

How are *Kits* distributed across California?



More than 80,000 *Kits* were sent out in 2021–22. Most *Kits* were sent to local organizations to distribute to families.



About **four of five** parents received their *Kit* from a local service agency or community organization (e.g., hospital, Women, Infants, and Children (WIC) office, home visitor, or doctor's office or medical clinic). Only 18% of parents surveyed ordered their *Kit* online.



Health service organizations, like hospitals and doctors' offices, accounted for 73% of the *Kits* ordered by organizations.

What are promising approaches to *Kit* distribution?

Successful strategies employed by First 5 County Commissions to increase the distribution of *Kits* include:



- Implementing a strong marketing campaign.
- Centralizing responsibility for *Kit* promotion and management to one individual or organization.
- Developing partnerships with hospitals and primary birthing centers for distribution.

Promising practices that surfaced from interviews and surveys with *Kit* distributors include:



- Discussing the contents of the *Kit* with families in person helps to build interest in the *Kit*, which can increase *Kit* use.
- Embedding *Kit* distribution within existing services allows organizations to leverage *Kit* resources to further support families.
- Kits* are sometimes used by organizations as a tool to draw families into their broader set of services.

What are the *Kit* items that parents find the most useful?

Nine of 10 parents rated the book *What to Do When Your Child Gets Sick*, the *Numbers Touch and Feel* book, and the California Poison Control brochure and magnet as *very* or *extremely useful* materials and resources.

"[*What to Do When Your Child Gets Sick*] shows you diagrams if your kid was to get poisoned, different things that can happen, even sunburn, or bleeding. ... It shows you exactly what steps to do. Even if your kid breaks a bone, it shows you right here, bruises, bug bites, anything, any little things that could happen to your child, burns—it even has little lines where you could [take notes]."

-Parent of 4-year-old child

What are the benefits of receiving the *Kit*?



Compared to those who did not receive *Kits*, families who received a *Kit* in the last year were more likely to:

- Report their child was in excellent health
- Stop smoking in the last year



After having the *Kit* for a few months, families showed increased:

- Access to community resources
- Use of home safety behaviors
- Parent engagement



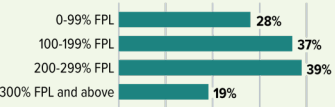
Parents also reported that the *Kit* helped them:

- Support their child's health and care for them when they got sick
- Understand their child's development
- Feel more confident as a parent
- Implement new parenting practices
- Understand existing services like WIC, CalFresh, food banks, poison control, and child care

Who receives the *Kit*?

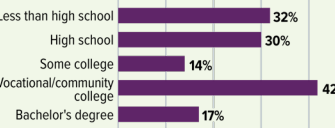
According to the California Health Interview Survey (CHIS) data for 2021 and 2022: **Twenty-three percent of families** with a child 5 years old and younger received the *Kit for New Parents* in 2021 and 2022.

Percentage of families receiving a *Kit*



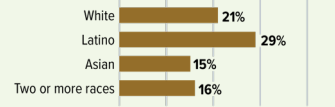
Income Level	Percentage
0-99% FPL	28%
100-199% FPL	37%
200-299% FPL	39%
300% FPL and above	19%

- Families with lower incomes** (below 300% of the federal poverty level (FPL), or approximately \$75,000 for a family of three) and **families with lower levels of education** were more likely to receive *Kits*.



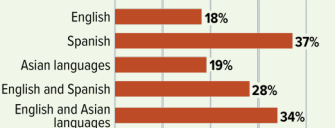
Education Level	Percentage
Less than high school	32%
High school	30%
Some college	14%
Vocational/community college	42%
Bachelor's degree	17%

- Nearly **3 of 10 families who identify as Latino** received a *Kit* (29%), compared with 21% of families who identify as White and 15% of families who identify as Asian



Race	Percentage
White	21%
Latino	29%
Asian	15%
Two or more races	16%

- 37% of families who speak Spanish** as their primary language reported receiving a *Kit*, compared with only 18% of English speakers and 19% of speakers of Asian languages.



Language	Percentage
English	18%
Spanish	37%
Asian languages	19%
English and Spanish	28%
English and Asian languages	34%