

# Memo

**To:** Commission Members  
**From:** Alexander Khu  
**Date:** Monday June 1, 2015  
**Re:** June 1, 2015 Commission Meeting

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Enclosed are the materials for the June 1, 2015 Commission meeting which will take place as follows:

**Time:** 6:00 pm  
**Location:** 1485 Civic Court Suite 1200, Concord, CA  
925-771-7300

A light dinner will be provided.  
Please let me know if you have any questions.

Kind Regards,  
Alexander Khu, Executive Assistant  
First 5 Contra Costa  
1485 Civic Court  
Suite 1200  
Concord, CA 94520  
925-771-7342 Direct  
925-771-6083 Fax



## Commission Meeting

### Agenda

Monday, June 1, 2015, 6:00 pm  
1485 Civic Court, Suite 1200  
Large Conference Room  
Concord, CA

**1.0 Call to Order and Roll Call**

**2.0 Public Comment**

*The public may comment on any item of public interest within the jurisdiction of the First 5 Contra Costa Children and Families Commission. In accordance with the Brown Act, if a member of the public addresses an item not on the posted agenda, no response, discussion, or action on the item may occur.*

**3.0 Approval of Consent Calendar**

**Action**

*A Commissioner or member of the public may ask that any of the following consent items be removed from the consent calendar for consideration under Item 4.*

**3.1 Approve the minutes from the April 6, 2015 meeting.**

**3.2 Approve the minutes from the May 13, 2015 Commission Strategic Plan Retreat.**

**3.3 Accept the Executive Committee Report from the April 7, 2015 meeting.**

**3.4 Approve the Contracts Docket**

*See the attached docket of contracts for the 2015-16 fiscal year.*

**3.5 Accept the Third Quarter Financial Report**

**4.0 Consider for discussion any items removed from the consent calendar.**

**5.0 Consider becoming an official partner to the Raising of America campaign.**

**Action**

**6.0 Presentation from First 5's Regional Community Groups on their work to reduce childhood obesity in Contra Costa**

**7.0 Presentation from the Healthy and Active Before 5 Collaborative**

**8.0 Executive Director's Report**

Discussion

**9.0 Communications**

Discussion

**NEW YORK TIMES ARTICLE – Use of E-Cigarettes Rise Sharply Among Teenagers**



## **10.0 Commissioner F.Y.I. Updates**

Discussion

## **10.0 Adjourn**

The First 5 Contra Costa Children and Families Commission will provide reasonable accommodations for persons with disabilities planning to participate in Commission meetings who contact the Commission's offices, at least 48 hours before the meeting, at (925) 771-7300.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the First 5 Contra Costa Children and Families Commission to a majority of members of the First 5 Contra Costa Children and Families Commission less than 96 hours prior to that meeting are available for public inspection at 1485 Civic Court, Suite 1200, Concord, CA 94520 during normal business hours.

In consideration of those who may suffer from chemical sensitivities or who may have allergic reactions to heavy scents, First 5 Contra Costa requests that staff and visitors refrain from wearing perfume, cologne, or the use of strongly scented products in the work place. We thank you for your consideration of others.



Monday June 1, 2015

Agenda Item 3.1

Approve the minutes from the April 6, 2015 meeting.



**COMMISSION MEETING  
Minutes**

Monday, April 6, 2015, 6:00 pm  
1485 Civic Court, Suite 1200  
Concord, CA

**1.0 Call to Order and Roll Call**

The meeting was called to order at 6:10 PM.

Commissioners in attendance were: Chair PJ Shelton, Vice Chair Kathy Gallagher, Secretary Treasurer Gareth Ashley, Maria Fort, Barbara Cappa, John Jones, Supervisor Candace Andersen, Dr. William Walker, and Joan Miller for the Director of Children & Families Services.

Alternates present were: Mister Phillips, Belinda Lucey, Wanda Session and Katharine Mason.

Also present were Deputy County Counsels Keiko Kobayashi and Nina Dong.

Absent: Matt Regan, Toni Robertson, Wanda Session.

**2.0 Public Comment**

Sharon Bernhus, Director of Transition Services at Shelter Inc. announced that they have moved their administrative offices to 1333 Willow Pass Road, Suite 206, in Concord. The Mountainview shelter has not moved.

Angela Gattis, Family Support Specialist at CARE Parent Network announced that the annual family conference "Congreso Familiar" will hold in Contra Costa County for the first time on Saturday April 25, 2015 at the O'Hara Park Middle School, 1100 O'Hara Avenue, Oakley, CA 94561. It is a full day event from 8 am thru 3:30 pm. The public is encouraged to participate in this well attended conference. More information can be found on: <http://www.congresofamiliar.org>

**3.0 Approval of Consent Calendar**

Motion was made by Candace Andersen to approve the consent calendar and seconded by Kathy Gallagher.

**AYES:** PJ Shelton, Kathy Gallagher, Gareth Ashley, Maria Fort, Barbara Cappa, John Jones, Candace Andersen, William Walker, and Joan Miller.

**NOES:**

**ABSTENTION:** None

The motion was **APPROVED**.

**4.0 Consider for discussion any items removed from the consent calendar.**

There were no items from the consent calendar removed for discussion.

**5.0 Public Hearing on the First 5 California 2013-14 Annual Report**

Sean Casey presented the 2013-2014 First 5 California Annual Report; First 5 is statutorily required to hold an annual public hearing on it each year. He noted that on page 33 of the report is a brief



summary of Contra Costa activities in the recent fiscal year including becoming an HMG (Help Me Grow) affiliate, ECLA (Early Childhood Leadership Alliance), and implementation of early childhood developmental screening tools.

A motion was made by Maria Fort and seconded by John Jones to accept the First 5 California 2013-2014 Annual Report.

**AYES:** PJ Shelton, Kathy Gallagher, Gareth Ashley, Maria Fort, Barbara Cappa, John Jones, Candace Andersen, William Walker, and Joan Miller.

**NOES:**

**ABSTENTION:** None

The motion was **APPROVED**.

#### **6.0 Public Hearing on the First 5 Contra Costa 2010-2015 Strategic Plan**

Sean Casey reported on the First 5 Contra Costa 2010-2015 strategic plan which is also required to be reviewed in a public hearing each year. He reported that all First 5 Contra Costa initiatives are on course, and reminded the Commission that although the principle to extend the current plan by one year was proposed back in October 2014 meeting, it had not been officially approved yet.

Sean informed that the 6th year budget will be the same and the plan will continue until June 2016. The Commission will meet at the May 13, 2015 Commission Retreat to work on the 2015-2020 plan.

A motion was made by Gareth Ashley and seconded by Dr. William Walker to extend the current 2010-2015 Strategic Plan for a sixth year, through June 30, 2016.

**AYES:** PJ Shelton, Kathy Gallagher, Gareth Ashley, Maria Fort, Barbara Cappa, John Jones, Candace Andersen, William Walker, and Joan Miller.

**NOES:**

**ABSTENTION:** None

The motion was **APPROVED**.

#### **7.0 Consider approving the proposed First 5 Contra Costa budget for Fiscal Year 2015-2016**

Sean Casey reported that this coming year's budget is a transition, coming at the end of one planning cycle and the beginning of another. On the revenue side Proposition 10 tax revenue is projected to come in 1.8% less than the previous year's projection. However, new outside revenues include the ongoing California State Preschool (CSPP) block grant and the first year of a two-year Thomas J. Long Foundation grant to expand Help Me Grow.

Sean noted a few particular items in expenditures for next year:

The reduction of funds for mental health therapeutic services reflects the new agreement with Contra Costa Health Services-Behavioral Health allowing the continuation of wraparound services in children's mental health programs without the need of First 5 funds. The County will continue to support the provider contracts at their levels. Similarly, the Children at Risk of Stress or Trauma line is reduced as the Next Steps program supporting children of women in residential substance use treatment will continue to be funded by the County.

Race to the Top, Help Me Grow and CSPP funds will support new positions including a Quality Rating and Improvement System (QRIS) coach coordinator, a Help Me Grow Coordinator and assistant.

The Executive Committee previously recommended a 3% cost of living increase for staff, and a 4% increase for certain contracts, primarily home visiting and First 5 Centers, that have not been increased in several years.

The Commission's retirement contribution rate decreased from 34.32% to 29.26% of payroll. With added staff in the coming year, the Commission's retirement cost remains nearly unchanged.

Evaluation increased as \$83,000 of evaluation components previously in program budgets were moved into the evaluation budget. Overall evaluation costs equal 6.8% of total budget.

Belinda Lucey asked what will happen to children in the PMD scholarship program that will end in June. Sean replied that most are 4-year-olds who will be going to kindergarten in the fall. The Child Care Council will attempt to transition the few remaining children not entering kindergarten into other subsidized programs

A motion was made by Barbara Cappa and seconded by John Jones to approve the proposed First 5 Contra Costa budget for Fiscal year 2015-2016.

**AYES:** PJ Shelton, Kathy Gallagher, Gareth Ashley, Maria Fort, Barbara Cappa, John Jones, Candace Andersen, William Walker, and Joan Miller.

**NOES:**

**ABSTENTION:** None

The motion was **APPROVED**.

## **8.0 Update on strategic planning activities and preparation for the May 13, 2015 strategic planning retreat**

Sean introduced Nicole Young, consultant for the First 5 Contra Costa Commission 2015-2020 Strategic Plan. Nicole had been working with the Santa Cruz County First 5 for many years, and recently was the strategic planning consultant for First 5s in San Benito and Santa Clara counties.

Nicole highlighted in her report to the Commission that the recurring theme is the reality of the declining Proposition 10 revenue and best ways to build sustainable programs for the next five years.

She also reported that the information gathered from stakeholder meetings, online commission numbers, and dialogs with some members of the community and their common issues are the contexts of the Briefing Book that will be compiled in time for the May 13, 2015 Strategic Plan Commission Retreat at the Pleasant Hill Community Center from 9 am to 3 pm.

## **9.0 Executive Director's Report**

Sean Casey gave the following Executive Director's Report:

1) February we had a strong Contra Costa presence at the California First 5 Summit including PJ Shelton, Mister Phillips, Gareth Ashley, Matt Regan, and John Jones along with several staff participated in sessions. Overall the quality of the conference was very high. As part of the pre-Summit

activities, First 5 directors and commissioners made legislative visits. Sean met with Assemblymember Susan Bonilla to discuss preschool quality, and with Alameda First 5 Director Janis Burger met with Contra Costa's newest Assembly member, Catherine Baker for a brief meet and greet.

Other Commissioners who participated weighed in on their experience and many reported that they had a very productive Summit taking with them new information.

2) The Local Planning Council's annual "Children's Issues Forum" was held on Saturday March 28, 2015 at the Pleasant Hill Community Center. Matt Regan was the master of ceremonies and moderated panels, including one addressing child care quality. Supervisor Andersen was joined by Supervisor Mitchoff and Assemblymembers Bonilla and Baker on a legislative panel.

3) May 27-28, 2015 is a two day conference, **Recognizing Trauma-Supporting Resilience: A Collective Response to Healing**, to learn about the connections between trauma, neuroscience and attachment, how multigenerational and historical trauma affects communities and how Contra Costa is working to build a trauma-informed workforce.

4) There is an Ensuring Opportunity Stakeholder meeting on May 21, 2015 at the Shadelands Art Center in Walnut Creek with the new director Marianna Moore.

5) Sean reported that all the site visits have been completed and once again thanked the Commissioners who participated.

6) Tracy Irwin, First 5 Public Affairs Program Officer presented a first Public Service Announcement of the Sugar Bites campaign to be aired on several local television stations. The slightly longer segment of about 1 minute and 45 seconds is to be distributed to doctors' and dentists' waiting rooms for parents to view. Estimated release date end of April 2015.

## **10.0 Communications**

Sean directed the Commission to First 5 Association documents from the February Summit.

The document describing the current status the rising administrative costs charged by the Board of Equalization on First 5 funds reflects the of those costs on local First 5s. In Contra Costa alone, approximately \$290,000 annually is lost as a result. The First 5 Association is making progress toward a legislative solution.

## **11.0 Commissioner F.Y.I. Updates**

There were no Commissioner updates.

## **12.0 Adjourn**

PJ Shelton thanked everyone for attending, and reminded everyone of the upcoming Strategic Plan Commissioners Retreat on May 13, 2015 at the Pleasant Hill Community Center from 9 am to 3 pm.

She also reminded that two weeks after the retreat is the scheduled June 1, 2015 Commission Meeting 6 PM at the First 5 Contra Costa Large Conference Room.

Meeting was adjourned at 7:27 PM.



Monday June 1, 2015

Agenda Item 3.2

Approve the minutes from the May 13, 2015 Commission Strategic Plan Retreat.



**SPECIAL MEETING  
COMMISSION STRATEGIC PLAN RETREAT  
Minutes**

Wednesday, May 13, 2015  
9:00 am

**Pleasant Hill Community Center, Perera Pavilion**  
320 Civic Drive,  
Pleasant Hill, CA 94523

**1.0 Call to Order and Roll Call**

Meeting was called to order at 9:20 by Vice-Chair Kathy Gallagher, who welcomed everyone and asked all in the room to introduce themselves.

Commissioners in attendance: Kathy Gallagher, William Walker, Gareth Ashley, Barbara Cappa, Supervisor Candace Andersen, John Jones; Mister Philips (for Maria Fort) arrived at approximately 10:00 am.

Alternate Commissioners in attendance: Katherine Mason, Belinda Lucey, Matt Regan, Wanda Session

Absent: Commissioners PJ Shelton, Maria Fort; Alternate Commissioner Toni Robertson

**2.0 Public Comment**

Tim O’Keefe, Executive Director of Shelter Inc., thanked the Commission for its transparency and openness to community participation in its strategic planning. He also thanked the Commission for its ten years of support for Shelter Inc.’s family shelter.

**3.0 2016-2020 Commission Strategic Plan**

Sean Casey opened the discussion by setting the larger context for early childhood. The Commission then viewed and discussed the ten-minute preview of the film “The Raising of America” which argues for a national shift in thinking about how children and families are supported in the United States. Sean outlined the charge for the day: to define how First 5 Contra Costa will build on the science and evidence for supporting early childhood, as well as the Commission’s historical investments, to ensure all children have a strong start in life. The Commission is at a critical point in its development, pivoting from 15 years as mostly a funder to a new period of reduced resources to fund programs, and an opportunity to be a stronger advocate for the practices and policies that support children. The Commission will hear several themes during the retreat, including sharpening our focus; refining our structure; increasing emphasis on systems, advocacy and policy; and building partnerships to increase sustainability.

Nicole Young, the Commission’s strategic planning consultant, walked the Commission through the plan for the day. She then walked through highlights from the Briefing Book and Stakeholder Survey. (Briefing Book: <http://www.firstfivecc.org/uploads/about/commission/F5CCBriefingBookFinal-1.pdf> Summary of Stakeholder Input: [http://www.firstfivecc.org/uploads/about/commission/F5%20CC%20Summary%20of%20Stakeholder%20Input%20\(FINAL\).pdf](http://www.firstfivecc.org/uploads/about/commission/F5%20CC%20Summary%20of%20Stakeholder%20Input%20(FINAL).pdf) )

Sean Casey briefly reviewed the Commission’s fiscal landscape, which they had previously seen at their

October, 2014 meeting. Overall, including projected tax revenue, fund balance and outside funding, the Commission will have approximately \$68 million available over the five years starting in FY 2015-16.

Staff then reviewed the status of each of the four current initiatives as outlined in the Briefing Book prepared for the retreat.

Cally Martin provided the overview of the Early Childhood Education Initiative and provided a chart summarizing the analysis of future context for each initiative as well, summarizing across eight dimensions the impact, opportunities and sustainability of each initiative. Cally Martin similarly provided an overview of the Family Support Initiative.

Sean Casey gave the overview of the Community Information and Education and Early Intervention Initiatives then responded to Commission member questions about the initiatives and their impact.

The Commission recessed for lunch at approximately 12:00 pm and rejoined at approximately 12:40 pm. Commissioner Andersen left the meeting at this time.

Nicole Young asked the Commission, as well as staff and guests, to form small groups and discuss three questions. Each group then reported its responses, summarized below.

1. Where and how can First 5 have the greatest impact in closing the Opportunity Gap?
  - systems change, policy, advocacy and partnerships are interdependent
  - First 5 can use its convening ability to get the right people and sectors to the table
2. What partnership opportunities do you foresee or think First 5 should be considering?
  - First 5 Centers provide an opportunity for partnerships
  - Look for new and non-traditional partnerships including business, community, school districts
3. What are the hard questions we should be asking ourselves?
  - Are we making a difference
  - What is our legacy?
  - What do we stop doing?
  - Will First 5 still have the influence to get people to the table?
  - How do we address territorial and turf issues?
  - How brave does First 5 want to be?

Sean Casey then presented initial staff recommendations for the overall structure of the plan. They included –

1. Recommit to the Commission's existing Vision, Mission and Guiding Principles
2. Focus on three initiatives with a total of 5 goals and a major cross-cutting strategy of education, advocacy and policy
3. Move forward with the staffs' proposed goals and strategies
4. Commit to the updated map of high needs areas in the county as the focus of the Commission's investments
5. Move forward with drafting the complete strategic plan for review by the Commission in September.

Nicole Young then led the Commission's discussion of the recommendations. Staff assured the Commission that their input from the retreat discussions would be incorporated as staff fleshed out the specific strategies in the final plan.

The Commission made a strong statement for improvement of measurement and the inclusion of measurable goals or objectives in the plan. There was a clear desire expressed for stronger outcome data.

Nicole asked the Commission for a general "green light" on each of the recommendations. The Commission gave a green light for recommendations 1 and 2. For recommendation 3, the Commission asked for some modifications and clearer language. Commissioners suggested language about building a broader system of family support services, raising the quality of care provided by individual caregivers, and developing more measurable goals or objectives. Staff will provide an update on the goals and strategies at the July Commission meeting. Staff pulled the map for recommendation 4 for additional revision. The Commission supported moving forward on completing the strategic plan, with a draft for review at the September Commission meeting.

Before adjourning, Commissioners provided feedback on the retreat. Overall they expressed appreciation for the level of discussion and the facilitator's skill in keeping everyone engaged. They also valued the ample time allowed for weighing in on the many questions that were raised. They were also noted that hearing how other First 5s are responding to their declining resources was helpful.

#### **4.0 Adjourn**

The Commission adjourned at 3:15 pm.



Monday June 1, 2015

Agenda Item 3.3

Accept the Executive Committee Report from the April 6, 2015 meeting.



## Executive Committee MINUTES

April 6, 2015  
4:00 p.m.  
Small Conference Room,  
1485 Civic Court, Suite 1200, Concord, CA

### 1.0 Call to Order

Present: PJ Shelton, Gareth Ashley, Katharine Mason. Absent Kathy Gallagher. Staff Sean Casey, Marnie Huddleston

### 2.0 Public Comment

There was none

### 3.0 Staff Updates

Our joint application with the County Office of Education to the California Department of Education for the CSPP-QRIS Block Grant was approved. The grant amount for the first year is \$1,470,062. Most of the grant will be retained by the COE for their costs to provide rating and monitoring, and to give out \$686,000 in quality grants to providers who reached Tier IV. Funds coming to F5 will be used to support coaching staff and a public awareness campaign.

We recently hosted and sponsored a Level 4 **Triple P** (Positive Parenting Program) training completed by 14 trainees. All received 100% on their written test. COPE Family Support will provide 10 hours of follow-up training for the group.

The East County Regional Group will present their findings and recommendations to the Pittsburg Community Advisory Commission on Wednesday, April 1st. In March, the group conducted a site visit of De Anza Park with ECRG members, neighborhood residents, and City staff. The City staff already has responded to our requests for amenity improvements. We hope to see even more park improvements from the City as we move forward.

Since presenting the Antioch Parks Assessment report to the Antioch Parks Commission in February, the ECRG is working with City staff to implement a new play structure at one of our priority parks, Contra Loma Estates.

After many months of staff support provided by First 5, the Ensuring Opportunity Campaign has hired a director, Mariana Moore, formerly the Director of the Human Services Alliance. We look forward to continued collaboration with and support for the EO Campaign.

Staff participated in a two-day fiscal summit sponsored by the First 5 Association that brought together fiscal and administrative staff from First 5s all over the state. Our auditor gave a presentation on GASB 68, the upcoming rule regarding the recording of pension liability.

### 4.0 Commission Updates

Sean announced that Joan Miller has been appointed the Children and Family Services Director and she in turn has appointed Kathy Marsh, CFS Division Manager, as her alternate.

*Executive Committee  
MINUTES  
April 6, 2015  
Page 1 of 2*

**5.0 Statewide Updates**

The First 5 Association is hiring a policy director; this is a new position, which will greatly enhance the Association's ability to keep up with the numerous policy issues regarding children be formulated in Sacramento and elsewhere. The Association is also considering altering its dues structure, which could mean a modest increase in dues in the 2016-17 fiscal year.

**6.0 Items for Consideration**

**6.1 Review and discuss the process for the Commission's May 13 Strategic Planning retreat.**

Our strategic planning consultant, Nicole Young, guided the Executive Committee through the report of stakeholder data collected over the last several months. In all, the input from community members, agency representatives and Commissioners was positive and points the way to collaborative and systems efforts on behalf of First 5. She also reviewed a draft agenda for the May 13 retreat

**6.2 Review and discuss process for Executive Director performance review**

Sean Casey excused himself from the meeting while Marnie Huddleston reviewed with the committee the process for the performance review in the coming months.

**7.0 Review agenda items for upcoming Commission meetings**

The Committee reviewed the potential items for the May 13 Strategic Planning retreat and the June and July Commission meetings.

**8.0 Adjourn**

The meeting adjourned at approximately 5:30



Monday June 1, 2015

Agenda Item 3.4

Approve the Contracts Docket

ITEM 3.4  
CONTRACTS APPROVAL DOCKET

June 1, 2015

The following contracts of at least \$50,000 require Commission approval:

- 3.4.1 APPROVE and AUTHORIZE the Executive Director to execute a contract with Child Abuse Prevention Council of Contra Costa County, Inc. to coordinate and administer distribution of the Kit for New Parents and the Baby Bag project to provide parenting information that helps parents care for their newborns throughout Contra Costa County in an amount not to exceed \$74,256 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Community Information and Engagement Initiative: Public Information (\$739,414).
- 3.4.2 APPROVE and AUTHORIZE the Executive Director to execute a contract with Contra Costa Crisis Center to maintain a web-based database of Contra Costa human services ([www.211database.org](http://www.211database.org)) for children birth through age five and their families and to oversee 211, a 24-hour phone referral service in which trained information and referral specialists refer callers to needed services. This telephone access line would be a primary point of connection for families and early childhood professionals seeking customized early childhood resources and referrals and provide information about developmental screening services. These activities will be supported by a 211 Young Child Resources Specialist who will serve as a liaison with community providers and will offer technical assistance to 211 line staff in an amount not to exceed \$191,157 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: (\$131,157) Community Information and Engagement Initiative: Public Information (\$739,414). FY2015-16 budget line: (\$60,000) Early Intervention Initiative: Children's Developmental Needs (\$1,164,116).
- 3.4.3 APPROVE and AUTHORIZE the Executive Director to execute a contract with Contra Costa College to provide child care providers with tutoring, academic advising, cohort classes, support, training, and incentives as they increase their education and professional training in an amount not to exceed \$295,002 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Care & Education Initiative: Professional Development (\$1,204,800).
- 3.4.4 APPROVE and AUTHORIZE the Executive Director to execute a contract with Diablo Valley College to provide child care providers with tutoring, academic advising, cohort classes, support, training, and incentives as they increase their education and professional training in an amount not to exceed \$295,002 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Care & Education Initiative: Professional Development (\$1,204,800).
- 3.4.5 APPROVE and AUTHORIZE the Executive Director to execute a contract with Los Medanos College to provide child care providers with tutoring, academic advising, cohort classes, support, training, and incentives as they increase their education and professional training in an amount not to exceed \$295,002 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Care & Education Initiative: Professional Development (\$1,204,800).

- 3.4.6 APPROVE and AUTHORIZE the Executive Director to execute a contract with Contra Costa County Office of Education to provide rating and management of the Contra Costa Quality Rating and Improvement System (QRIS) in accordance with local implementation requirements and in alignment with regional and state QRIS efforts in an amount not to exceed \$250,207 for a term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Care & Education Initiative: Early Learning Quality (\$679,638). 100% California Department of Education Race to the Top (RTT) Early Learning Challenge funds.
- 3.4.7 APPROVE and AUTHORIZE the Executive Director to execute a contract with Mt. Diablo Adult Education to provide family literacy preschool services for children whose parents attend adult education classes at the same site in an amount not to exceed \$106,080 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Care & Education Initiative: Literacy (\$262,080).
- 3.4.8 APPROVE and AUTHORIZE the Executive Director to execute a contract with Raising A Reader San Francisco and Alameda Counties to provide a book bag delivery system to train parents in read-aloud strategies to ensure healthy brain development, parent-child bonding and the early literacy skills critical for school success in an amount not to exceed \$156,000 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Care & Education Initiative: Literacy (\$262,080).
- 3.4.9 APPROVE and AUTHORIZE the Executive Director to execute a contract with Contra Costa ARC, Inc. - CARE Parent Network to provide support to parents of children with special needs, such as peer-focused support consisting of peer mentorship, one-on-one and group support, parent education, and training. Contractor will also coordinate resources and training for early education and early intervention professionals to enhance their agency support for children with special needs in an amount not to exceed \$264,820 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Intervention Initiative: Children's Developmental Needs (\$1,164,116).
- 3.4.10 APPROVE and AUTHORIZE the Executive Director to execute a contract with Counseling Options & Parent Education Support Center Inc. to provide Triple P classes to parents with children ages 0-5 utilizing certified trainers with skill sets in serving the development needs of young children and their families throughout Contra Costa County in an amount not to exceed \$67,600 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Intervention Initiative: Mental Health Therapeutic Services (\$188,755).
- 3.4.11 APPROVE and AUTHORIZE the Executive Director to execute a contract with Mt. Diablo Unified School District - Crossroads High School to meet the specific needs of pregnant and parenting students including counseling, support and parenting education in an effort to break the cycles of pregnancy and poverty in an amount not to exceed \$80,673 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Intervention Initiative: Children at Risk of Stress or Trauma (\$515,706).
- 3.4.12 APPROVE and AUTHORIZE the Executive Director to execute a contract with We Care Services for Children to provide mental health consultation services to licensed child care providers in order to increase their capacity to support children struggling with emotional or behavioral problems in an amount not to exceed \$653,000 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Intervention Initiative: ECE Consultation (\$993,177).

- 3.4.13 APPROVE and AUTHORIZE the Executive Director to execute a contract with YMCA of the East Bay to provide support services to pregnant and parenting teens with young infants. Teen parents receive a specialized curriculum that combines academic instruction with parenting support in an amount not to exceed \$133,617 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Intervention Initiative: Children at Risk of Stress or Trauma (\$515,706).
- 3.4.14 APPROVE and AUTHORIZE the Executive Director to execute a contract with Greater Richmond Interfaith Program to provide homeless families with young children birth through age 5 in the emergency and transitional housing program routine child developmental screening, mental health support, resource referral and case management, preschool assessment, parenting education and support in an amount not to exceed \$143,208 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Intervention Initiative: Children at Risk of Stress or Trauma (\$515,706).
- 3.4.15 APPROVE and AUTHORIZE the Executive Director to execute a contract with Shelter, Inc. of Contra Costa County to provide homeless families with young children birth through age 5 living in the emergency and transitional housing program routine child developmental screening, mental health support, resource referral and case management, preschool assessment, parenting education and support in an amount not to exceed \$143,208 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Intervention Initiative: Children at Risk of Stress or Trauma (\$515,706).
- 3.4.16 APPROVE and AUTHORIZE the Executive Director to execute a contract with ASPIRAnet (Delta First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screening, drop-in availability, opportunities for community involvement, and special events. Classes and services focus on pregnancy, parent support, healthy child-parent relationships, positive parenting practices, early childhood development, and school readiness in an amount not to exceed \$376,012 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Family Support Initiative: First 5 Centers (\$2,343,218).
- 3.4.17 APPROVE and AUTHORIZE the Executive Director to execute a contract with ASPIRAnet (Monument First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screening, drop-in availability, opportunities for community involvement, and special events. Classes and services focus on pregnancy, parent support, healthy child-parent relationships, positive parenting practices, early childhood development, and school readiness in an amount not to exceed \$376,012 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Family Support Initiative: First 5 Centers (\$2,343,218).
- 3.4.18 APPROVE and AUTHORIZE the Executive Director to execute a contract with Bay Area Community Resources (West County First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screening, drop-in availability, opportunities for community involvement, and special events. Classes and services focus on pregnancy, parent support, healthy child-parent relationships, positive parenting practices, early childhood development, and school readiness in an amount not to exceed \$598,000 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Family Support Initiative: First 5 Centers (\$2,343,218).

- 3.4.19 APPROVE and AUTHORIZE the Executive Director to execute a contract with Brighter Beginnings (Antioch First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screening, drop-in availability, opportunities for community involvement, and special events. Classes and services focus on pregnancy, parent support, healthy child-parent relationships, positive parenting practices, early childhood development, and school readiness in an amount not to exceed \$376,012 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Family Support Initiative: First 5 Centers (\$2,343,218).
- 3.4.20 APPROVE and AUTHORIZE the Executive Director to execute a contract with STAND For Families Free of Violence (Bay Point First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screening, drop-in availability, opportunities for community involvement, and special events. Classes and services focus on pregnancy, parent support, healthy child-parent relationships, positive parenting practices, early childhood development, and school readiness in an amount not to exceed \$376,012 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Family Support Initiative: First 5 Centers (\$2,343,218).
- 3.4.21 APPROVE and AUTHORIZE the Executive Director to execute a contract with Baby Builders, Inc. to provide developmental playgroups, curriculum, materials and staffing in an amount not to exceed \$90,000 for term July 1, 2015 to June 30, 2016. FY 2015-16 budget line: Early Intervention Initiative: Children's Developmental Needs: (\$1,164,116).
- 3.4.22 APPROVE and AUTHORIZE the Executive Director to execute a contract with We Care Services for Children to provide developmental playgroups, curriculum, materials and staffing in an amount not to exceed \$90,000 for term July 1, 2015 to June 30, 2016. FY 2015-16 budget line: Early Intervention Initiative: Children's Developmental Needs: (\$1,164,116).
- 3.4.23 APPROVE and AUTHORIZE the Executive Director to execute a contract with Applied Survey Research to collect data, produce reports, refine data collection system and support First 5 evaluation staff efforts in Contra Costa County in an amount not to exceed \$264,000 for term July 1, 2015 to June 30, 2016. FY 2015-16 budget line: Evaluation: Professional Services (\$410,286).
- 3.4.24 APPROVE and AUTHORIZE the Executive Director to execute a contract with VIVA Strategy + Communications, LLC to coordinate regional activities for the Bay Area Quality Rating and Improvement System (BAQRIS) according to the plan developed by the BAQRIS Executive Cabinet in an amount not to exceed \$100,000 for term July 1, 2015 to June 30, 2016. 30% of the contract amount is California Department of Education (Race to the Top RTT Early Learning Challenge funds); the remaining 70% to be funded by First 5 Alameda, First 5 Santa Clara, First 5 San Mateo and First 5 San Francisco. Early Learning Quality (\$679,638).
- 3.4.25 APPROVE and AUTHORIZE the Executive Director to execute a contract with WestEd to provide regional assessor training and anchoring consistent with the Bay Area Regional Assessment Protocols in an amount not to exceed \$135,574.00 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Care & Education Initiative: Early Learning Quality (\$679,638). To be funded in equal parts by First 5 Alameda, First 5 Contra Costa, First 5 Santa Clara, First 5 Santa Cruz, First 5 San Mateo and First 5 San Francisco with Race to the Top (RTT) Early Learning Challenge grant funds.



- 3.4.26 APPROVE and AUTHORIZE the Executive Director to execute a contract with Contra Costa Child Care Council to provide training and support for approved Quality Rating and Improvement System (QRIS) sites and support to participate in local implementation of the QRIS Pilot in an amount not to exceed \$161,000 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Care & Education Initiative: Early Learning Quality (\$679,638). 100% California Department of Education Race to the Top (RTT) Early Learning Challenge funds.
- 3.4.27 APPROVE and AUTHORIZE the Executive Director to execute a contract with Contra Costa Child Care Council (Inclusion) to provide services designed to make licensed child care more accessible for children with special needs by increasing provider capacity through training and one-on-one support in an amount not to exceed \$340,177 for term July 1, 2015 to June 30, 2016. FY2015-16 budget line: Early Intervention Initiative: ECE Consultation (\$993,177).



Monday June 1, 2015

Agenda Item 3.5

Accept the Third Quarter Financial Report

FY 14/15 Financial Report - 3rd Quarter



Line #		FY14/15 Budget			FY14/15 Actual Revenue and Expense				Notes
		F5 Contra Costa Funds	Other Funds	Total Budget	F5 Contra Costa Funds	Other Funds	Total Revenue and Expense	% of Budget	
<b>REVENUE</b>									
1	Prop 10 - Tax Apportionment	8,154,941		8,154,941	6,040,371		6,040,371	74.1%	
2	CAF5 - CARES Plus	-	300,000	300,000		10,301	10,301	3.4%	1
3	Race to the Top	-	737,664	737,664		495,231	495,231	67.1%	
4	Thomas J. Long Foundation	-	990,000	990,000		990,000	990,000	100.0%	
5	Interest Income	120,000		120,000	78,803		78,803	65.7%	
6	MHSA Grant/Other misc income	-	81,050	81,050	1,164	47,994	49,158	60.7%	
7	Fund Balance	5,400,608	227,874	5,628,482	1,873,155	(179,640)	1,693,515	30.1%	
	<b>TOTAL REVENUE</b>	<b>13,675,549</b>	<b>2,336,588</b>	<b>16,012,137</b>	<b>7,993,493</b>	<b>1,363,886</b>	<b>9,357,379</b>	<b>58.4%</b>	

<b>PROGRAM EXPENSES</b>									
<b>Initiatives</b>		<b>9,193,664</b>	<b>2,164,556</b>	<b>11,358,220</b>	<b>5,084,720</b>	<b>1,329,088</b>	<b>6,413,808</b>	<b>56.5%</b>	
8	<b>Early Care and Education Initiative</b>								
9	Professional Development	919,800	300,000	1,219,800	606,417	10,301	616,718	50.6%	1
10	Early Learning Quality	275,494	1,783,506	2,059,000	28,141	1,270,793	1,298,934	63.1%	
11	Literacy	256,080		256,080	172,854		172,854	67.5%	
12	<b>Total</b>	<b>1,451,374</b>	<b>2,083,506</b>	<b>3,534,880</b>	<b>807,412</b>	<b>1,281,094</b>	<b>2,088,506</b>	<b>59.1%</b>	
13	<b>Family Support</b>								
14	First 5 Centers	2,314,957	6,050	2,321,007	1,505,559		1,505,559	64.9%	
15	Home Visiting	1,388,209		1,388,209	927,005		927,005	66.8%	
16	Training and support	64,200		64,200	15,205		15,205	23.7%	
17	<b>Total</b>	<b>3,767,366</b>	<b>6,050</b>	<b>3,773,416</b>	<b>2,447,769</b>		<b>2,447,769</b>	<b>64.9%</b>	
18	<b>Early Intervention</b>								
19	Therapeutic Services	834,638	75,000	909,638	128,316	47,994	176,310	19.4%	2
20	ECE Consultation	993,177		993,177	670,395		670,395	67.5%	
21	Children's Developmental Needs	663,733		663,733	348,559		348,559	52.5%	
22	Children Experiencing Stress/Trauma	784,290		784,290	330,537		330,537	42.1%	
23	Training and Consultation	25,000		25,000	8,081		8,081	32.3%	
	<b>Total</b>	<b>3,300,838</b>	<b>75,000</b>	<b>3,375,838</b>	<b>1,485,888</b>	<b>47,994</b>	<b>1,533,882</b>	<b>45.4%</b>	
24	<b>Community Information and Education</b>								
25	Public Information	524,086		524,086	255,642		255,642	48.8%	
26	Community Engagement	140,000		140,000	86,782		86,782	62.0%	
27	Family Economic Stability	10,000		10,000	1,227		1,227	12.3%	
	<b>Total</b>	<b>674,086</b>		<b>674,086</b>	<b>343,651</b>		<b>343,651</b>	<b>51.0%</b>	
28	<b>Program Expenses</b>								
29	Program Salaries & Wages	1,190,135	153,600	1,343,735	908,749	31,529	940,278	70.0%	
30	Program Employee Benefits	799,334	18,432	817,766	467,471	3,269	470,740	57.6%	
31	Office Overhead and Other Expenses	231,607		231,607	135,873		135,873	58.7%	
	<b>Total</b>	<b>2,221,076</b>	<b>172,032</b>	<b>2,393,108</b>	<b>1,512,093</b>	<b>34,798</b>	<b>1,546,891</b>	<b>64.6%</b>	
32	<b>TOTAL PROGRAM EXPENSES</b>	<b>11,414,740</b>	<b>2,336,588</b>	<b>13,751,328</b>	<b>6,596,813</b>	<b>1,363,886</b>	<b>7,960,699</b>	<b>57.9%</b>	

<b>EVALUATION EXPENSES</b>									
33	Evaluation Salaries & Wages	338,318		338,318	250,794		250,794	74.1%	
34	Evaluation Employee Benefits	212,971		212,971	129,344		129,344	60.7%	
35	Professional Services	306,000		306,000	181,618		181,618	59.4%	
36	Office Overhead and Other Expenses	60,533		60,533	32,351		32,351	53.4%	
37	<b>TOTAL EVALUATION EXPENSES</b>	<b>917,822</b>		<b>917,822</b>	<b>594,107</b>		<b>594,107</b>	<b>64.7%</b>	

<b>ADMINISTRATIVE EXPENSES</b>									
38	Administrative Salaries & Wages	562,956		562,956	407,675		407,675	72.4%	
39	Administrative Employee Benefits	351,677		351,677	216,443		216,443	61.5%	
40	Professional Services	135,500		135,500	37,322		37,322	27.5%	
41	Purchased Services, Equipment lease, supp	202,839		202,839	88,781		88,781	43.8%	
42	Office Overhead	90,015		90,015	52,352		52,352	58.2%	
43	<b>TOTAL ADMINISTRATIVE EXPENSES</b>	<b>1,342,987</b>		<b>1,342,987</b>	<b>802,573</b>		<b>802,573</b>	<b>59.8%</b>	
44	<b>TOTAL Expenses</b>	<b>13,675,549</b>	<b>2,336,588</b>	<b>16,012,137</b>	<b>7,993,493</b>	<b>1,363,886</b>	<b>9,357,379</b>	<b>58.4%</b>	

<b>Distribution of expenses by department:</b>	<b>Program</b>	<b>85.1%</b>
	<b>Evaluation</b>	<b>6.3%</b>
	<b>Administrative</b>	<b>8.6%</b>
	<b>Total</b>	<b>100.0%</b>

**NOTES:**

1. First 5 CA CARES Plus pays for childcare provider professional development stipends at year end.
2. CC Mental Health contract reduced from \$759,638 to \$315,450.

<b>Fund Balance as of 6/30/2014:</b>	
<b>Nonspendable</b>	<b>390,013</b>
Prepays and Deposits	69,013
Loans Receivable - Perinatal Council	321,000
<b>Restricted</b>	<b>223,109</b>
Long Foundation	223,109
<b>Committed</b>	<b>841,227</b>
Capital Assets	841,227
<b>Assigned</b>	<b>6,599,270</b>
Elimination of FY14/15 Budget Deficit	5,628,482
Leases	970,788
<b>Unassigned Funds</b>	<b>25,721,879</b>
Contingency Fund	7,500,000
Unassigned	18,221,879
<b>Total Fund Balance</b>	<b>33,775,498</b>



Monday June 1, 2015

Agenda Item 5

Consider becoming an official partner to the Raising of America Campaign

# The Raising of America

## EARLY CHILDHOOD AND THE FUTURE OF OUR NATION

*The Raising of America*, by the producers of *Unnatural Causes: Is Inequality Making Us Sick?*, is a 5-part documentary series and public engagement campaign that explores how a strong start for all our kids can lead to a healthier, safer, better educated and more prosperous and equitable America.

### THE DOCUMENTARY SERIES | Video Release June 2015, Public Television Broadcast TBD

#### Signature Hour: *The Raising of America* 60 minutes

The U.S. is a can-do nation. So why is child well-being in the U.S. so much worse than in other rich countries? How do the growing stressors on many young families and caregivers—the squeeze for time, money and resources—‘drip down’ on their infants and young children, literally altering the wiring of their developing brains with potential lifelong consequences for their socio-emotional and intellectual development and physical health? How might we do better?

This hour-long episode interweaves the latest discoveries from neuroscience with the stories of families and communities doing all they can to provide the nurturing environments all babies and young children need to thrive. But too often individual efforts are hindered by social conditions that affect children’s developmental trajectories. If we aspire to a healthier, safer, better educated, more prosperous and equitable nation, we must invest in all our infants now. They won’t fail us, but we can’t fail them.

#### Supporting Episodes 30-40 minutes each

Episode 2: *ONCE UPON A TIME  
When Childcare for All  
Wasn't Just a Fairy Tale*

Just imagine how things might be different if for the past four decades all American children had access to high-quality early care and ed. It almost happened. Back in 1971, Congress passed a bill providing high-quality, universal childcare, home visiting and other services from birth to age five to every family that wanted it. Pres. Nixon’s 11th hour veto marked the first time ‘family values’ was invoked to undermine pro-family and child initiatives. The veto marked a critical inflection point on our path towards a more inclusive nation to today’s ‘you’re-on-your-own’ society.

Episode 3: *ARE WE CRAZY ABOUT  
OUR KIDS?*

Investing in high-quality early care and education pays for itself in many ways and many times over. This episode brings to life the classic economic studies of Perry Preschool and other initiatives conducted by Nobel laureate James Heckman, former Federal Reserve economist Arthur Rolnick and others which illustrate how we can either invest early for success or pay more for failure later. So, what is holding us back?

Episode 4: *WOUNDED PLACES  
Confronting Childhood PTSD in  
America's Shell-Shocked Cities*

Too many of our children, especially children of color in neighborhoods of concentrated poverty, experience adversity, violence, neglect and other forms of trauma and show symptoms similar to PTSD—except there is no ‘post.’ Traveling to Philadelphia and Oakland, this episode chronicles the stories of children shook by violence and adversity and asks not “What’s wrong with you?” but “What happened to you?” and how can traumatized children and neighborhoods heal.

Episode 5: *DNA IS NOT DESTINY  
How the Outside Gets Under the Skin*

New scientific discoveries reveal how fetal and early childhood environments—chemical, family, socioeconomic—literally become part of us. They alter not the genes babies inherit but the epigenetic “volume controls” which turn genes on and off. These epigenetic switches can influence the self-regulation of emotions and behaviors, cognitive function, even the susceptibility to chronic diseases as people age.

>>>

# THE PUBLIC ENGAGEMENT CAMPAIGN

Hundreds of campaign partners are planning to use *The Raising of America* as a tool to foster dialogue and action toward what we as a society can—and should—do to ensure *all* our children the opportunity for a strong start.

## How can you use *The Raising of America* to change the conversation?

### Use the series to talk about:

- ... how what surrounds us shapes us
- ... why blaming parents is the easy way out
- ... how the best parenting programs may have nothing to do with parenting at all
- ... why young children are one of the most prudent investments our nation can make
- ... how change is possible

### Screen in these ways ...and more!

- To staff, students, members, and constituents
- At trainings, workshops, and conferences
- To mobilize partners and build alliances across sectors
- As part of community dialogs and policy forums
- To lift up local initiatives and engage the media

### The Companion Website (in development)

- Interactive Magazines:** Our Babies, Families, and Society
- Downloadable/Shareable** video, interactives and resources
- Action Guide:** Move beyond watching to using video as a tool
- Discussion Guides** for each episode
- Publicity** templates
- Social Media:** 10 things to do in under 10 minutes

## What can you do now?

**Post the 11-minute trailer on your website and social media.** [raisingofamerica.org/preview-series](http://raisingofamerica.org/preview-series).

**Plan a Launch Event.** Host a large, cross-sectoral screening of the Signature Hour prior to broadcast and change the conversation in your area. Visit [raisingofamerica.org/plan-screening](http://raisingofamerica.org/plan-screening) for ways to get started.

**Screen Episodes 2-4.** *Are We Crazy About Our Kids?*, *Once Upon a Time* and *Wounded Places* are now “pre-released” on DVD. For discussion guides and to purchase, visit [raisingofamerica.org/documentary](http://raisingofamerica.org/documentary).

**Become a Partner.** Partners are organizations eager to use *The Raising of America* as a tool to advance their work. Sign up at [raisingofamerica.org/join-campaign](http://raisingofamerica.org/join-campaign).

### STAY IN TOUCH

- Newsletter:** [raisingofamerica.org/newsletter-signup](http://raisingofamerica.org/newsletter-signup)
- Facebook:** [facebook.com/RaisingofAmerica](https://facebook.com/RaisingofAmerica)
- Website:** [www.raisingofamerica.org](http://www.raisingofamerica.org)
- Contact:** [info@raisingofamerica.org](mailto:info@raisingofamerica.org)

### BACKGROUND

*The Raising of America* developed out of a rigorous consultation with the field. For a copy of the Needs Assessment, please visit: [raisingofamerica.org/project#assessment](http://raisingofamerica.org/project#assessment).



Monday June 1, 2015

Agenda Item 9.0

COMMUNICATIONS

FROM THE NEW YORK TIMES

**HEALTH**

# ***Use of E-Cigarettes Rises Sharply Among Teenagers, Report Says***

By **SABRINA TAVERNISE**  
APRIL 16, 2015

Editors' Note Appended



Customers at Beyond Vape, an e-cigarette and e-liquid store in Manhattan. Credit Michael Appleton for The New York Times

Kenny, a high school senior in Weston, Fla., likes to puff e-cigarettes during study sessions with friends after school. James, a senior in Fauquier County, Va., uses them

outside at lunch with friends who do smoke tricks. Tom, a sophomore from Westchester County, uses them while hiking with friends.

E-cigarettes have arrived in the life of the American teenager.

Use of the devices among middle- and high school students tripled from 2013 to 2014, according to federal data released on Thursday, bringing the share of high school students who use them to 13 percent — more than smoke traditional cigarettes.

About a quarter of all high school students and 8 percent of middle school students — 4.6 million young people altogether — used tobacco in some form last year. The sharp rise of e-cigarettes, together with a substantial increase in the use of hookah pipes, led to 400,000 additional young people using a tobacco product in 2014, the first increase in years, though researchers pointed out the percentage of the rise fell within the report's margin of error.



*Various e-liquids, including one called "Unicorn Puke," at Beyond Vape.  
Credit Michael Appleton for The New York Times*

But the report also told another story. From 2011 to 2014, the share of high school students who smoked traditional cigarettes declined substantially, to 9 percent from 16 percent, and use of cigars and pipes ebbed too. The shift suggested that some teenage smokers may be using e-cigarettes to quit.

Smoking is still the single-biggest cause of preventable death in the United States, killing more than 480,000 Americans a year, and most scientists agree that e-cigarettes, which deliver the [nicotine](#) but not the dangerous tar and other chemicals, are likely to be far less harmful than traditional cigarettes.

The numbers came as a surprise and seemed to put policy makers into uncharted territory. The [Food and Drug Administration](#) took its first tentative step toward regulating e-cigarettes last year, but the process is slow, and many experts worry that habits are forming far faster than rules are being written. Because e-cigarettes are so new, scientists are still gathering evidence on their long-term health effects, leaving regulators scrambling to gather data.

In interviews, teenagers said that e-cigarettes had become almost as common at school as laptops, a change from several years ago, when few had seen them.

“It’s the healthy alternative taking over my school,” said Tom, a 15-year-old sophomore at a school in Westchester County, N.Y., who started vaping — the term for puffing on an e-cigarette — to kick a smoking habit. He said about 70 percent of his friends now vaped.



A 15-year-old with an e-cigarette in Peekskill, N.Y. Their use by teenagers tripled from 2013 to 2014. Credit Bryan Thomas for The New York Times

But opinions were mixed on why the devices had caught on. A significant share said they were using the devices to [quit smoking](#) cigarettes or marijuana, while others said they had never smoked but liked being part of the trend and enjoyed the taste. Two favorite flavors of teenagers interviewed were Sweet Tart and Unicorn Puke, which one student described as “every flavor Skittle compressed into one.”

James, 17, the senior in Virginia, said he and his friends started using e-cigarettes when he was 13, after his father abandoned the devices in a failed effort to [quit smoking](#)

“It was something for us to do that was edgy and exciting,” said James, who asked that his last name not be used because he did not want his smoking habits to be on public display. He liked the smoke tricks that his friends had become good at, like blowing out the vapor so that it spun like a tornado. His favorite flavor is called Hawk Sauce, which he described as “a berry [menthol](#) kind of thing.”

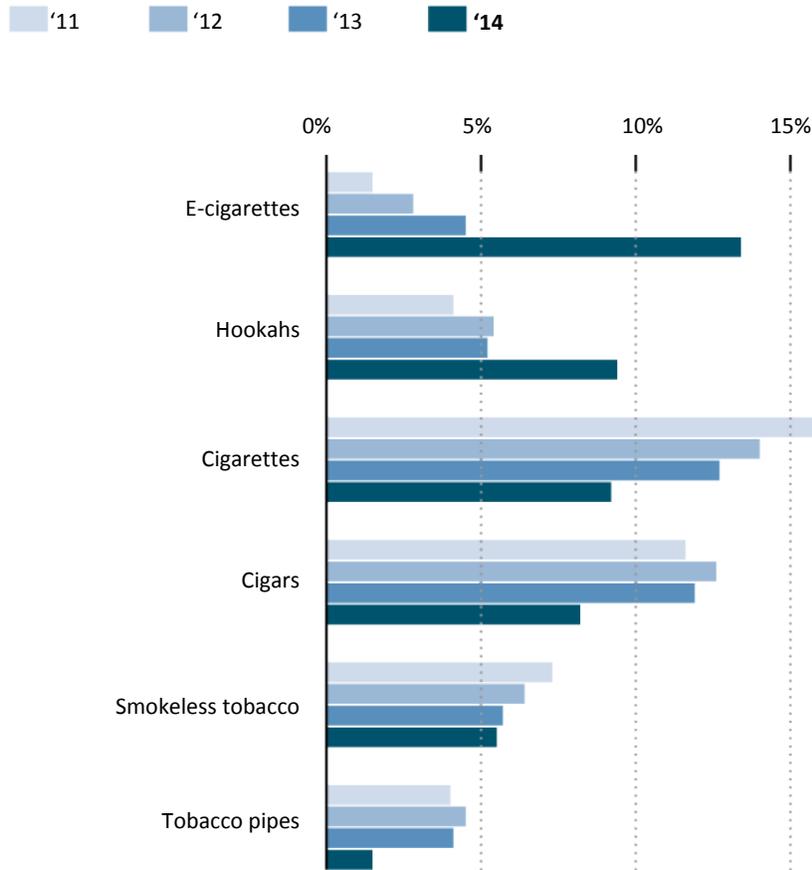
He has never smoked cigarettes and said he could not imagine ever starting. “There’s a harshness to cigarettes,” he said. “Girls think they’re gross.”

E-cigarette use had grown exponentially in previous years, but from such a low base that the numbers had been relatively small. But last year’s rise, [which was captured in the Centers for Disease Control and Prevention’s annual youth tobacco survey](#) of about 20,000 schoolchildren, lifted e-cigarette use above that of traditional cigarettes, prompting an outcry from anti-tobacco advocates. They warned that e-cigarettes were undoing years of progress among the country’s most vulnerable citizens by making the act of puffing on a tobacco product normal again, and by introducing [nicotine](#), an addictive substance, to a broad population of teenagers.

## High-School Tobacco Use

Among high school students, e-cigarette use is growing rapidly, while the use of more traditional forms of tobacco, like cigarettes and cigars, is declining.

Estimated share of high school students who used tobacco in the preceding 30 days by product



Source: National Youth Tobacco Survey, 2011-14  
By The New York Times

“This is a really bad thing,” said Dr. Thomas R. Frieden, the director of the C.D.C., who noted that research had found that nicotine harms the developing brain. “This is another generation being hooked by the tobacco industry. It makes me angry.”

But the numbers had a bright side. The decline in cigarette use among teenagers accelerated substantially from 2013 to 2014, dropping by 25 percent, the fastest pace in years.

The pattern seemed to go against the dire predictions of anti-tobacco advocates that e-cigarettes would become a gateway to cigarettes among youths, and suggested they might actually be helping, not hurting. The pattern resembled those in Sweden and

Norway, where a rise in the use of snus, a [smokeless tobacco](#) product, was followed by a sharp decline in cigarette use.

“They’re not a gateway in, and they might be accelerating the gateway out,” said David B. Abrams, executive director of the Schroeder Institute for Tobacco Research and Policy Studies, an anti-tobacco group.

Some teenagers described vaping as an entirely different culture from [cigarette smoking](#), and scoffed at the idea that it could be a way into cigarettes. Kenny, the senior from Florida, said students liked the mix-and-match accessories that a user could “personalize and call your own.”

“E-cigarettes appeal less towards the stereotypical longhaired stoners, and more towards sweatshirt-blue-jeans Silicon Valley programmer,” said Kenny, who asked that his last name not be published to keep his vaping habits private. “You can compare them to Apple computers.”

Selling e-cigarettes to minors is banned in many states, and the rule the [F.D.A.](#) proposed last year would ban it nationally.

But the proliferation of vape shops and equipment for sale online has made access easy, and some teenagers said they simply clicked a button to indicate they were over 18 to be able to order a starter kit. (E-cigarette equipment includes batteries that can be shaped like cigarettes or a cellphone; liquid reservoirs, known as tanks; cartridges; and battery chargers.)

Ethan deLehman, 17, a junior at a private school in Pennsylvania, said he used to ask seniors who were 18 to buy him e-cigarettes at convenience stores, but now he has equipment and buys his liquids on the Internet.

“You can just go online and click yes,” he said. He has used e-cigarettes to quit smoking, a habit he picked up to relieve the pressure over getting into college. His favorite flavors are Caramel Tobacco and Creamsicle.

A starter e-cigarette kit can begin around \$40 and go up to \$200 or more, with the fluid costing from \$7 to \$20 a bottle. That can be less expensive than smoking over the long run, particularly in states like New York where the cost of a pack of cigarettes is high, young people said. Alexander Wilson started smoking cigarettes when he was 15. He said that e-cigarettes helped him cut down and save money. “It’s cheaper over all for how much I smoke,” said Mr. Wilson, who lives in Frederick, Md.

He recalled seeing one of the e-cigarette devices for the first time. “I was like, ‘Dude, why do you have a light saber?’ ” he said. “And he was like, ‘No, that’s my e-cigarette.’ ”

### ***Editors’ Note: April 17, 2015***

*An earlier version of this article included the account of an 18-year-old from Jackson, Miss., who discussed his use of e-cigarettes. After publication, the person who had*

*provided that account contacted the reporter and said he had made up some of the information, including the name he used. That passage has been removed from the article.*

A version of this article appears in print on April 17, 2015, on page A1 of the New York edition with the headline: Teenagers Pick Up E-Cigarettes as Old-School Smoking Declines. [Order Reprints](#) | [Today's Paper](#) | [Subscribe](#)

Original article can be found online at:

<http://www.nytimes.com/2015/04/17/health/use-of-e-cigarettes-rises-sharply-among-teenagers-report-says.html?smid=nytcore-ipad-share&smprod=nytcore-ipad&r=0>