



# Impact of Cigarette Tax Money to Improve Health Outcomes for Predominantly Low-income Children of Color ages 0-5 in Northern California

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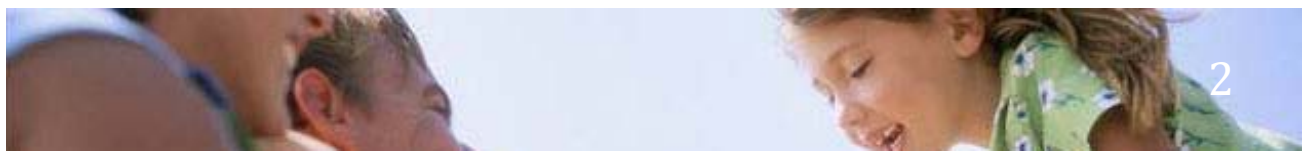


## PRESENTER DISCLOSURES

Susan Brutschy

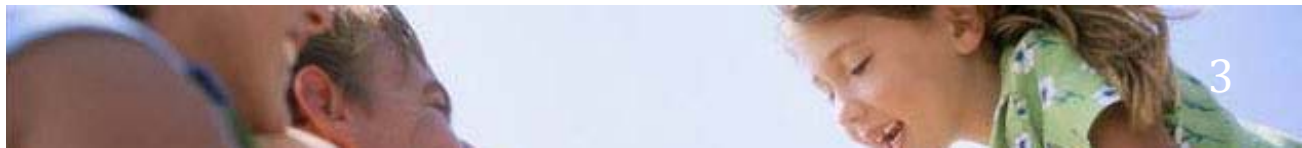
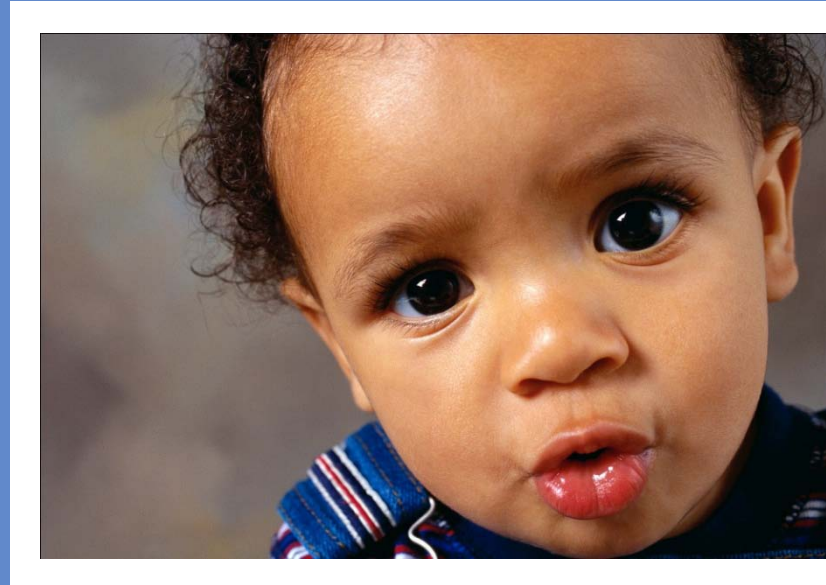
(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

“No relationships to disclose”

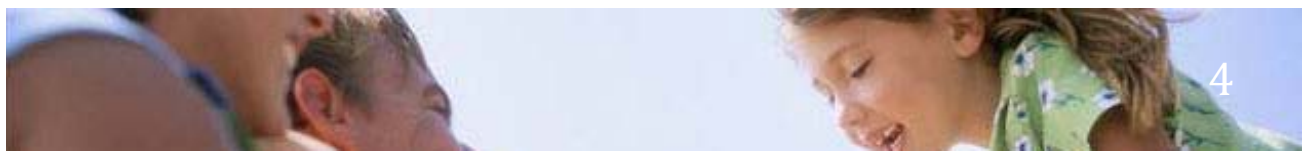


## PRESENTATION OUTLINE

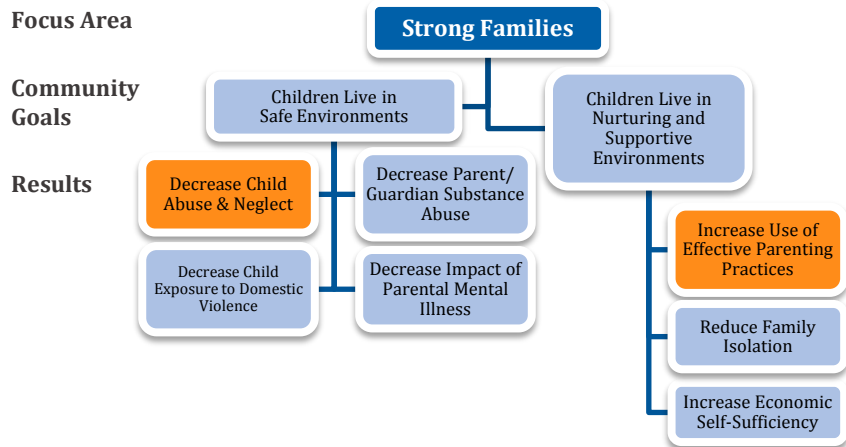
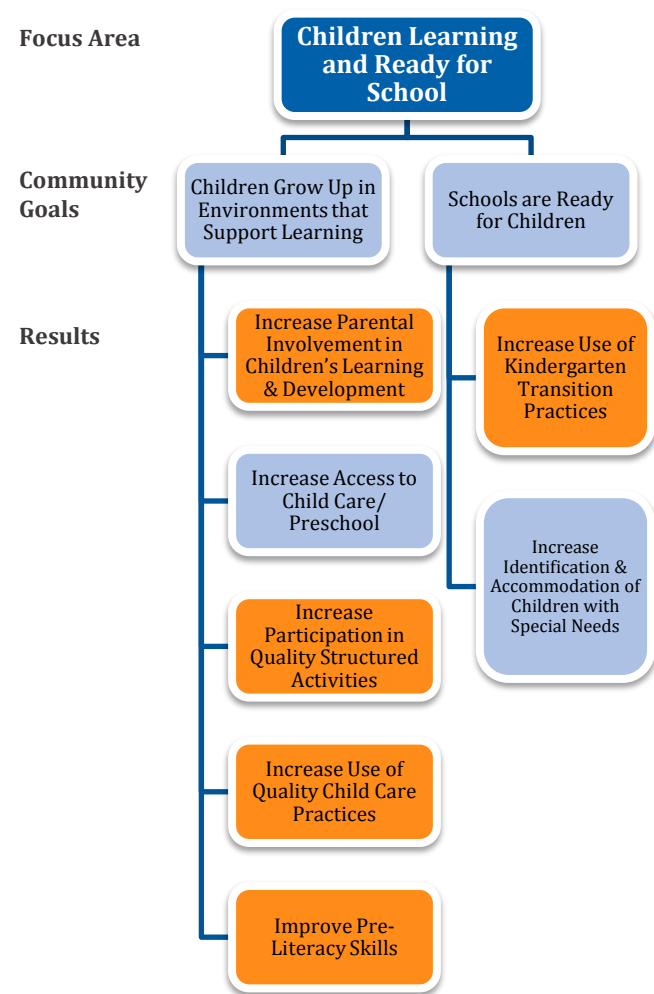
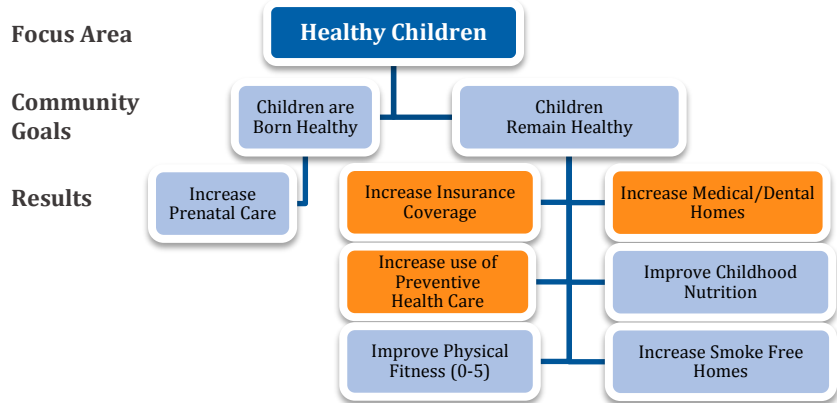
- Moving from Data to Action
- Background
- The Dilemma
- The Challenge
- The Process
- Health Findings
- School Readiness & School Readiness Findings
- Lessons Learned & Next Steps
- Arizona's First Things First
- Thank You



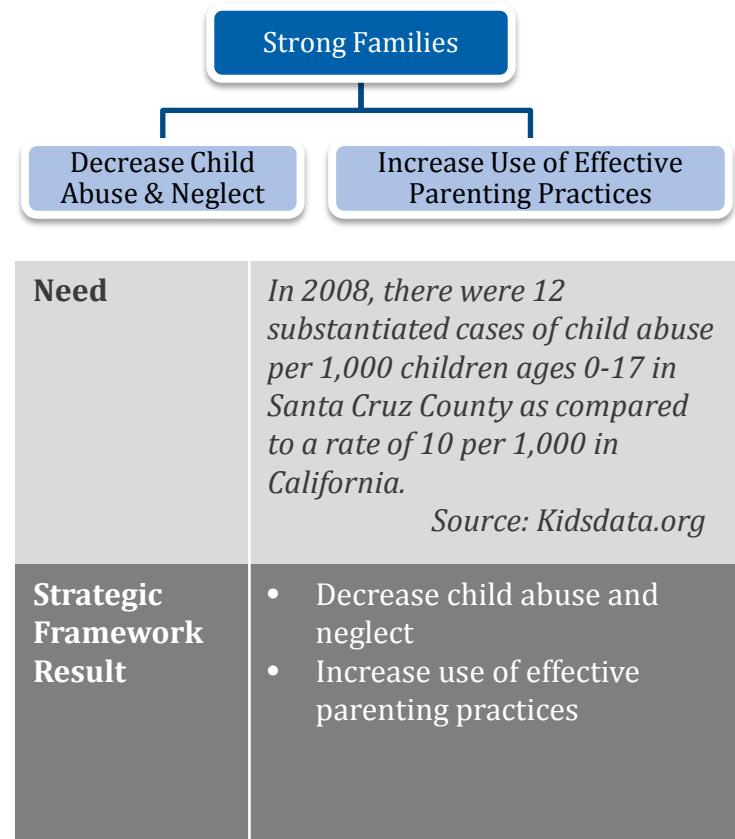
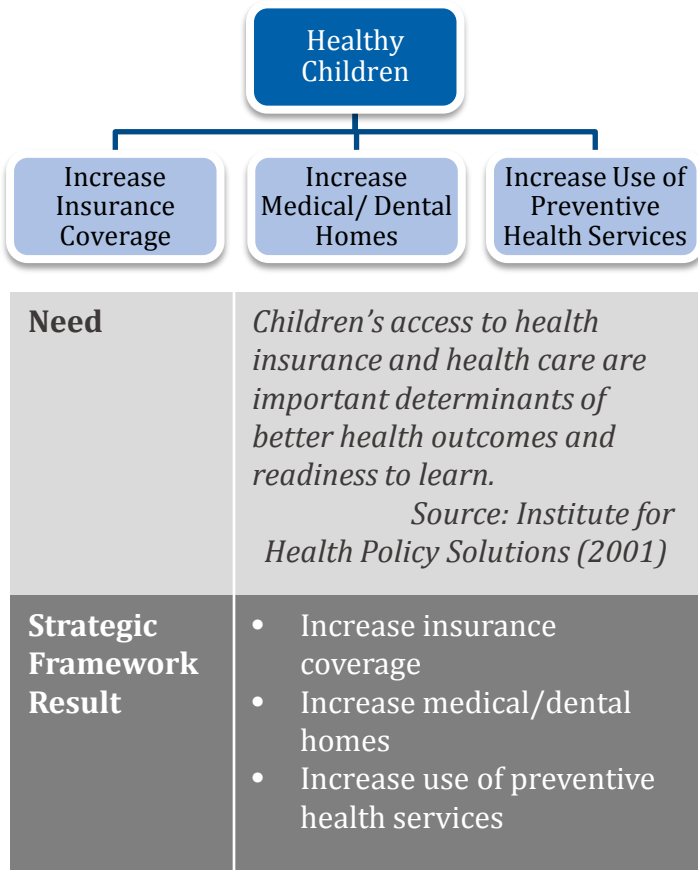
# COMMUNITY IMPROVEMENT CYCLE



# TAKING COORDINATED ACTION (FIRST 5 EXAMPLE)



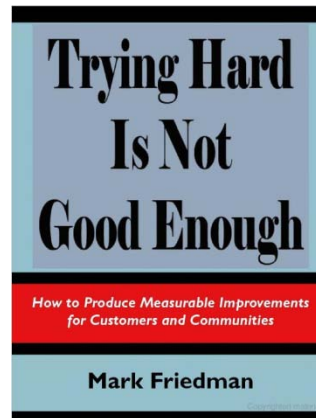
# COORDINATING PROGRAMS



# BACKGROUND

## First 5 California

- This project began in 1998 when California voters passed Proposition 10, adding a 50 cents-per-pack tax on cigarettes to support children from birth to five years old in the areas of health, family support, and early childhood development.
- First 5 operates throughout California. Each of the 58 counties has their own First 5 Commission, made up of community leaders, who help decide how to allocate the tax money. There is also a statewide organization that helps to facilitate efforts of the state.



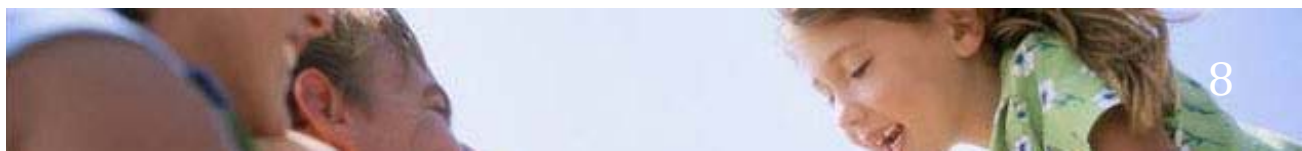
**Mark Friedman,**  
author of *Trying Hard is Not Good Enough: How to Produce Measurable Improvements for Customers and Communities*

- The desirable outcomes to be achieved by the funding in the Proposition 10 legislation was written by Friedman.
- His idea is to start with the outcomes that your community wants to achieve, and work backwards to determine the means to do so as well as the right indicators to measure.



## THE DILEMMA

- Many First 5 Commissions struggle to demonstrate their impact on their communities. Some however lead the way, such as First 5 Santa Cruz County.
- Funding for First 5 California has been targeted for “sweeping” many times, including the last several budget cycles.
- It is important to be able to describe the impacts of First 5 funding in order to act regionally, build community and voter support.

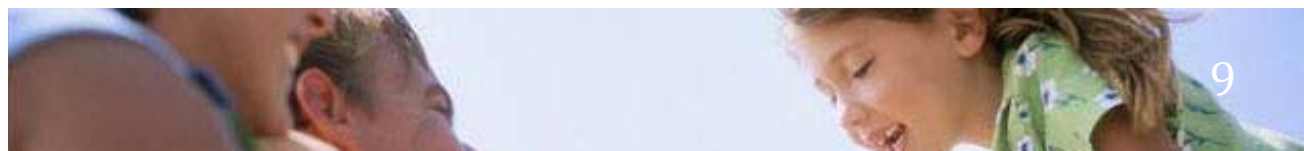






## THE CHALLENGE

- ASR was asked to collect, analyze data, and report on outcomes for the 12 First 5 commissions in the Greater Bay Area of Northern California including:
  - Alameda → Contra Costa → Marin → Monterey → Napa
  - San Benito → San Francisco → San Mateo → Santa Clara
  - Santa Cruz → Solano → Sonoma
- The majority of the children 0-5 were from extremely low income families and were children of color (Latino, African-American, and Asian populations).





## THE PROCESS

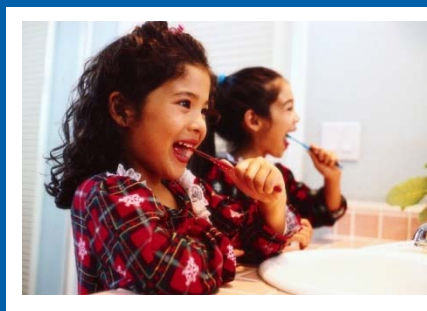
- ASR collected and analyzed data about dozens of indicators, and determined there are some similarities in the data.
  - Including providing health care assistance to sign up for health care and to fund health care, dental care, early childhood screenings, and early childhood education.
- Many areas where many First 5's do not overlap were also discovered
  - Such as, working with pregnant substance abusing women and preventing violence towards children



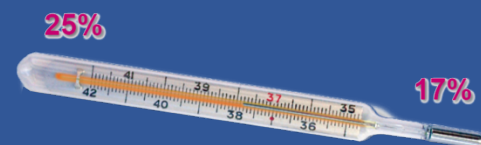
# HEALTH FINDINGS

Including data from the 12 Bay Area First 5 commissions, and data from California Health Surveys

- Bay Area First 5s enrolled over **17,000** predominantly low-income CHILDREN OF COLOR IN HEALTH INSURANCE.
- **14,428 children** RECEIVED DENTAL CARE.
- **97% of young children** in the 12 Bay Area Counties HAD A “MEDICAL HOME” IN 2007.<sup>1</sup>
- Almost **35,000 children** got checked for special needs SUCH AS AUTISM, HEARING AND SPEECH PROBLEMS.

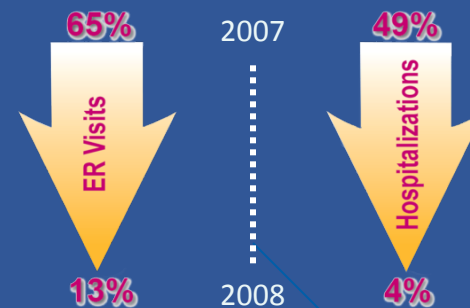


- Children from low-income working families were less likely to end up in the emergency room (ER) over time.<sup>2</sup>



Bay Area Children Seeking Emergency Room Services Dropped From 2005 To 2007

- After First 5 funded services, emergency medical visits by children with asthma dropped in Alameda County.



<sup>1</sup> California Health Interview Survey (CHIS) for the 12 Bay Area Counties, for ages 0-5, 2007.

<sup>2</sup> For children ages 0-5 in families 200%-299% of the Federal Poverty Level, (CHIS) for the 12 Bay Area Counties, 2005 and 2007.

All other data come from Bay Area First 5 Commissions for 2007-2008.

# SCHOOL READINESS

Aside from health, ASR also examined outcomes in the area of school readiness.

- Social Determinants of Health –  
Correlations between education and health outcomes

Life expectancy is growing overall in the United States

Leads to increasing differences between those with and without a college education

They are also less likely to smoke, binge drink or to be obese and to use illegal drugs

More educated people are less likely to report anxiety and depression



All data from National Poverty Center at the University of Michigan, Education and Health Brief, 2007.

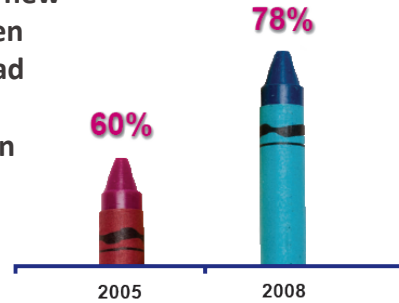
# SCHOOL READINESS FINDINGS

- **300,000 MORE** CALIFORNIAN CHILDREN Attended preschool in 2005 than in 2003.<sup>1</sup>

- **Almost 31,000** BAY AREA CHILDREN WERE HELPED to get **READY** for school.

- Bay Area First 5s Paid for **FREE preschool** To nearly **4,000** CHILDREN IN 2007-2008.

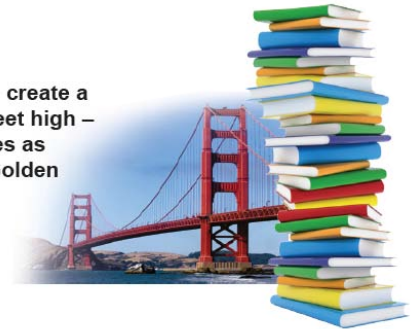
- 8 out of 10 new kindergarten students had gone to preschool in 2008.<sup>2</sup>



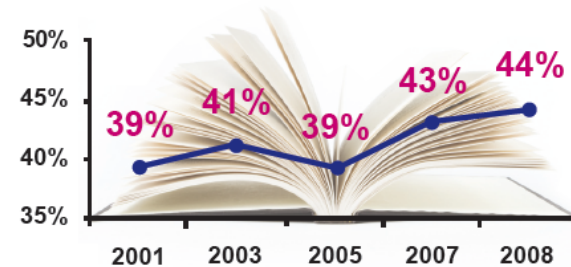
Percentage Of San Mateo & Santa Clara County Kindergarteners Who Had Attended Preschool

- First 5s gave out 92,000 books to Bay Area children in one year.

92,000 books create a stack 2,000 feet high – over two times as high as the Golden Gate Bridge!



- There are indications that children are doing well in English who have benefitted from First 5 and school efforts.<sup>3</sup>



Percentage Of 3<sup>rd</sup> Grade Children In First 5 Bay Area Counties Who Are Reading Proficiently Or Better

<sup>1</sup> UCLA Center for Health Policy Research, "Trends in the Health of Young Children in California," 2008.

<sup>2</sup> ASR, School Readiness Assessment Data, San Mateo and Santa Clara Counties, 2005, 2008.

<sup>3</sup> California Department of Education, STAR District/School Summary Report, 2001, 2003, 2005, 2007, 2008.

All other data come from Bay Area First 5 Commissions for 2007-2008.

# LESSONS LEARNED AND NEXT STEPS

It is **critical** for programs to show outcomes, especially during difficult economic times.



- First 5 funding has consistently been threatened by lawmakers over the years.
- First 5s have generally not done a great job of demonstrating their impact. Often only highlighting the inputs and not the outcomes.

- This study in Northern California, aggregating data across 12 different counties, was the first of its kind.
- Findings showed many substantial improvements in the areas of health and education for children 0-5.

Two Briefing Papers were created to share with a larger audience. One on health and the other on school readiness.

**Bay Area First 5 Commissions Help Children To Be Healthy**

**Mission:** First 5 is improving the lives of children from birth to 5 years old, by making sure they are healthy, nurtured, and ready to succeed in school and life.

**Why Do First 5s Invest in Children's Health?**  
 "Children's good health affects school success, job success and their education, and as much more likely to be healthy, productive adults," according to Children Now."

**Why is Having Health Insurance Important?**  
 Children who don't have health insurance develop more serious health problems and are 34% more likely to end up in an emergency room or to be hospitalized. We save approximately \$7,000 per child for each month that their parents don't have health insurance. When uninsured children end up in emergency rooms and hospitals for preventable health problems, it impacts all of us.

**How Do Bay Area First 5s Make A Difference?**  
 For every eight years, First 5s invested in the health of our most vulnerable children from birth to five years old.

- Bay Area First 5s Help Children Get Health Care  
 First 5s enrolled approximately 17,000 Bay Area children from low-income families into private health insurance so they can get the doctor regularly and be healthier.

Three million are waiting! Over 97% of young children in the Bay Area do not have insurance and 7% "qualified" for it, a registration to go for preventive care, when they were sick, or when their parents needed health advice in 2007?

Children that do not receive working benefits in the Bay Area are now less likely to end up in an emergency room (ER). One in four children (25%) used to be in the ER in 2005. By 2007, this dropped to less than one in four (17%).

- Bay Area First 5s Help Children Get Checked For Special Needs  
 Almost 25,000 children get checked for special needs such as autism, hearing, and speech problems last year. This children with special health concerns get the help they need to get on track.

Over 97% of Bay Area Children Are Now Insured

www.first5ca.org/1st

**Bay Area First 5 Commissions Help Children Get Ready For School**

**Mission:** First 5 is improving the lives of children from birth to 5 years old, by making sure they are healthy, nurtured, and ready to succeed in school and life.

**Why is it Important For Children To Be Ready For School?**  
 Children who have early learning skills at the time kindergarten is better in elementary school, are more likely to graduate from high school, have better career success, and are less involved in crime and drugs. Children who start out with strong foundations are more likely to get better, report grades, and drop out of school.

According to Nobel Prize-winning economist James Heckman, investing in young children "doesn't just pay for their education, but also their health, mental and social." This because investing in young children pays off over and over again. In fact, annual returns from educational investments showed that \$1 spent today on quality preschool generates almost \$10 in future savings over the life of the child!

**How Do Bay Area First 5s Make A Difference?**  
 For every eight years, First 5s has invested in the early education of our most vulnerable children from birth to five years old. Last year alone, First 5s enrolled 22,000 Bay Area children to get ready for school.

Harvard University researchers use "14 individual approach to emotional, social, cognitive, and language development and their progress of all children for success in school and later in the workplace and community." After participating in First 5s school readiness program, children in the Bay Area showed significant improvements in their social, emotional, cognitive, and language development!

- Bay Area First 5s Invest in Preschool  
 First 5s across throughout California to get more children into good quality preschools, and it's helping 300,000 more children received preschool education in California in 2010 than in 2005.

300,000 More California Children Attended Preschool in the 2 Years!

In San Mateo and Santa Clara counties, almost 8 out of 10 new kindergarten students had gone to preschool in 2010 - a significant improvement from 2005!

Placing the high-quality preschoolers in the right type of facilities, the First 5s provided 100 preschools to additional 1,000 children last year. And a million more children in California County have preschool access kindergarten ready for school - equally ready as their higher income peers!

Percentage of San Mateo & Santa Clara Kindergarten Students

Bay Area First 5s also invested over \$15 billion last year to increase the education of preschool teachers and child care providers.

www.first5ca.org/1st

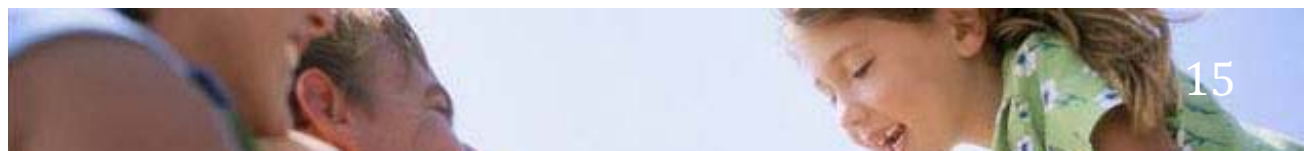
First 5s have shared these documents with their Commissions and with community members and elected officials.

The briefs were short and written in very easy to understand language. Thus easily digestible for a wide audience.



## ARIZONA'S FIRST THINGS FIRST

- In November, the state of Arizona voted on their equivalent of California's First 5 initiative, First Things First.
- ASR analyzed data in six areas of Arizona, focusing on outcomes for children 0-5.
  - Many were low-income from diverse communities
  - Including strong Latino populations and several Native American Indian tribes.
- Data is available upon request.



# THANK YOU

For More Information:

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*Applied Survey Research (ASR) is a nonprofit, social research firm dedicated to helping people build better communities by collecting meaningful data, facilitating information-based planning and developing custom strategies.*



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