeed and determine exactly who can see their posts. For those members who wish to use Facebook to communicate privately, there is a message feature, which closely resembles email.



Summary: Turn on CNN, Fox News and other news-reporting services and there will be a news ticker streaming across the bottom of the television set. In a digital world that is relying on the Internet more and more for news, that streaming ticker is Twitter. First 5 Solano will gain the opportunity to push concise pieces of information to the public like news bits or announcements.

Functions

1. Create original tweets
2. Ability to retweet information for others
3. Highlight daily/weekly news stories (Example: Current or active children and families policies that could affect First 5 Solano, partners, and parents)





LinkedIn is a business-oriented social networking site focused on sharing professional research, job opportunities, and growing professional networks. Newer enhancements on the LinkedIn platform include searching for professionals with specific skill-sets to fit organizational needs, volunteers, and even board members. First 5 Solano plans to use LinkedIn for the following: growing professional network, announcing fund development opportunities, and any other closely related uses that fit organizational need.



YouTube is a video-sharing website which allows users to upload, view, and share videos, and it makes use of Adobe Flash Video and HTML5 technology to display a wide variety of user-generated and media video. Available content includes video clips, TV clips, music videos, and amateur content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via YouTube, as part of the YouTube partnership program. Unregistered users can watch videos, and registered users can upload an unlimited number of videos. Videos considered to contain potentially offensive content are available only to registered users affirming themselves to be at least 18 years old. First 5 Solano will utilize YouTube as a means of sharing educational and children and family-related videos free of charge, expanding outreach to millions of viewers.



Tumblr is currently accessed more by younger users than any other age group, therefore expanding reach to teen and the twenty-year-old parent age ranges. Tumblr allows users to effortlessly share anything without a limit on the amount of text or bandwidth of content, more of a blogging site. Tumblr allows the sharing of text, photos, quotes, links, music, and videos from browsers, phone, desktop, email or wherever users happen to be. It also allows customization of everything, from colors to HTML.

G. Metrics: Performance Measures

Measuring social media traffic can be tricky. But that is why tools like Google Analytics and Hootsuite are very useful as a dashboard to view all active social media sites and analytics. Google Analytics is recommended by Social Media professionals and creators nationally, allowing users to identify where social traffic is originating from, how to adjust activities based upon findings, determine what social media traffic originates from mobile devices, and which platforms provide the most exposure/traffic. The following are the top ten metrics used in reviewing social media usage:



1. Social media leads. Track web traffic breakdowns from all social media sources, and chart the top few sources over time. If members of your social media networks are sending referrals, consider measuring this data as well.
2. Engagement duration. For some companies, engagement duration is more important than page views. For example, if you have a Facebook application, how much time are social network members spending using it? Is per-member usage increasing over time? Alternately, if people visit your company websites from social media sites, how long are they spending? (Also consider tracking which pages they visit.)
3. Bounce rate. Are visitors coming to your site from social media sites but quickly leaving? Maybe your landing page needs better, more relevant material. Maybe the information they're seeking isn't easily found.
4. Membership increase and active network size. This is the portion of your company's social networks (e.g., Twitter, Facebook) that actively engages with your social media content (e.g., Twitter, Facebook Pages, etc.) Are your collective members, followers, fans network growing, and is there interaction with your content?
5. Activity ratio. How active is your company's collective social network? Compare the ratio of active members vs total members, and chart this over time. There'll always be some social network members who are inactive, but if you initiate a campaign to increase interaction, you should also measure the resulting data. Activity can be measured in a variety of ways, including usage of social applications.
6. Conversions. You want social network members to convert: into subscriptions, sales (direct or through affiliates), Facebook application use, or whatever other offerings you have in your overall sales funnel and that can somehow be directly or indirectly monetized. (E.g., subscription to a weekly e-newsletter can be monetized by giving other companies access to your list in the form of advertising.) Measure all types of conversions and chart them over time.
7. Brand mentions in social media. Are members talking about your company or the company's brands? Measure and track both positive and negative mentions, and their quantities.
8. Loyalty. Are social members interacting in the network repeatedly, sharing content and links, mentioning your brands, evangelizing? How many members re-share? How often do they re-share?
9. Virality. Social members might be sharing Twitter tweets and Facebook updates relevant to your company, but is this info being re-shared by their networks? How soon afterwards are they resharing? How many FoFs (Friends of Friends) are re-sharing your links and content?



10. Blog interaction. This is actually more than one metric lumped together. Blogs ARE part of a Social Media Marketing toolkit, but only if you allow comments and interact with readers by responding. If you're doing this, encourage responses either directly in the comments section of blog posts, or via Twitter. (Use a blog widget that allows this.) If your blog's content is suitable for social voting (Digg, Propeller, Mixx, etc.) or social bookmarking (Delicious, Stumbleupon) sites, install a blog plugin that displays the necessary sharing "buttons", then track referrals back from those sites.

Individual metrics and usage measures are available and will be used when available. First 5 Solano will provide the County Administrator's Office:

1. A monthly report that outlines the planned posting activity on a rolling two-month schedule;
2. Measures of passive and/or active engagement of users as a result of social media activity;
3. Measures on the effectiveness of the social media activity to meet the objectives outlined in this SMBOP.

H. Content Guidelines:

The following table provides a general content guide and is not all inclusive.

| To Post | Not to Post |
|--|---|
| Content respecting others' confidentiality and maintaining the professional integrity of First 5 Solano | Nonpublic information of any kind, including photos or information regarding any person prior to obtaining written consent |
| Photos of persons with signed photo release form as related to content illustrating First 5 Solano's commitment to serving families and caregivers with children aged 0-5 years old. | Photos or links unrelated to First 5 Solano, or its mission |
| A rich assortment of eye-catching yet relevant graphics geared toward aiding young children | Content inconsistent with population served or aimed at directly persuading public on political, religious, or other topics |
| Content demonstrating sensitivity toward cultural diversity of those served by First 5 Solano | Content featuring a tone that is overly wordy, jargon-filled, or slag-filled |
| Policy related posts are to be generated by the executive director | Information only applicable to First 5 staff |
| Corrections of any misinformation with a comment, instead of deleting post | Personal views |
| Culturally relevant information to our diverse community | Any content disrespecting copyright laws |
| Educational videos | Information regarding litigation or claims that could be brought against the county |



First 5 Solano estimates posting 2-3 times per week on social media sites and actively monitoring each site daily. The goal is to maintain interest while being conscious of post fatigue.



Appendix A: Suggested Content by Monthly Themes

- ❖ January-Physical Fitness
- ❖ February-Children's Oral Health
- ❖ March-Nutrition
- ❖ April-Children's Month
- ❖ May-Speech and Hearing
- ❖ June-Safety Month
- ❖ July-Purposeful Parenting
- ❖ August-Breastfeeding, Immunizations
- ❖ September-Literacy
- ❖ October-Domestic Violence Awareness and Prevention
- ❖ November-Adoption
- ❖ December-Safe Toys and Gifts

Sample Posts

- ❖ January: Physical fitness activities are a great way to engage with your children, and it is as easy as taking a walk at your local park.
- ❖ February: Tooth decay is the most chronic disease in children; fortunately there are numerous ways to prevent it. Developing good dental health habits at an early age and scheduling regular dental visits helps children get a good start on a lifetime of healthy teeth and gums.
- ❖ March: In order to meet their five servings of fruit and vegetable per day, allow your child to choose from the colors of the rainbow when you shop for fruit and vegetables.
- ❖ April: This month hosts several children oriented celebrations and solemn observations. Children's Book Day for example promotes literacy and enjoyment of reading. April is a great opportunity to assist your child in picking out a book at your local library.
- ❖ May: Children with speech and language impairments are 4 to 5 times more likely than their peers to experience other language-learning disabilities to include significant reading problems. Help is available; Speech-Language Pathologists assist with prevention, identification and treatment of communication impairments.
- ❖ June: Potter the Otter says to drink plenty of water or other hydrating beverages during the summer. Order your free copy of our Potter the Otter book today!



- ❖ July: Positive parenting practices such as assisting your child develop and implement goals can combat negative influences.
- ❖ August: August is national immunizations awareness month. Immunization tracking can be confusing; a site like Network of Care (NoC), an online personal health record tool, allows users to upload their personal health information on a secure website. NoC allows approved medical users the ability to review your personal health information in the case of an emergency or for something as simple as verifying immunization records to ensure children are immunized accordingly.
- ❖ September: Research suggests that 90 million Americans read at basic and below basic reading levels. Going to the library with your child and assisting him or her with finding a book that engages them, is a fun way to instill a love of reading.
- ❖ October: Acts of domestic violence often remain unspoken by victims, but there are many resources available. The National Domestic Violence Hotline is available 24 hours a day at 1-800-799-7233.
- ❖ November: According to the Department of Health & Human Services more children become available for adoption each year than are adopted. Every child deserves a permanent, safe and nurturing home, and adoption provides this opportunity.
- ❖ December: The holidays are a time of joy for children, but don't forget about proper toy and gift safety. www.safekids.org features updates and information on recent toy recalls.



Appendix B: Implementation Timeline

| Estimated Timeframe | Project Task |
|---------------------------------|---|
| 5/01 - 7/01 2014 | Research and Draft First 5 Solano Social Media Business Operations Plan (SMBOP) |
| 7/8/14 | Internal SMBOP Review |
| 7/9/14 | SMBOP draft due for Program/Community Engagement Committee |
| 7/24/14 | Program and Community Engagement Review of SMBOP |
| 8/12/14 | SMBOP presented to First 5 Solano Commission |
| 9/1/2014 | F5 SMBOP sent to County Administrator and IT for County Approval |
| Upon receipt of county approval | First 5 Solano Social Media Platforms selected and begin profile drafts for each platform |
| Upon receipt of county approval | Continue working on designing each platform |
| Pending | Review of SMBOP platform profile drafts at conference w/Executive Leadership |
| 10/1/2014 | DOiT Configuration of profiles |
| Upon receipt of DOiT approval | Begin uploading profile information to each platform and enhancing online presence |
| Upon receipt of DOiT approval | “Shadow Period”- Building/developing F5 online presence before seeking connections |
| Ongoing | Focus on adding connections and building online networks |
| Ongoing | Focus on adding related content: monthly theme information for parents/caregivers aligned with First 5 Solano website information |
| Ongoing | Once each profile is launched, Publisher(s) logs in at least daily to review requests and information being shared with connections. The sharing of information from First 5 Solano will vary based upon upcoming events, announcements, public meeting notices, etc. When more communication is needed, more posts and logins are acceptable compared to merely posting just to post or posting useless information. |
| Ongoing | Publisher(s) is responsible for reporting on Social Media activities to Public Affairs Manager. |



Appendix C: Staff and Maintenance Plan

- Department of Information Technology (DoIT) will create Facebook, YouTube, and Twitter account per Solano County Social Media Policy (2013).
- Approvers- Person responsible for approving content prior to posting on Social Media Platforms: Public Affairs Manager as primary supervisor; Deputy Director and Executive Director as alternates.
- Publisher(s): Individual(s) responsible for posting social media content and monitoring sites daily

Maintenance

- Review of Social Media Activities with Public Affairs Manager
- Bi-Monthly report of measurements and posting topics to County Administrator
- Post content for the week
- Monitor comments and messages
- Monitor community partners or other First 5 Commission pages or websites to expand and share unified ideas and information



Glossary of Terms

Administrator: Person(s) responsible for establishing social media sites and setting the parameters in the sites are operated. This function is reserved for Department of Information Technology (DoIT) staff to be designated by the County Chief Information Officer

Approver: Person responsible for approving content prior to posting on Facebook, YouTube, and Twitter:

Channel: homepage for a YouTube account

Comment: User-submitted responses to post(s) by a publisher and/or Users

Hashtag: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Follower: an individual or organization that has chosen to have a Twitter pages tweets appear on their feed

Like: a Facebook feature that allows, users to see an individual's activity on their newsfeed; a way to collect and organize YouTube video content for reference or sharing

Newsfeed: Homepage for Facebook activity

Post: Information, text, pictures, videos, or any form of content that a Publisher puts onto a site, including links to and re-posting of content that may also be viewable elsewhere on the Internet.

Profile: an individual or organizations social media page, especially used for Facebook

Publisher: Person(s) responsible for the day-to-day

Retweet (rt): distributing information to followers from another user

Trolling: someone who is looking for a fight, they will take issue with anything, especially attempts to prove them wrong or calm them down

Tweet: 140 character mini-updates, stats, or links

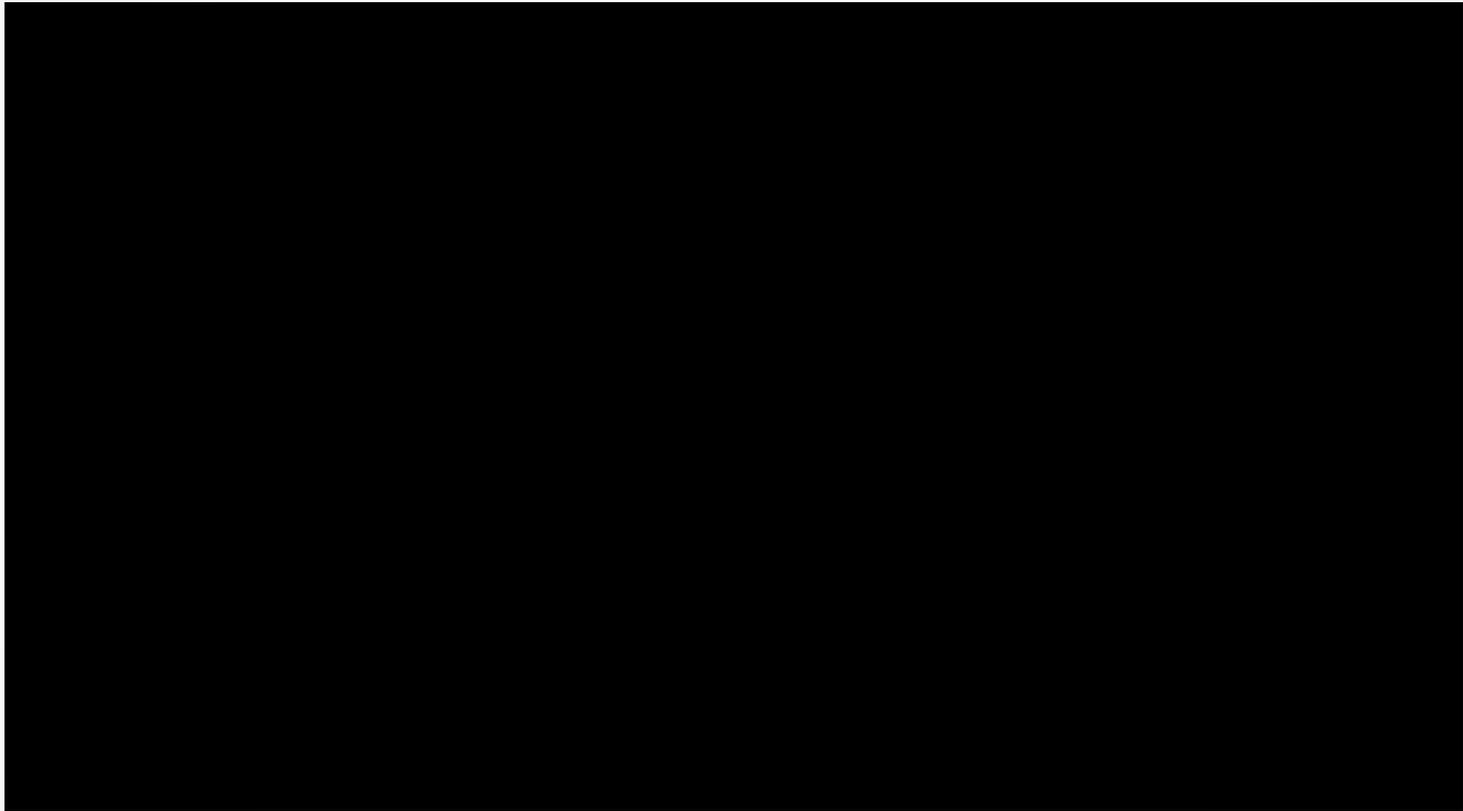
User: individual(s) interacting with the social media site



Social Media Business Operations Plan



Social Media Revolution – 2.5 minute video



Overview

- Executive Summary
- Business Case
- Target Audience
- Advantages/Disadvantages
- Platform Summaries
- Content Guidelines
- Metrics – Performance Measures
- Projected Timeframe and Implementation



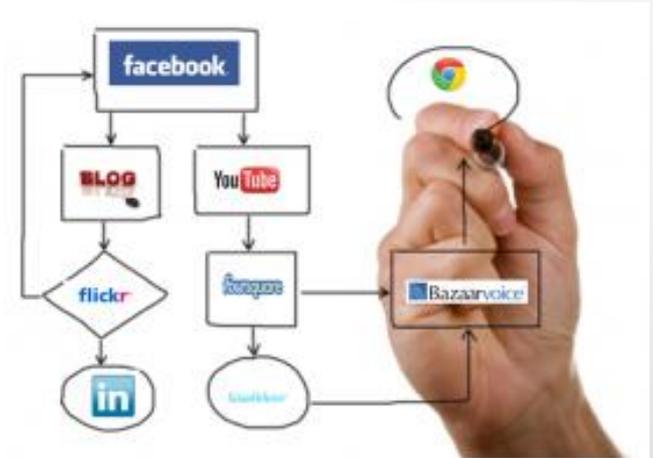
Executive Summary

- 59% of First 5 Commissions are utilizing social media; Solano is in remaining 41%
- 70% of First 5 Funded Grantees are using a form of social media
- Further our vision and mission by generating meaningful and relevant correspondence with families with children birth to five



Business Case

- Alignment with First 5 Solano Communications Plan
- Reach young parents, 89% social media usage rate
- Further vision, mission, and core values
- Increased branding
- Public information - services and programs for families
- Extension for promoting monthly website themes, plans, funding opportunities, highlighting grantees and much more
- Unified messages with community partners and First 5 Solano funded grantees



Target Audience

Primary Audience

- Expectant parents/caregivers
- Grantee Partners
- Community based organizations and key access partners

Secondary Audience

- Local & Regional Media
- Elected officials
- Community leaders
- Solano residents at large



What is the Catch?

Advantages

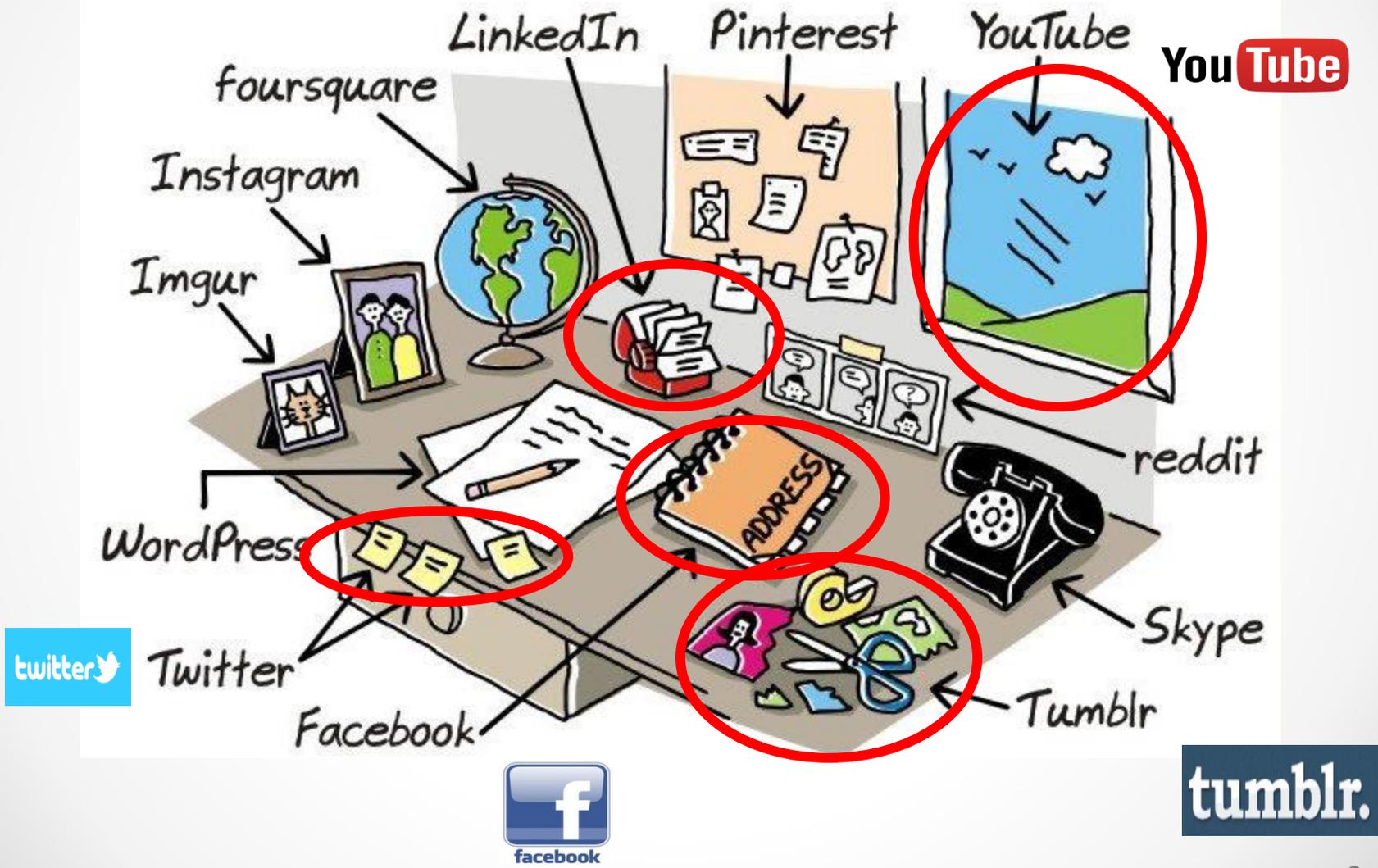
- Communication efficiency
- Convenient information sharing
- Announcements
- Grantee Coordination and Highlights
- Data/Milestone Sharing
- Branding
- Wide audience

Disadvantages

- Potential hacking/misuse
- Increased risk for online scams
- Negative comments



vintage social networking

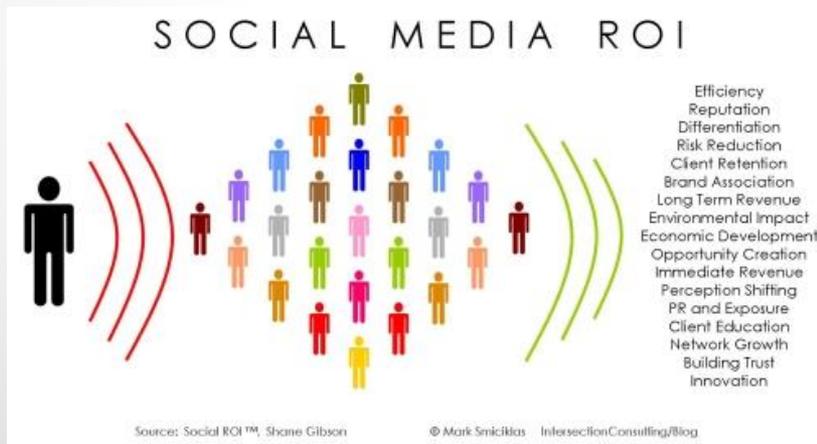


Performance Measures



Assess social media trends:

- Dashboards
- Engagement
- Bounce rate
- Membership
- Activity ratio
- Brand mentions
- Loyalty
- Virality
- Blog interaction



Project Timeframe

Upon Approval

- Draft profiles for each platform
- Review drafts with Executive Leadership
- SMBOP to County Administrator's Office
- DOIT configuration of profiles
- Construction period

Ongoing

- Growing quality connections
- Monthly theme information focus
- Topic proposals to CAO every 2 months
- Daily profile surveillance
- Publisher(s) report social media activities to CE Manager as needed
- CE Manager and Executive Leadership to review at scheduled conferences

Q & A

**Motion: Commission to Approve or
Deny Social Media Business
Operations Plan**



CHILDREN ARE OUR BOTTOM LINE

DATE: August 4, 2014
TO: First 5 Solano Commission
From: Megan Richards, Interim Executive Director
SUBJ: **Executive Director's Report for August 2014**

Information Items:

Letters of Support: Since the last Commission meeting, the Chair/designee has signed two letters of support (Attachments A & B). The first was a letter of support for the Early Childhood Education Coalition Letter which was a united call for a reinvestment in California's diverse early learning system. The list of organizations that signed the letter includes 17 county commissions plus the state commission, as well as early learning advocates and providers, business coalitions, and organizations representing communities across the state. The second was a letter of support for Child Start, Inc. to apply for the Early Head Start/Child Care Partnerships Grant to increase quality for 72 subsidized infant and toddler childcare slots in a variety of settings, including family childcare homes.

Child Care Updates: In addition to the Child Care Partnerships Grant, there are two other childcare projects on the horizon. Plans for the use of the childcare space at 275 Beck Ave for Head Start and Early Head Start programs continue to evolve and we anticipate bringing an action item to the next Systems and Policy Committee for review and recommendation to the full Commission.

In addition, First 5 is in discussion with Beth Coffman (who currently works in the Child Signature Program as the Early Learning Specialist) to assist in coordination of school districts in obtaining Solano's fair share of state preschool slots which are funded in the governor's budget.

AB99 Update: First 5 Solano was notified on July 23 that the appeal to recoup the costs of attorney's fees expended to fight AB99 was denied. In addition, counsel has stated that the likelihood of the appeals court re-hearing the case or the case being chosen by the Supreme Court are very low, so at this time they are advising to not seek further review of the case to which Solano agreed. The Governor and Respondents did offer to waive the costs of copies for the filing of briefs and the record which the Attorney General's Office estimates to be \$1,000. At this time, First 5 Solano has expended \$56,927 of the original \$100,000 set aside from the Discretionary Fund. I will notify the Commission of the final costs once all invoices are received and paid. Any remaining funds will return to the Long Term Financial Plan.

First 5 California Visit: Camille Maben, Executive Director of First 5 California, is scheduled to visit Solano County on August 28. We are planning a day of site visits to grantees to familiarize her with the local programs and priorities. If you would like to be involved in her visit that day, please let me know.

Local and Regional Anti-Poverty/Pro-Prosperty Activities Update: Five workgroups continue to be active under the leadership of the Solano Safety Net Summits on Poverty Network. Updates can be found at www.solanosns.groupsie.com. The SNS Steering Committee met for a retreat on July 9 to develop a work plan for the current Fiscal Year, which includes hosting Safety Net Summit #8 on October 2, 2014.

The Closing the Word Gap Workgroup will be hosting Step Up for Kids Day on September 23, 2014. The workgroup is coordinating a Resolution at the Board of Supervisors and distribution of “Talk, Read, Sing” bags which contain books and early literacy resources to a number of Family Childcare homes throughout Solano County.

Paperless Packets: iPads are in the process of being distributed to Commissioners for use to view Commission and Committee agendas and packets. Paper packets will continue to be distributed to those that receive them for the next few meeting until all Commissioners have received their iPads and feel comfortable using them during meetings.

Other Projects: Through use of the Executive Director Funds, First 5 Solano has assisted Solano Office of Education with reprinting banners that stress the importance of consistent school attendance with the message of “Every Minute Matters” (Attachment C). In addition, First 5 has pledged support for a pilot project in the Fairfield-Suisun Unified School District to teach “coding” to Pre-Kindergarten Academy students in two classrooms. This provides a unique opportunity to expose children to technology in a preschool setting.

Attachment A: 6-4-14 ECE Coalition Letter of Support with F5 Solano Logo

Attachment B: 7-14-14 Child Start, Inc. Letter of Support

Attachment C: Every Minute Matters Banner

June 3, 2014

Assemblymember Nancy Skinner, Chair
Legislative Budget Conference Committee
State Capitol, Room 6026
Sacramento, CA 95814

Dear Assemblymember Skinner,

Our children and state stand today at a critical crossroads. The policy and budget choices Californians make now will impact our collective futures for many years to come. The good news is that we have the real opportunity to choose a new path – one that builds on a clear research base and the pathway described by California’s Comprehensive Early Learning Plan¹ indicating that our state’s best investment is our youngest children.

We have real, concrete choices in front of us in the early learning budget and policy proposals emerging from the California State Assembly and Senate. Our organizations – representing key labor, business, provider, early education groups, and First 5 – have spent significant time analyzing these and make the following strong recommendations. Our vision builds on the overarching principle that in order to create an early learning system that Californians can be proud of, we must take simultaneous, urgent steps forward in three fundamentally linked action areas: **rates, slots, and quality**. Focusing on any of these in isolation would be a critical mistake. We support funding the following within Proposition 98:

Rates

Bring the Regional Market Rate (**RMR**) to the 85th percentile of the 2010 RMR Survey with implementation during the budget year. Increase the Standard Reimbursement Rate (**SRR**) by \$100M (10% increase to General Child Care and State Preschool programs), and move to a 7.5% increase the following year. Increase the infant multiplier from 1.7 to 2 and the toddler multiplier from 1.4 to 1.7.

Slots

Implement the “California Pre-K Program” for **all** low-income four-year olds (~234,000 slots) and restore 40,000 child care slots (30,000 of which should be for infants and toddlers). Moving forward we urge a balanced approach between infant/toddler and preschool age groups.

Quality

To ensure young children in these programs receive the highest possible quality, invest \$100M in early education workforce development systems. Associated workforce development efforts should take into consideration the highly diverse nature of California’s early education workforce.

¹ State Advisory Council on Early Learning and Care (SAC), <http://www.cde.ca.gov/sp/cd/ce/sacresources.asp>

We additionally support investing \$10M in the Child and Adult Care Food Program.

The actions outlined above should be considered the first steps towards a comprehensive early learning plan for California. We stand ready to continue working with you to develop our next steps to build on this foundation in future years. Right now, let's choose the right path together and support our children's success. Through our choices today we impact each of their futures and, equally, the future wellbeing and prosperity of California and the nation.

CC: Governor Edmund G. Brown Jr.
Senator Mark Leno, Vice Chair
Senator Loni Hancock
Senator Ricardo Lara
Senator Jim Nielsen
Assemblymember Richard Bloom
Assemblymember Jeff Gorell
Assemblymember Shirley Weber



Champions For Our Children



FIRST 5
ASSOCIATION
OF CALIFORNIA



Peninsula
Family Service



Optimal Solutions
consulting



EARLY EDGE
CALIFORNIA
Starting The Path To School Success



CBHN

CaBlackHealthNetwork.org

GREAT FUTURES START **HERE.**



BOYS & GIRLS CLUBS
OF NORTH SAN MATEO COUNTY



Children and Families Commission



National
Laboratory
for Education
Transformation



Plumas County Children and Families Commission



GREAT FUTURES START HERE.



BOYS & GIRLS CLUBS OF SAN DIEGO

the WOMEN'S FOUNDATION of CALIFORNIA



Next Generation



CHILDREN NOW

THE CHILDREN'S MOVEMENT OF CALIFORNIA



FIRST 5 SANTA CLARA COUNTY



girls inc.®



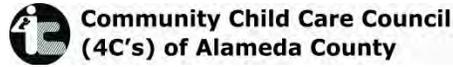
FIRST 5

Girls Incorporated® of Alameda County



BlueSkies for children

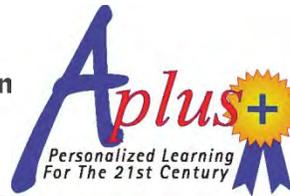




1375 55th Street, Emeryville, CA 94608
(510) 655-7880 • www.annmartin.org



American Youth Rugby Union



BRIGHTER



BEGINNINGS

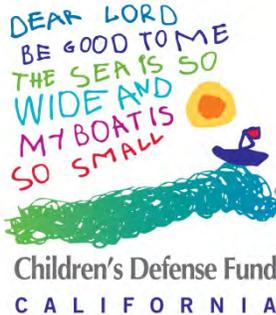
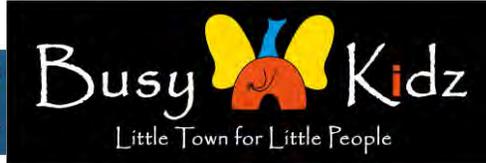
Every Family Matters

Making Books a Berkeley Birthright



The Berkeley Baby Book Project

BOHBOT & RILES, LLP
ATTORNEYS AT LAW



FRESNO STATE

Central California Children's Institute



Chamber of Commerce
MOUNTAIN VIEW



HALF MOON BAY COASTSIDE
CHAMBER OF COMMERCE & VISITORS' BUREAU



It's your connection



Child Care Planning Council
San Luis Obispo County



Child Development Centers

Continuing Development Inc.



**Local Child Care
Planning Council**
of Colusa County

CHILDREN'S NURTURING
PROJECT

Early Intervention... a Pathway to Success

KAPLAN

EARLY LEARNING COMPANY

1-800-334-2014 • www.kaplanco.com



FULL COURT PRESS

A Full Service Public Relations, Public Affairs and Crisis Communications Agency





FOCUS FORWARD
SERVING YOUTH IN
FRESNO COUNTY SYSTEMS



GOOD SAMARITAN
FAMILY RESOURCE CENTER, INC.
THE POWER TO GROW



HEALTHY CITIES
TUTORING



HSA
Human Services Association



**INSTITUTE FOR MAXIMUM
HUMAN POTENTIAL**

InnVision Shelter Network



EMERYVILLE
Community Services Department



Help Me Grow
Solano



Educating Children,
Inspiring Our Future



Orange County Association for the Education of Young Children



**LOVED
TWICE**



Martinez Early Childhood Center, Inc.



Building the Knowledge of Families
and the Power of Community

Nuestra Casa



Pretend City[®]
CHILDREN'S MUSEUM



SAN MATEO
COUNTY
OFFICE OF
EDUCATION

Anne E. Campbell • County Superintendent of Schools



Children's
Network
of Solano County



Sonoma County



Promoting "Children and Youth First" in Politics, Policies and Investments





RUBY'S PLACE







Local Planning Council
of Ventura County

LOCAL EARLY EDUCATION PLANNING COUNCIL
OF SANTA CLARA COUNTY

The United Voice for Early Care and Education



MomsRising.org

Where moms and people who love them go to change our world

MV | PNS

Mountain View
Parent Nursery School



**PARENT
REVOLUTION**

List of Supporters (As of 5:00 PM, June 3, 2014):

1. A Plus
2. Abriendo Puertas – Opening Doors
3. Advancement Project
4. Alameda County Early Care & Education Planning Council
5. Alameda County Foster Youth Alliance
6. Alameda County Public Health Department
7. Alifano Technologies
8. All Pro Promotions
9. American Youth Rugby Union
10. Ann Martin Center
11. Bay Area Hispano Institute for Advancement (BAHIA, Inc.)
12. Bananas
13. Banning Police Activities League
14. Bay Area Council
15. Best Of The Bunch Childcare
16. Blue Skies for children
17. Bohbot & Riles, LLP
18. Boys & Girls Clubs of North San Mateo County
19. Boys & Girls Clubs of San Dieguito
20. Brighter Beginnings
21. Busy Kidz
22. CA Black Health Network
23. California Alliance of African American Educators
24. California Child Care Coordinators Association
25. California Child Care Resource & Referral Network
26. California Children's Academy
27. California Community Foundation
28. California Family Resource Association
29. California Food Policy Advocates
30. California School Based Health Alliance
31. California WIC Association
32. Cambridge Community Center
33. Campus Kids Connection
34. Caulder Lamm Alliance for Children
35. Center for Ecoliteracy
36. Center for Oral Health
37. Children Now
38. Chamber of Commerce Mountain View
39. Child Care Alliance Los Angeles
40. Child Care Planning Council County of San Bernardino
41. Child Care Planning Council San Luis Obispo County
42. Child Development Centers
43. Child Resource Center
44. Child Start, Inc.
45. Children's Bureau
46. Children's Council San Francisco

47. Children's Defense Fund California
48. Children's Network of Solano County
49. Children's Nurturing Project
50. Civicorps
51. Clovis Family Literacy: Pinedale
52. Coalition for Humane Immigrant Rights of Los Angeles
53. Community Child Care Council of Alameda County
54. Community Investment Strategies
55. Contra Costa Child Care Council
56. CORA
57. County of Alameda California
58. CSM Consulting
59. Darden Architects
60. Early Childhood Mental Health Program
61. Early Childhood Education Professional Development Club at Santa Monica College
62. Early Edge California
63. Early Education Equality
64. East Bay Children's Law Office
65. East Bay Community Foundation
66. Eisner Pediatric & Family Medical Center
67. Emeryville Community Services Department
68. Every Neighborhood Partnership
69. Extended Child Care
70. Faith Lutheran
71. Faith Lutheran Church Riverside
72. Families in Good Health
73. Families In Schools
74. Family Connections
75. Family Day Care
76. Family Paths
77. Family Service Association
78. Fight Crime: Invest in Kids California
79. First 5 Alameda County
80. First 5 Association of California
81. First 5 Butte County
82. First 5 California
83. First 5 Contra Costa
84. First 5 Del Norte
85. First 5 Fresno County
86. First 5 Kern County
87. First 5 LA
88. First 5 Lassen County
89. First 5 Mendocino
90. First 5 Plumas County
91. First 5 San Luis Obispo County
92. First 5 Santa Clara County
93. First 5 Santa Cruz
94. First 5 Siskiyou

95. First 5 Solano County
96. First 5 Sonoma County
97. First 5 Yolo
98. First Place for Youth
99. Focus Forward
100. Foster Care Alumni of America California Chapter
101. Fremont Family Resource Center
102. Fresno State Center California Children's Institute
103. Friends Committee on Legislation of California
104. Full Court Press
105. Girls Inc.
106. Good Samaritan Family Resource Center, Inc.
107. Growing Up in Santa Cruz
108. Half Moon Bay Coastside Chamber of Commerce & Visitors' Bureau
109. Half Moon Bay Brewing Co.
110. Harbour
111. Healthy Cities Tutoring
112. Help Me Grow Solano
113. Human Services Association
114. Inner City Struggle
115. InnVision Shelter Network
116. Institute for Maximum Human Potential
117. Jeffrey Scott Agency
118. JERICHO, A Voice for Justice
119. Jewish Family and Community Services East Bay
120. Jump Start
121. Kaplan Early Learning Company
122. Kenneth Rainin Foundation
123. Kidandgo
124. Kidango Children's Fund of the Bay Area Educare of California
125. Kids' Own Wisdom
126. Krause Center for Innovation Foothill College
127. LA Urban League
128. LAPD Hollenbeck PAL
129. League of Women Voters of California
130. Lemonade Creative Consulting
131. Lincoln Child Center
132. Local Child Care Planning Council of Colusa County
133. Local Early Education Planning Council of Santa Clara County
134. Local Planning Council of Ventura County
135. Los Angeles Area Chamber of Commerce
136. Loved Twice
137. Mar Vista Family Center
138. Mare Island Heritage Trust
139. Marin County School Volunteers
140. Marin Kids
141. Martinez Early Childhood Center, Inc.
142. MDC Consulting

143. Merced City Schools Youth
144. Mimi and Peter Haas Fund
145. Mini Pharmacy
146. Mission: Readiness
147. Mocktoberfest
148. Moms Rising
149. Mountain View Parent Nursery School
150. Movimiento de Arte y Cultura Latino Americana
151. National Laboratory for Education Transformation
152. National Organization of Women California
153. Next Generation
154. Nuestra Casa
155. On The Capitol Doorstep
156. Optimal Solutions Consulting
157. Orange County Association for the Education of Young Children
158. Parent/Child/Adolescent/Translational Age Youth
159. Parent Institute for Quality Education
160. Parent Revolution
161. Partnership for Children & Youth
162. Pathways
163. PDI Surgery Center
164. Peninsula Conflict Resolution Center
165. Peninsula Family Service
166. Planned Parenthood Mar Monte: Kids in Common
167. Pretend City Children's Museum
168. Puente de la Costa Sur
169. Raineth Holdings, LP
170. Ready Nation America's Edge
171. Rebekah Children's Services
172. Riverside County Child Care Consortium
173. Rogers Family Foundation
174. Ruby's Place
175. SAMCEDA
176. San Benito County Police Activities League
177. San Carlos Chamber of Commerce
178. San Mateo County Child Care Partnership Council
179. San Mateo County Office of Education
180. Silicon Valley Leadership Group
181. SJUSD
182. SMALLIFY
183. Sonoma County Partnership for Children
184. Southside Coalition of Community Health Centers
185. Speak to Children
186. Special Discoveries
187. St. Elizabeth's Day Home
188. St. Phillip's Episcopal Church San Jose
189. Supervisor Wilma Chan, Alameda County Board of Supervisors, District 3
190. Sweet Peas Preschool & Daycare

191. Temple Israel of Alameda
192. The Atlas Family Foundation
193. The Berkeley Baby Book Project
194. The City of Emeryville
195. The Super Foodies
196. The Women's Foundation of California
197. UCSF Benioff Children's Hospital Oakland
198. United Job Creation Council
199. United Way of the Bay Area
200. United Way Silicon Valley
201. Urban Strategies Council
202. Ventura County Association for the Education of Young Children
203. Violence Prevention Coalition Greater Los Angeles
204. Westside Infant-Family Network
205. ZERO TO THREE

COMMISSIONERS

Jay Speck
Chair
Dan Ayala
Marisela Barbosa
Stephan Betz
Elise Crane
Aaron Crutison
Dana Dean
Erin Hannigan
Liz Niedziela

STAFF

Christina Arrostuto
Executive Director
Megan Richards
Deputy Director
Venis Jones Boyd
Family Support Programs Mgr
Cherelyn Ellington
Early Learning & CE Programs Mgr
Ciara Gonsalves
Policy & Fund Development Mgr
Chris Shipman
Health Programs Mgr
Christiana Lewis
Office Assistant III
Amanda Holmes
Office Assistant II
Joshua Bongawil
College Intern – First 5 Futures
Latoya Long
College Intern- Solano SNS Network
Kara Wilson
College Intern- Community Programs

First 5 Solano Children & Families Commission uses Proposition 10 tobacco tax and other funds for prenatal, health, quality child care, school readiness and parent, provider, and family support programs across Solano County. These services help ensure that children thrive and enter school healthy and ready to learn, grow and become productive members of Solano County's workforce and community.

July 14, 2014

Debbie Peralez
Executive Director, Child Start, Inc.
439 Devlin Road
Napa, CA 94558

RE: FUNDING OPPORTUNITY ANNOUNCEMENT: HHS-2015-ACF-OHS-HP-0814 / EARLY HEAD START/CHILD CARE PARTNERSHIPS

Dear Ms. Peralez:

On behalf of First 5 Solano Children and Families Commission, I am writing to strongly support Child Start's efforts to secure funding from the Department of Health and Human Services/Administration for Children and Families/Office of Head Start to increase the quality of infant/toddler care throughout Napa and Solano Counties.

Child Start has been a pillar in the early childhood community for 14 years. Children who participate in Child Start Early Head Start or Head Start programs develop proficient language skills, exhibit strong social skills, and are well-prepared for kindergarten. Child Start has done an excellent job of engaging each child's parent in their role as the lifelong teacher of their child, and has provided local parents with extensive leadership opportunities.

Through its extensive experience and its exceptional management systems, Child Start is the best agency within Napa and Solano Counties to operate an Early Head Start/Child Care Partnership program.

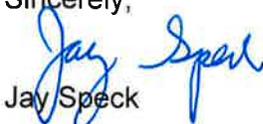
Our organization, First 5 Solano, has partnered with Child Start for over a decade on a variety of programs and services that have expanded the scope and quality of the Solano early childhood system. For example, First 5 Solano:

- Provides funding to compliment Head Start for 40 full-day, full-year slots for Solano preschoolers;
- Partnered with both Child Start and Vacaville Unified School District in 2009 to fund the renovation of a former public school site for an Early Head Start program;
- Turned to Child Start as the major grantee for the Child Signature Program, a three-year child care environmental quality improvement program (co-funded by First 5 Solano and First 5 California).

First 5 Solano fully supports Child Start's efforts to work with local family child care homes and child care partners to elevate quality in infant/toddler care. Through these partnerships, Child Start will assist providers increase their educational qualifications, reduce group sizes, provide comprehensive services, and engage parents.

If I can answer any questions or provide additional information, please do not hesitate to contact me or Executive Director Christina Arrostuto at 707.784.1340

Sincerely,



Jay Speck

Chair, First 5 Solano Children and Families Commission





EVERY DAY COUNTS

EVERY MINUTE MATTERS

SCHOOL ATTENDANCE

