



## **BASIC FACTS about FIRST 5 SHASTA** *The Shasta Children and Families First Commission* **and PROP 10**

### **What is Proposition 10?**

Proposition 10, passed by California voters in 1998, is an unprecedented public investment in early childhood health and development programs for *young children* up to five years of age and their families.

- California voters passed Prop. 10 in 1998, establishing a 50 cent-per-pack tax on cigarettes and other tobacco products. The tax generates approximately \$700 million a year to be invested in the healthy development of California's children from the prenatal period to age five.
- Eighty percent of this money is divided among California's 58 counties, based on county birth rates, to be spent with local needs and priorities in mind. The remaining twenty percent of this money is retained by First 5 California (the California Children and Families Commission) and is used for statewide projects, education and outreach, and evaluation.

### **What is the goal of First 5 Shasta?**

First 5 Shasta, the Shasta Children and Families First Commission, places a priority on young children and addresses an urgent need to support and strengthen families with young children. Our mission is to optimize the development and well-being of children in the prenatal period to 5 years of life by 1) strengthening community knowledge of this period and 2) supporting community-wide systems of integrated prevention and early intervention practices that help give children the very best start in life.

### **What is First 5 Shasta doing in Shasta County?**

First 5 Shasta is...

- Helping parents provide a healthy start to life for their children
- Improving the quality and availability of early care and education services
- Making needed resources available to parents and caregivers
- Increasing community awareness and value of early childhood development and learning

The Shasta Commission works in partnership with the communities it serves, to make sure programs and services reflect local needs and priorities. All programs, projects and activities funded by the Shasta Commission combine to establish a network of services to support young children and their families.

First 5 Shasta has invested over \$15 million in the healthy development of Shasta County children, prenatal-to-five years of age. Some of these investments include:

- **\$9 million to local programs and activities** that place a high value on early childhood development and learning,
- **\$1.5 million** to an **early care initiative** to address child care needs and issues,
- **\$600,000** to a **school readiness initiative**,
- **\$73,000** to an **oral health initiative**,
- and continued support and enhancement of programs and projects serving 0-to-5 year olds and their families through one-time **Special Opportunity** funding awards.