First 5 California’s *Kit for New Parents*
A Look at the Distribution of *Kits* Across California, 2021–22

March 2023

Since 2001, First 5 California has been supporting families with books and other resources through the *Kit for New Parents*. Families can order this free resource here: [https://first5parentingkits.com](https://first5parentingkits.com)

First 5 California distributed 83,074 *Kits* to families and family-serving agencies in 2021–22

*Kits* were sent to families and agencies in 52 out of 58 counties—but rates of distribution varied widely by county

- **9 counties** received enough *Kits* for at least half of their families with new babies
- **25 counties** received *Kits* for fewer than 20% of their families

![California counties map with kit distribution rates](image)

**Kits** were sent out in 5 different languages

- 60,405 English
- 20,933 Spanish
- 671 Vietnamese
- 643 Chinese
- 422 Korean

97% of *Kits* were sent to county First 5s and other local agencies to distribute to families

Hospitals and other health care providers are the number one *Kit* distributors

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- **Number of Kits sent**
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  - Korean: 422

Families experiencing poverty were more likely to receive a *Kit*

**Percent of families who received a *Kit* in 2021, by income category**

- **Experiencing poverty**: 22.3%
- **Above poverty**: 9.1%

*Considering California’s high cost of living, the cutoff for “experiencing poverty” is 200% of the federal poverty level (a federal measure taking income and household size into account).*

Source: California Health Interview Survey, 2021 ([https://ask.chis.ucla.edu](https://ask.chis.ucla.edu)); includes families with a child 0–5 years old.

The American Institutes for Research® (AIR®) and its partners are studying the distribution of *Kits* across California and the experiences of families who receive them. Unless otherwise noted, data presented here are from *Kit* shipping records from July 2021–22. Learn more here: [www.air.org/project/first-5-california-kit-new-parents-study](www.air.org/project/first-5-california-kit-new-parents-study)