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## Proposition 10 Facts

First 5 California, California Children and Families Commission, created by Proposition 10, supports children from prenatal to age 5 by creating a comprehensive and integrated system of information and services to promote early childhood development and school readiness. The initiative, approved by voters in November 1998, added a 50 cent-per-pack tax on cigarettes and a comparable tax on other tobacco products. Prop. 10 generates approximately \$590 million annually.



### Proposition 10 is designed to:

- Provide funding for community health care, quality child care and education programs for young children and families, customized to meet local needs;
- Educate Californians via a statewide public education campaign on the importance of early childhood development;
- Provide assistance to pregnant women and parents of young children who want to quit smoking.

**Regardless of residency status or income level, all California children from prenatal to age 5 and their families are eligible for services, which may include:**

- Education on the importance of nurturing children;
- Child care skills for parents and child care providers;
- Immunizations;
- Prenatal and postnatal maternal and infant nutrition services;
- Child development, health care and social services not provided by existing programs;
- Education and training on the avoidance of tobacco, drugs and alcohol during pregnancy; and
- Domestic violence prevention and treatment.

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### Program Funding

Studies have shown that a child's experiences in the first years of life have a profound impact on educational, social and economic outcomes. Prior to Prop. 10, California spent little on children during these important developmental years. All revenue generated by Prop. 10 is collected in the California Children and Families Trust Fund Account, set up within the State Treasury.

- Eighty percent of the approximately \$590 million collected each year is allocated to community trust funds established by each County Commission. Allocations to each county are based on the number of births, according to the birth mother's county of residence. Before disbursing any funds locally, County Commissions must develop strategic plans based on extensive public input. California parents, families and community groups are invited to participate in local forums and provide input on how the money should be spent to best meet local needs.
- Twenty percent of the revenues are allocated to the State Commission for statewide expenditures, including a public education campaign, educational materials and training, technical support for the local County Commissions, education and training of child care providers, and research and development. Only one percent can be used for administrative functions of the State Commission.

The revenue generated from Prop. 10 will supplement the limited number of existing early childhood development programs.

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