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



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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: <u>https://first5parentingkits.com</u>

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



Kits distributed, as a percentage of births in each county

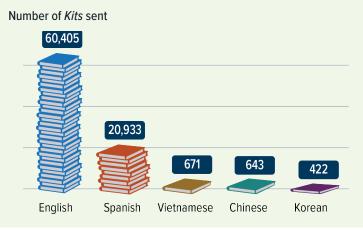
0%	Alpine, Lake, Lassen, Mono, Plumas, Sierra
0.1%–9%	Amador, Butte, Calaveras, Contra Costa, Del Norte, Glenn, Imperial, Marin, Mendocino, Merced, Napa, Placer, Sacramento, San Francisco, San Luis Obispo, Santa Clara, Trinity, Yolo, Yuba
10%–19%	Alameda, Fresno, Humboldt, Mariposa, Nevada, Riverside, San Bernardino, San Joaquin, San Mateo, Sonoma, Stanislaus, Sutter
20%–29%	El Dorado, Kern, Los Angeles, Santa Barbara, Shasta, Tehama
30%–49%	Monterey, Orange, San Diego, Solano, Tulare, Ventura
50%–74%	Colusa, Kings, San Benito, Santa Cruz, Tuolumne
75%–100+%	Inyo, Madera, Modoc, Siskiyou

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

Kits were sent out in 5 different languages



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 (<u>https://ask.chis.ucla.edu</u>); 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