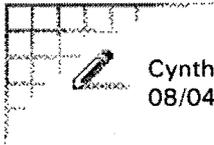


Q&A on California Tobacco Initiative
October 8, 1998

- Q.** Does the Administration support the California tobacco tax initiative which was praised in today's New York Times editorial?
- A.** We do support the California initiative to raise the price of cigarettes by 50 cents per pack, because it will take significant steps to reduce youth smoking in California and fund critical public health and prevention programs such as counteradvertising and smoking cessation, as well as child care and early childhood development programs. However, if we hope to reduce youth smoking substantially in all 50 states, Congress must pass comprehensive legislation.

Background: The First Lady has spoken in support of this initiative.

California tobacco tax.
— — Agnew



Cynthia Dailard
08/04/98 01:42:15 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP, Laura Emmett/WHO/EOP, Cynthia A. Rice/OPD/EOP
cc: Nicole R. Rabner/WHO/EOP
Subject: California Tobacco Initiative

The California Children and Families First Initiative (proposition 10) proposes a 50 cent per pack tax on cigarettes. It will raise \$700 million annually for anti-tobacco and early childhood development initiatives. 20% of revenues will go toward statewide initiatives (of this, 6% will go to a statewide media campaign designed to encourage pregnant women and parents of young children to stop smoking; the remainder will go to child care and early childhood development programs). The remaining 80% will go to the counties for them to use as they see fit for a very broad range of children's programs, which may also include assistance to pregnant women and parents of young children who want to quit smoking, and education and training programs on the avoidance of tobacco, drugs and alcohol.

Rob Reiner has spearheaded the effort, and supporters include Koop, Waxman, Boxer, and 250-300 groups including the American Cancer Society, American Heart Association, American Lung Association, California Medical Association, child care organizations, a law enforcement organization, religious organizations, education groups, etc. The Mayors of LA, Sacramento and San Francisco are supporters, along with Michael Huffington (he is a major contributor). Wilson has not yet taken a position yet, nor has Feinstein (she proposed her own ballot initiative when she ran for Governor which included a \$1 per pack tax increase for education purposes, but it didn't go anywhere). Feinstein also apparently has some concerns about spending accountability -- I will try to find out more about that.

The only known opposition so far is the Committee Against Unfair Taxes, which is sponsored by the industry. The industry apparently has not been successful in recruiting to its side either the major anti-tax groups or law enforcement groups, in part because they apparently embarrassed their supporters 10 years ago during the last tobacco tax initiative. The industry plans to come out swinging in the upcoming months, but they haven't been very vocal yet. I only found one editorial opposing the initiative, and the complaints sound very familiar (Creates 59 new government commissions, "with friends like Rob Reiner, the poor in California don't need enemies", blah, blah).

The ballot initiative will be voted on in November. Proponents said that they collected the 1.2 signatures to qualify for the ballot rather easily. One recent poll shows 68% are in favor of the initiative. Another one shows that 54% are in favor, 32% oppose.

A tobacco tax ballot initiative has never been voted down in California. 10 years ago, Proposition 99 passed, which increased taxes by 25 cents a pack, mostly for health care/public health purposes. Proponents say that it cut smoking in CA by about a third. (During that ballot initiative, the industry outspent proponents by 10 to 1, but the initiative passed by a 10 point margin anyway.) About 6 years ago, the CA legislature passed an additional 2 cent per pack for the Breast Cancer Fund. Current state taxes on cigarettes are 37 cents a pack.

Nicole said that Reiner met with Mrs. Clinton and urged her to speak out publicly in favor of the

initiative. She is supportive of his efforts, but has not committed to doing anything.

8/6/98

Bill Chandler - Feinstein

- more to do w/ her own ballot initiative

- adequate oversight re how \$ is spent
bureaucracy?

- as a rule, hasn't endorsed any initiative

(now, Indian Gaming initiative is very cont)

- her initiative - drafting error - had to resubmit
never got to signature stage - no time
senator will see what happens this fall

call Nicole Reimer

Fernstein - class size / cig tax? ← call Glenda

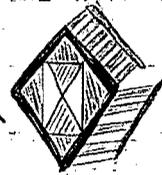
Ross/Reimer - who's for it / against

Prospects

call guy at National Campaign

P6/(b)(6)

→ Pete Fisher



Pete Fisher - National Campaign

- Reimer has bankrolled

- tobacco control people are

supportive but concerned re

significant safeguards for Prop 99.

call Cindy Lewis

P6/(b)(6)

- Wash State

on 8/4 @ 1pm - Campaign

- large coalition - 250 orgs (Diverse - main health associations, school boards, PTAs, law enforce)

- opposition - industry

'Committee against unfair taxes'

NOT out swinging yet

big gov't, new taxes, regressively

hired Trippe + Squier → Joe Schumatz?

Prop 10 - last on ballot

no problem w/ signatures

not real visible yet?

wild card is settlement - Lungren is at the

table - doesn't know his attitude.

- ASK about Prop 99

Lung Association - Paul Knepprath

P6(b)(6)

in 8/4 @ 1:25

Stu Mollrich - consulting firm

P6(b)(6)

support - 2-300 orgs, all major hc, cc, ed - Dr. Koop

mayors of CA, ^{Riordan} SE, Sacramento (not SD)

locking up local govt support

Boxer is a supporter, Feinstein not said anything.

→ \$1 pack tax - ballot initiative
all education - running for Gov. Gov hasn't taken a position

Huffington is very active / major contributor,

polling - ^{field} 68% yes, ^{field poll} 54 yes - 32 no

they believe ahead 2:1

Faubanks / Moller → pollsters

opposition - committee against unfair taxes -

sponsored by industry, Not ^{very} successful

- even recruiting anti-tax groups

law enforcement. They embarrassed their

supporters 10 yrs ago w/ Prop 99.

Nov / qualified for sigs at beginning of 98 -

1,2 sigs. took 4 mos. Certification in May

June

backfile ^{important pieces (hc + anti-smoking)} Prop 99 - BC fund

leg. passed → 2¢ per pack, industry agreed to 6-8 years ago.

20% state wide + 80% county level

never been a tobacco tax voted down in CA.

Prop 99

industry outspent groups 10:1

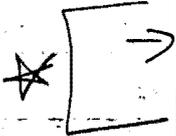
Proponents won by 10 points.

Notes

find out Gray Davis, Dan Lungren's position

Bill Chandler in Feinstein's office 415-536-6868?

lm
8/4
@ 5pm



political affairs - Karen Skelton -

Gray Davis - sent email 3/4 @ 6:45

lm 8/5
@ 3:33

John Perce

United States Senate
Senator Olympia J. Snowe
Maine



8/5

P6(b)(6)

Cynthia Dailard
Legislative Assistant and Counsel

(202) 224-5344

- report in CA
Said that program is not working anymore because Gov has diverted funds.
- JAMA - Sept. 9, 1998 - upcoming article. Perce is author. Adults. Another
- in process of releasing it.
- Not sending out to report

one will take place later on kids.

this was in an industry document - to reduce impact of media campaign.
Gov to veto head of health
all happened leg to take away & minority groups to demand

estimate that kids smoking rates would rise 14% (addicted) between 1997 + 99.
took it (out of exec. summary)

terminated their contract.

Gov took away \$30m.

What they spent on	\$85 m	-15%
1) mass media	132 m	2nd
2) local health care	56	3
3) grants	84	4th
4) schools	61	5th
	56	6th
	41	7th

\$26 m / total	14
	14
	16
	15.4
	12.9
	12.2
	6.6

Spent on media
loss of effect

United States Senate
Senator Olympia J. Snowe
Maine



Cynthia Dailard
Legislative Assistant and Counsel

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89-93 5.1.71 Industry outspent
93-96 99 -> Industry outspent

Industry advertising & promotion vs. total spending on tobacco control

Reports Scheduled - 89-9, 93, 96, 99

big survey - 36,000 households - CA

92 - smaller smaller - on kids prevention

1990-91 baseline

89-96-

To get full report -

P6/(b)(6)

URGENT

Dr. Michael Johnson - Tobacco Control Section

→ But if we make this into public, JAMA won't publish the paper?

his line

P6/(b)(6)

We should wait til Sept.

Very political.

United States Senate
Senator Olympia J. Snowe
Maine



Cynthia Dailard
Legislative Assistant and Counsel

(202) 224-5344

~~Call Mack~~

~~Call Mack~~

Call Mack ~~NECO~~

53563 - LM 8/5
4pm

② Paul Kneppwirth - ALA in CA

P6/(b)(6)

- LM 3:45

Maryann Maloney - communications
contact?

P6/(b)(6)

- follow up w/ Feinstein office - Bill Chandler

915-536-6868-
8/5 LM @ 3:45

Erikaam - LM 8/5 @ 4pm

- SAMMEC - written timeline

- Next Surg General Report

➔ CA - what is going on re tobacco?

Is it an ASSIST state?

evaluation of CA tobacco

control program - has it

been released?

➔ counterads

- what can we do? waive
talent fee?

- delay Nat'l clearinghouse

- top list

Dr. John Pierce

LM 8/5 @ 4:30

P6/(b)(6)

David Beer - Hollywood

- he is out for a week and a half. Toby - LM 4:10

FORDE AND MOLLRICH

4041 MacArthur Boulevard, Suite 190
Newport Beach, California 92660
Tel: 949-476-9064 • FAX: 949-851-9053

FACSIMILE COVER SHEET

TO: CYNTHIA DAILARD FAX: 202-456-5581

FROM: STU MOLLRICH

DATE: 8-3-98

RE: CA CHILDREN'S INITIATIVE - PROP 10

Pages (Including cover sheet) 25

MEMO: _____

Text of Proposed Law

CALIFORNIA CHILDREN AND FAMILIES FIRST INITIATIVE CONSTITUTIONAL AMENDMENT AND STATUTE

This initiative measure is submitted to the people in accordance with the provisions of Article II, Section 8 of the Constitution.

This initiative measure expressly amends the Constitution by adding sections thereto, and adds sections to the Health and Safety Code and the Revenue and Taxation Code. New provisions proposed to be added are printed in *italic type* to indicate they are new.

SECTION 1. Title. This measure shall be known and may be cited as the "California Children and Families First Act of 1998."

SECTION 2. Findings and declarations. The people find and declare as follows:

(a) There is a compelling need in California to create and implement a comprehensive, collaborative, and integrated system of information and services to promote, support, and optimize early childhood development from the prenatal stage to five years of age.

(b) There is a further compelling need in California to ensure that early childhood development programs and services are universally and continuously available for children until the beginning of kindergarten. Proper parenting, nurturing, and health care during these early years will provide the means for California's children to enter school in good health, ready and able to learn, and emotionally well developed.

(c) It has been determined that a child's first three years are the most critical in brain development, yet these crucial years have inadvertently been neglected. Experiences that fill the child's first three years have a direct and substantial impact not only on brain development but on subsequent intellectual, social, emotional, and physical growth.

(d) The seminal Starting Points report by the Carnegie Corporation of New York

concludes that "how children function from the preschool years all the way through adolescence, and even adulthood, hinges in large part on their experiences before the age of three."

(e) New research from many sources, including the Carnegie Corporation, the Baylor College of Medicine and the White House Conference on Early Childhood Development, demonstrates that the capacity of a child's brain grows more during the first three years than at any other time.

(f) The Education Commission of the States' report on the results of neuroscience research associated with early childhood development states: "Too many infants are born with problems that hinder their start in life. Damage that occurs to the embryo during critical growth times may lead to irreversible disabilities."

(g) California taxpayers spend billions of dollars on public education each year, yet there are few programs designed specifically to help prepare children to enter school in good health, ready and able to learn, and emotionally well developed. Children who succeed in school are far more likely to engage in meaningful social, economic, and civic participation as adults and to avoid the use of tobacco and other addictive substances.

(h) Dollars spent now on well-coordinated programs that enable children to begin school healthy, ready and able to learn, and emotionally well developed will save billions of dollars in remedial programs, treatment services, social services, and our criminal justice system.

(i) The well-being of California's infants and children is endangered. Each year, tens of thousands of children are born exposed to tobacco, drugs, and alcohol. Cigarette smoking and other tobacco use by pregnant women and new parents represent a significant threat to the healthy development of infants and young children. Smoking is the leading preventable cause of death and disease in California.

(j) Studies published by the American Lung Association state: "Smoking during pregnancy accounts for an estimated 20 to 30 percent of low birth weight babies, up to 14 percent of preterm deliveries, and some 10 percent of all infant deaths. Maternal smoking has been linked to asthma among infants and young children."

(k) Research and studies demonstrate that low birth weight infants are particularly at risk for severe physical and developmental complications.

(l) Studies by the federal Environmental Protection Agency demonstrate an increased risk of sudden infant death syndrome (SIDS) in infants of mothers who smoke. The federal Environmental Protection Agency also estimates that secondhand smoke is responsible for between 150,000 and 300,000 lower respiratory tract infections in infants and children under 18 months of age annually, resulting in between 7,500 and 15,000 hospitalizations each year.

(m) The California Children and Families First Act of 1998 addresses these issues by facilitating the creation of a seamless system of integrated and comprehensive programs and services, and a funding base for the system with program and financial accountability, that will:

(1) Establish community-based programs to provide parental education and family support services relevant to effective childhood development. These services shall include education and skills training in nurturing and in avoidance of tobacco, drugs, and alcohol during pregnancy. Emphasis will be on services not provided by existing programs and on the consolidation of existing programs and new services provided pursuant to this Act into an integrated system from the consumer's perspective.

(2) Educate the public, using mass media, on the importance and the benefits of nurturing, health care, family support, and child care; and inform involved professionals and the general public about programs that focus on early childhood development.

(3) Educate the public, using mass media, on the dangers caused by smoking and other tobacco use by pregnant women to themselves and to infants and young children, and the dangers of secondhand smoke to all children.

(4) Assist pregnant women and parents of young children to quit smoking.

(n) A fifty cent per pack increase in the state surtax on cigarettes and an equivalent increase in the state surtax on tobacco products to fund anti-smoking and early childhood development programs is necessary, appropriate, and in the public interest.

SECTION 3. Addition of Section 7 to Article XIII A of Constitution. Section 7 is added to Article XIII A of the Constitution, to read:

Section 7. Section 3 of Article XIII A does not apply to the California Children and Families First Act of 1998.

SECTION 4. Addition of Section 13 to Article XIII B of Constitution. Section 13 is added to Article XIII B of the Constitution, to read:

Section 13. "Appropriations subject to limitation" of each entity of government shall not include appropriations of revenue from the California Children and Families First Trust Fund created by the California Children and Families First Act of 1998. No adjustment in the appropriations limit of any entity of government shall be required pursuant to Section 3 as a result of revenue being deposited in or appropriated from the California Children and Families First Trust Fund. The surtax created by the California Children and Families First Act of 1998 shall not be considered General Fund revenues for the purposes of Article XVI, Section 8 of the California Constitution.

SECTION 5. Addition of Division 108 (commencing with Section 130100) to the Health and Safety Code. Division 108 (commencing with Section 130100) is added to the Health and Safety Code, to read:

Division 108. California Children and Families First Program

130100. There is hereby created a program in the state for the purposes of promoting, supporting, and improving the early development of children from the prenatal stage to five years of age. These purposes shall be accomplished through the establishment, institution, and coordination of appropriate standards, resources, and integrated and comprehensive programs emphasizing community awareness, education, nurturing, child care, social services, health care, and research.

(a) It is the intent of this Act to facilitate the creation and implementation of an integrated, comprehensive and collaborative system of information and services to enhance optimal early childhood development. This system should function as a network that promotes the accessibility to all information and services from any entry point into the system. It is the further intent of this Act to emphasize local decisionmaking, to provide for greater local flexibility in designing delivery systems, and to eliminate duplicate administrative systems.

(b) The programs authorized by this Act shall be administered by the California Children and Families First Commission and by county children and families

first commissions. In administering this Act, the state and county commissions shall use outcomes-based accountability to determine future expenditures.

(c) This division shall be known and may be cited as the "California Children and Families First Act of 1998."

130105. The California Children and Families First Trust Fund is hereby created in the State Treasury.

(a) The California Children and Families First Trust Fund shall consist of moneys collected pursuant to the taxes imposed by Section 30131.2 of the Revenue and Taxation Code.

(b) All costs to implement this Act shall be paid from moneys deposited in the California Children and Families First Trust Fund.

(c) The State Board of Equalization shall determine within one year of the passage of this Act the effect that additional taxes imposed on cigarettes and tobacco products by this Act has on the consumption of cigarettes and tobacco products in this state. To the extent that a decrease in consumption is determined by the State Board of Equalization to be the direct result of additional taxes imposed by this Act, the State Board of Equalization shall determine the fiscal effect the decrease in consumption has on the funding of any Proposition 99 (the Tobacco Tax and Health Protection Act of 1988) state health-related education or research programs in effect as of November 1, 1998 and the Breast Cancer Fund programs which are funded by excise taxes on cigarettes and tobacco products. Funds shall be transferred from the California Children and Families First Trust Fund to those affected programs as necessary to offset the revenue decrease directly resulting from the imposition of additional taxes by this Act. Such reimbursements shall occur, and at such times, as determined necessary to further the intent of this subdivision (c).

(d) Moneys shall be allocated and appropriated from the California Children and Families First Trust Fund as follows:

(1) Twenty percent shall be allocated and appropriated to separate accounts of the state commission for expenditure according to the following formula:

(A) Six percent shall be deposited in a Mass Media Communications Account

for expenditures for communications to the general public utilizing television, radio, newspapers, and other mass media on subjects relating to and furthering the goals and purposes of this Act, including, but not limited to, methods of nurturing and parenting which encourage proper childhood development, the informed selection of child care, information regarding health and social services, the prevention of tobacco, alcohol, and drug use by pregnant women, and the detrimental effects of secondhand smoke on early childhood development.

(B) Five percent shall be deposited in an Education Account for expenditures for programs relating to education, including, but not limited to, the development of educational materials, professional and parental education and training, and technical support for county commissions in the areas described in subdivision (b)(1)(A) of Section 130125.

(C) Three percent shall be deposited in a Child Care Account for expenditures for programs relating to child care, including, but not limited to, the education and training of child care providers, the development of educational materials and guidelines for child care workers, and the other areas described in subdivision (b)(1)(B) of Section 130125.

(D) Three percent shall be deposited in a Research and Development Account for expenditures for the research and development of best practices and standards for all programs and services relating to early childhood development established pursuant to this Act, and for the assessment and quality evaluation of such programs and services.

(E) One percent shall be deposited in an Administration Account for expenditures for the administrative functions of the state commission.

(F) Two percent shall be deposited in an Unallocated Account for expenditures by the state commission for any of the purposes of this Act as described in Section 130100; provided, however, that no such moneys shall be expended for the administrative functions of the state commission.

(G) In the event that, for whatever reason, the expenditure of any moneys allocated and appropriated for the purposes specified in subdivisions (A) through (F), inclusive, is enjoined by a final judgment of a court of competent jurisdiction, then such

moneys shall be available for expenditure by the state commission for mass media communication emphasizing the need to eliminate smoking and other tobacco use by pregnant women, the need to eliminate smoking and other tobacco use by persons under eighteen years of age, and the need to eliminate exposure to secondhand smoke.

(H) Any moneys allocated and appropriated to any of the accounts described above in subdivisions (A) through (F), inclusive, which are not encumbered or expended within any applicable period prescribed by law shall (together with the accrued interest on the amount) revert to and remain in the same account for the next fiscal period.

(2) Eighty percent shall be allocated and appropriated to county commissions in accordance with the provisions of Section 130140.

(A) The moneys allocated and appropriated to county commissions shall be deposited in each local Children and Families First Trust Fund administered by each county commission, and shall be expended only for the purposes authorized by this Act and in accordance with the county strategic plan approved by each county commission.

(B) Any moneys allocated and appropriated to any of the county commissions which are not encumbered or expended within any applicable period prescribed by law shall (together with the accrued interest on the amount) revert to and remain in the same local Children and Families First Trust Fund for the next fiscal period under the same conditions set forth in subdivision (d)(2)(A) above.

(e) All grants, gifts, or bequests of money made to or for the benefit of the state commission from public or private sources to be used for early childhood development programs shall be deposited in the California Children and Families First Trust Fund and expended for the specific purpose such grant, gift, or bequest was made. The amount of any such grant, gift, or bequest shall not be considered in computing the amount allocated and appropriated to the state commission pursuant to subdivision (d)(1) above.

(f) All grants, gifts, or bequests of money made to or for the benefit of any county commission from public or private sources to be used for early childhood development programs shall be deposited in the local Children And Families First Trust Fund and expended for the specific purpose such grant, gift, or bequest was made. The

amount of any such grant, gift, or bequest shall not be considered in computing the amount allocated and appropriated to the county commissions pursuant to subdivision (d)(2) above.

130110. There is hereby established a California Children and Families First Commission composed of seven voting members and two ex officio members.

(a) The voting members shall be selected, pursuant to Section 130115, from persons with knowledge, experience, and expertise in early child development, child care, education, social services, public health, the prevention and treatment of tobacco and other substance abuse, behavioral health, and medicine (including, but not limited to, representatives of statewide medical and pediatric associations or societies), upon consultation with public and private sector associations, organizations, and conferences composed of professionals in these fields.

(b) The state Secretary of the Health and Welfare Agency and the state Secretary of Child Development and Education, or their designees, shall serve as ex officio nonvoting members of the state commission.

130115. The Governor shall appoint three members of the state commission, one of whom shall be designated as chairperson. One of the Governor's appointees shall be either a county health officer or a county health executive. The Speaker of the Assembly and the Senate Rules Committee shall each appoint two members of the state commission. Of the members first appointed by the Governor, one shall serve for a term of four years, and two for a term of two years. Of the members appointed by the Speaker of the Assembly and the Senate Rules Committee, one appointed by the Speaker of the Assembly and the Senate Rules Committee shall serve for a period of four years with the other appointees to serve for a period of three years. Thereafter, all appointments shall be for four-year terms. No appointee shall serve as a member of the state commission for more than two four-term terms.

130120. The state commission shall, within three months after a majority of its voting members have been appointed, hire an executive director. The state commission shall thereafter hire such other staff as necessary or appropriate. The executive director and staff shall be compensated as determined by the state commission.

consistent with moneys available for appropriation in the Administration Account. All professional staff employees of the state commission shall be exempt from civil service. The executive director shall act under the authority of and in accordance with the direction of the state commission.

130125. The powers and duties of the state commission shall include, but are not limited to, the following:

(a) Providing for statewide dissemination of public information and educational materials to members of the general public and to professionals for the purpose of developing appropriate awareness and knowledge regarding the promotion, support, and improvement of early childhood development.

(b) Adopting guidelines for an integrated and comprehensive statewide program of promoting, supporting, and improving early childhood development that enhances the intellectual, social, emotional, and physical development of children in California.

(1) The state commission's guidelines shall, at a minimum, address the following matters:

(A) Parental education and support services in all areas required for and relevant to informed and healthy parenting. Examples of parental education shall include, but are not limited to, prenatal and postnatal infant and maternal nutrition, education and training in newborn and infant care and nurturing for optimal early childhood development, parenting and other necessary skills, child abuse prevention, and avoidance of tobacco, drugs, and alcohol during pregnancy. Examples of parental support services shall include, but are not limited to, family support centers offering an integrated system of services required for the development and maintenance of self-sufficiency, domestic violence prevention and treatment, tobacco and other substance abuse control and treatment, voluntary intervention for families at risk, and such other prevention and family services and counseling critical to successful early childhood development.

(B) The availability and provision of high quality, accessible, and affordable child care, both in-home and at child care facilities, that emphasizes education, training

and qualifications of care providers, increased availability and access to child care facilities, resource and referral services, technical assistance for care givers, and financial and other assistance to ensure appropriate child care for all households.

(C) The provision of child health care services that emphasize prevention, diagnostic screenings, and treatment not covered by other programs; and the provision of prenatal and postnatal maternal health care services that emphasize prevention, immunizations, nutrition, treatment of tobacco and other substance abuse, general health screenings, and treatment services not covered by other programs.

(2) The state commission shall conduct at least one public hearing on its proposed guidelines before they are adopted.

(3) The state commission shall, on at least an annual basis, periodically review its adopted guidelines and revise them as may be necessary or appropriate.

(c) Defining the results to be achieved by the adopted guidelines, and collecting and analyzing data to measure progress toward attaining such results.

(d) Providing for independent research, including the evaluation of any relevant programs, to identify the best standards and practices for optimal early childhood development, and establishing and monitoring demonstration projects.

(e) Soliciting input regarding program policy and direction from individuals and entities with experience in early childhood development, facilitating the exchange of information between such individuals and entities, and assisting in the coordination of the services of public and private agencies to deal more effectively with early childhood development.

(f) Providing technical assistance to county commissions in adopting and implementing county strategic plans for early childhood development.

(g) Reviewing and considering the annual audits and reports transmitted by the county commissions and, following a public hearing, adopting a written report that consolidates, summarizes, analyzes, and comments on such annual audits and reports.

(h) Applying for gifts, grants, donations, or contributions of money, property, facilities, or services from any person, corporation, foundation, or other entity, or from the state or any agency or political subdivision thereof, or from the federal government

or any agency or instrumentality thereof in furtherance of a statewide program of early childhood development.

(i) Entering into such contracts as necessary or appropriate to carry out the provisions and purposes of this Act.

(j) Making recommendations to the Governor and the Legislature for changes in state laws, regulations, and services necessary or appropriate to carry out an integrated and comprehensive program of early childhood development in an effective and cost-efficient manner.

130130. Procedures for the conduct of business by the state commission not specified in this Act shall be contained in bylaws adopted by the state commission. A majority of the voting members of the state commission shall constitute a quorum. All decisions of the state commission, including the hiring of the executive director, shall be by a majority of four votes.

130135. Voting members of the state commission shall not be compensated for their services, except they shall be paid reasonable per diem and reimbursement of reasonable expenses for attending meetings and discharging other official responsibilities as authorized by the state commission.

130140. Any county or counties developing, adopting, promoting, and implementing local early childhood development programs consistent with the goals and objectives of this Act shall receive moneys pursuant to subdivision (d)(2) of Section 130105 in accordance with the following provisions:

(a) For the period between January 1, 1999 and June 30, 2000, county commissions shall receive the portion of the total moneys available to all county commissions equal to the percentage of the number of births recorded in the relevant county (for the most recent reporting period) in proportion to the entire number of births recorded in California (for the same period), provided that each of the following requirements has first been satisfied:

(1) The county's board of supervisors has adopted an ordinance containing the following minimum provisions:

(A) The establishment of a county children and families first commission. The

county commission shall be appointed by the board of supervisors and shall consist of at least five but not more than nine members.

(i) Two members of the county commission shall be from among the county health officer and persons responsible for management of the following county functions: children's services, public health services, behavioral health services, social services, and tobacco and other substance abuse prevention and treatment services.

(ii) One member of the county commission shall be a member of the board of supervisors.

(iii) The remaining members of the county commission shall be from among the persons described in subdivision (a)(1)(A)(i) above and persons from the following categories: recipients of project services included in the county strategic plan; educators specializing in early childhood development; representatives of a local child care resource or referral agency, or a local child care coordinating group; representatives of a local organization for prevention or early intervention for families at risk; representatives of community-based organizations which have the goal of promoting nurturing and early childhood development; representatives of local school districts; and representatives of local medical, pediatric, or obstetric associations or societies.

(B) The manner of appointment, selection, or removal of members of the county commission, the duration and number of terms county commission members shall serve, and any other matters as the board of supervisors deems necessary or convenient for the conduct of the county commission's activities; provided, however, that members of the county commission shall not be compensated for their services, except they shall be paid reasonable per diem and reimbursement of reasonable expenses for attending meetings and discharging other official responsibilities as authorized by the county commission.

(C) The requirement that the county commission adopt an adequate and complete county strategic plan for the support and improvement of early childhood development within the county.

(i) The county strategic plan shall be consistent with and in furtherance of the purposes of this Act and any guidelines adopted by the state commission pursuant to

subdivision (b) of Section 130125 that are in effect at the time the plan is adopted.

(ii) The county strategic plan shall, at a minimum, include: a description of the goals and objectives proposed to be attained; a description of the programs, services, and projects proposed to be provided, sponsored, or facilitated; and a description of how measurable outcomes of such programs, services, and projects will be determined by the county commission using appropriate reliable indicators. No county strategic plan shall be deemed adequate or complete until and unless the plan describes how programs, services, and projects relating to early childhood development within the county will be integrated into a consumer-oriented and easily accessible system.

(iii) The county commission shall, on at least an annual basis, be required to periodically review its county strategic plan and to revise the plan as may be necessary or appropriate.

(D) The requirement that the county commission conduct at least one public hearing on its proposed county strategic plan before the plan is adopted.

(E) The requirement that the county commission conduct at least one public hearing on its periodic review of the county strategic plan before any revisions to the plan are adopted.

(F) The requirement that the county commission submit its adopted county strategic plan, and any subsequent revisions thereto, to the state commission.

(G) The requirement that the county commission prepare and adopt an annual audit and report pursuant to Section 130150. The county commission shall conduct at least one public hearing prior to adopting any annual audit and report.

(H) The requirement that the county commission conduct at least one public hearing on each annual report by the state commission prepared pursuant to subdivision (b) of Section 130150.

(I) Two or more counties may form a joint county commission, adopt a joint county strategic plan, or implement joint programs, services, or projects.

(2) The county's board of supervisors has established a county commission and has appointed a majority of its members.

(3) The county has established a local Children and Families First Trust Fund

pursuant to subdivision (d)(2)(A) of Section 130105.

(b) Notwithstanding any provision of this Act to the contrary, no moneys made available to county commissions under subdivision (a) above shall be expended to provide, sponsor, or facilitate any programs, services, or projects for early childhood development until and unless the county commission has first adopted an adequate and complete county strategic plan that contains the provisions required by subdivision (a)(1)(C)(ii) above.

(c) In the event that any county elects not to participate in the California Children and Families First program, the monies remaining in the California Children and Families First Trust Fund shall be reallocated and reappropriated to participating counties in the following fiscal year.

(d) For the fiscal year commencing on July 1, 2000, and for each fiscal year thereafter, county commissions shall receive the portion of the total moneys available to all county commissions equal to the percentage of the number of births recorded in the relevant county (for the most recent reporting period) in proportion to the number of births recorded in all of the counties participating in the California Children and Families First program (for the same period), provided that each of the following requirements has first been satisfied:

(1) The county commission has, after the required public hearings, adopted an adequate and complete county strategic plan conforming to the requirements of subdivision (a)(1)(C) above, and has submitted the plan to the state commission.

(2) The county commission has conducted the required public hearings, and has prepared and submitted all audits and reports required pursuant to Section 130150.

(3) The county commission has conducted the required public hearings on the state commission annual reports prepared pursuant to subdivision (b) of Section 130150.

(e) In the event that any county elects not to continue participation in the California Children and Families First program, any unencumbered and unexpended monies remaining in the local Children and Families First Trust Fund shall be returned to the California Children and Families First Trust Fund for reallocation and reappropriation to participating counties in the following fiscal year.

130145. *The state commission and each county commission shall establish one or more advisory committees to provide technical and professional expertise and support for any purposes that will be beneficial in accomplishing the purposes of this Act. Each advisory committee shall meet and shall make recommendations and reports as deemed necessary or appropriate.*

130150. *On or before October 15 of each year, the state commission and each county commission shall conduct an audit of and issue a written report on the implementation and performance of their respective functions during the preceding fiscal year, including, at a minimum, the manner in which funds were expended, the progress toward and the achievement of program goals and objectives, and the measurement of specific outcomes through appropriate reliable indicators.*

(a) *The audits and reports of each county commission shall be transmitted to the state commission.*

(b) *The state commission shall, on or before January 31 of each year, prepare a written report that consolidates, summarizes, analyzes, and comments on the annual audits and reports submitted by all of the county commissions for the preceding fiscal year. This report by the state commission shall be transmitted to the Governor, the Legislature, and each county commission.*

(c) *The state commission shall make copies of each of its annual audits and reports available to members of the general public on request and at no cost. The state commission shall furnish each county commission with copies of such documents in a number sufficient for local distribution by the county commission to members of the general public on request and at no cost.*

(d) *Each county commission shall make copies of its annual audits and reports available to members of the general public on request and at no cost.*

130155. *The following definitions shall apply for purposes of this Act:*

(a) *"Act" means the California Children and Families First Act of 1998.*

(b) *"County commission" means each county children and families first commission established in accordance with Section 130140.*

(c) *"County strategic plan" means the plan adopted by each county children*

and families first commission and submitted to the California Children and Families First Commission pursuant to Section 130140.

(d) "State commission" means the California Children and Families First Commission established in accordance with Section 130110.

SECTION 6. Addition of Article 2.5 (commencing with Section 30131) to Chapter 2 of Part 13 of Division 2 of the Revenue and Taxation Code. Article 2.5 (commencing with Section 30131) is added to Chapter 2 of Part 13 of Division 2 of the Revenue and Taxation Code, to read:

Article 3. California Children and Families First Trust Fund Account

30131. Notwithstanding Section 30122, the California Children and Families First Trust Fund is hereby created in the State Treasury for the exclusive purpose of funding the California Children and Families First Act of 1998 established in Division 108 (commencing with Section 130100) of the Health and Safety Code.

30131.1. The following definitions shall apply for purposes of this article:

(a) "Cigarette" has the same meaning as in Section 30003, as it read on January 1, 1997.

(b) "Tobacco products" includes, but is not limited to, all forms of cigars, smoking tobacco, chewing tobacco, snuff, and any other articles or products made of, or containing at least fifty (50) percent, tobacco, but does not include cigarettes.

30131.2. (a) In addition to the taxes imposed upon the distribution of cigarettes by Article 1 (commencing with Section 30101) and Article 2 (commencing with Section 30121) and any other taxes in this Chapter, there shall be imposed an additional surtax upon every distributor of cigarettes at the rate of twenty-five mills (\$0.025) for each cigarette distributed.

(b) In addition to the taxes imposed upon the distribution of tobacco products by Article 1 (commencing with Section 30101) and Article 2 (commencing with Section 30121) and any other taxes in this Chapter, there shall be imposed an additional tax upon every distributor of tobacco products, based on the wholesale cost of these products, at a tax rate, as determined annually by the State Board of Equalization, which

is equivalent to the rate of tax imposed on cigarettes by subdivision (a) of this Section 30132.2.

30131.3. Except for payments of refunds made pursuant to Article 1 (commencing with Section 30361) of Chapter 6, reimbursement of the State Board of Equalization for expenses incurred in the administration and collection of the taxes imposed by Section 31031.2, and transfers of funds in accordance with Section 130105, subdivision (c) of the Health and Safety Code, all moneys raised pursuant to the taxes imposed by Section 31031.2 shall be deposited in the California Children and Families First Trust Fund and is continuously appropriated for the exclusive purpose of the California Children and Families First Program established by Division 108 (commencing with Section 130100) of the Health and Safety Code.

30131.4. All moneys raised pursuant to taxes imposed by Section 31031.2 shall be appropriated and expended only for the purposes expressed in the California Children and Families First Act, and shall be used only to supplement existing levels of service and not to fund existing levels of service. No moneys in the California Children and Families First Trust Fund shall be used to supplant state or local General Fund money for any purpose.

30131.5. The annual determination required of the State Board of Equalization pursuant to subdivision (b) of Section 30131.2 shall be made based on the wholesale cost of tobacco products as of March 1, and shall be effective during the state's next fiscal year.

30131.6. The taxes imposed by Section 30131.2 shall be imposed on every cigarette and on tobacco products in the possession or under the control of every dealer and distributor on and after 12:01 a.m. on January 1, 1999, pursuant to rules and regulations promulgated by the State Board of Equalization.

SECTION 7. Effective date. Notwithstanding the imposition of the taxes authorized by Section 30131.2 of the Revenue and Taxation Code as of January 1, 1999, this Act shall take effect and become operative on the date the Secretary of State certifies the results of the election at which the Act was approved.

SECTION 8. Amendment. This Act may be amended only by a vote of two-thirds of the membership of both houses of the Legislature. All amendments to this Act shall be to further the Act and must be consistent with its purposes.

SECTION 9. Liberal construction. The provisions of this Act shall be liberally construed to effectuate its purposes of promoting, supporting, and improving early childhood development from the prenatal stage to five years of age.

SECTION 10. No conflict with other laws. The provisions of this Act are intended to be in addition to and not in conflict with any other initiative measure that may be adopted by the people at the November 1998 election, and the provisions of this Act shall be interpreted and construed so as to avoid conflicts with any such measure whenever possible.

SECTION 11. Severability. If any provision of this Act, or part thereof, is for any reason held to be invalid or unconstitutional, the remaining provisions shall not be affected, but shall remain in full force and effect, and to this end the provisions of this Act are severable.

The California Children and Families Act of 1998 will create an annual funding stream of \$700 million by adding an additional 50 cents per pack tax to cigarettes. The revenue will be used for the following:

- Creation of a comprehensive and integrated delivery system of information and services to promote early childhood development
- Providing funds to existing community-based centers or establishing new centers that focus on parenting education and family support services
- Educating Californians via a statewide multimedia campaign on the importance of early childhood development and the dangers of smoking by pregnant women and parents of young children
- Providing assistance to pregnant women and parents of young children who want to quit smoking
- Designing and implementing programs to help pregnant women and parents of young children who smoke quit smoking
- Education and training on the avoidance of tobacco, drugs and alcohol during pregnancy
- Prenatal and postnatal maternal and infant nutrition services
- Child immunizations
- Child care skills for parents and child care providers
- Treatment for children suffering from problems related to drug and alcohol abuse
- Domestic violence intervention, prevention and treatment
- Child development, health care and social services not provided by existing programs
- Creation of additional quality child care

California is losing hundreds of millions of dollars in federal funding for these kinds of programs because we do not have matching funds. The initiative will provide these matching funds, adding up to 700 million federal dollars to the \$700 million generated by the initiative.

Q1: Why impose another state tax on cigarettes?

A: Three reasons:

1. California has not significantly increased the state tax on cigarettes since the voters passed Proposition 99, ten years ago. The twenty-five cent tax increase contained in this initiative raised the price of cigarettes and cut cigarette smoking by nearly a third.
2. Cigarette smoking is a leading cause of cancer and other health problems, including those that inhibit the healthy development of children.
3. According to the National Cancer Policy Board, there is strong evidence supporting a direct correlation between raising the cost of a pack of cigarettes and a decrease in consumption of cigarettes, especially among teenagers.

Q2: How will the money from the cigarette surtax be collected?

A: A special account, the California Children and Families Trust Fund Account, will be set up within the State Treasury to collect and hold for disbursement all revenue generated by the Cigarette and Tobacco Products Surtax.

Q3: Does the California Children and Families Act of 1998 affect the funding for anti-smoking programs funded by Proposition 99 and/or the Breast Cancer Fund, two measures that were previously voted into law to raise funds to combat the negative effects of smoking and smoking related diseases?

A: No. The initiative specifically protects funding for these programs by requiring money from the new initiative to first be used to offset any decrease in funds that might occur as a result of a decrease in cigarette consumption. The State Board of Equalization will, within one year, determine the effect of imposing additional taxes on cigarettes as well as the increase or decrease in the level of consumption of cigarettes and the amount of money generated by the tax.

The State Board of Equalization will transfer from the California Children and Families Trust Fund accounts whatever funds are necessary to offset revenue decreases in programs that support Proposition 99 and the Breast Cancer Fund.

This reimbursement will occur annually if necessary.

Q4: How will the \$700 million in cigarette surtaxes for the California Children and Families Initiative be allocated?

A: Every fiscal year, after determining the level of smoking consumption and whether or not Proposition 99 and the Breast Cancer Fund need reimbursement, the funds for the California Children and Families Act will be allocated as follows:

- Prop 99 anti-smoking programs and the Breast Cancer Fund will be reimbursed an estimated 35 million dollars.
Twenty percent of the balance will be appropriated to the State Commission for statewide expenditures. This money will then be allocated as follows:
- Six percent will fund a statewide multimedia campaign designed to encourage pregnant women and parents of young children to stop smoking.
- Five percent will be used for parenting education and training and the development of educational materials and technical support for the local county commissions.
- Three percent will be allocated for education and training of child care providers, the development of educational materials and guidelines for child care workers.
- Three percent will be directed to research and development that identifies the best practices for early childhood development programs.
- One percent will be used for administrative functions of the state commission.
- Two percent will be set aside in a special subaccount and made available for approved expenditures.

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None of this money will be used for administrative purposes.

The remaining eighty percent of the revenue in the California Children and Families Trust Fund Account shall be given directly to county commissions that adopt and submit a county strategic plan for providing health care and other revenues to pre-school children. The money will be used to provide the direct services deemed necessary by the local county commissions.

Q5: Who will administer the California Children and Families Trust Fund Account and the California Children and Families Program at the state level?

A: A seven member commission will be appointed by the California Governor, State Rules Committee and Assembly Speaker to provide oversight and technical assistance to the 58 local county commissions.

Q6: What kinds of programs will be eligible for funding at the county level?

A: The initiative will:

- Fund a creation of a comprehensive and integrated delivery system of information and services to promote early childhood development
- Provide funds to existing community based centers or establish new centers that focus on parenting education and family support services
- Educate Californians via a statewide multimedia campaign on the importance of early child development and the dangers of smoking by pregnant women and parents of young children
- Provide assistance to pregnant women and parents of young children who want to quit smoking
- Establish programs designed to help pregnant women and parents of young children who smoke quit smoking
- Create education and training programs on the avoidance of tobacco, drugs and alcohol during pregnancy
- Provide prenatal and postnatal maternal and infant nutrition services

- Fund child immunizations
- Provide training for parents and child care providers in child care skills
- Provide treatment for children suffering from problems related to drug and alcohol abuse
- Fund domestic violence intervention, prevention and treatment
- Fund child development, health care and social services not provided by existing programs
- Create additional quality child care

Q7: Who will administer the California Children and Families Initiative at the county level?

A: The Board of Supervisors from each county will appoint a five to nine member County Children and Families Commission.

The Commission will include: A county health officer, representatives of local medical, pediatric or obstetric communities, representatives of local school districts and a member of the county board of supervisors.

The County Children and Families Commission is responsible for developing and adopting a county strategic plan that promotes the improvement of early childhood development.

Q8: Will a special formula be used to specifically determine how much money each county will receive?

A: Yes. Funds allocated to each county commission will be based on the proportion of the number of births that occur within the county relative to statewide births.

Q9: Is the program audited?

A: The commission must prepare and present to the Governor and the Legislature an annual audit that includes reports from each individual county commission. The audit will be available to the public.

"The opportunity for a parent and child to form secure healthy attachments is the most important thing that will ever happen to a child in his or her life. Forming healthy attachments between a parent and child builds a sense of lifetime belonging to family. This bonding gives a child the foundation for a positive life. Absent healthy attachments, a child can fall prey to school failure, drug addiction, juvenile crime, premature sexual activity, and welfare dependency."

— *Rob Reiner, Chair*
March 28, 1998 Fresno, California

Recent studies on brain development by the *Carnegie Institute of New York, Baylor School of Medicine* and the *California Research Bureau* have proven that a child's experiences in the first years of life have a profound impact on educational, social and economic outcomes.

The brain begins to develop inside the mother's womb, forming billions of neurons or nerve cells. Neurons produce long stemmed axons that connect with other neurons. These brain connections shape the baby's entire personality and determine how well he or she will perform in school and later life.

A child's brain grows to approximately 90 percent of its adult size in the first three years. Children who lack proper nutrition, health care and nurturing during this time do not develop the social, motor and language skills needed to enter school healthy and ready to learn.

In one study, imaging techniques were used to compare the brain of a normal three year old child who received proper care and nurturing with the brain of a child who was the product of extreme neglect and abuse. When the brain images were placed side by side, one showed a perfectly formed brain with all the gray matter filled in while the other showed a brain about two-thirds the size with black crevices where gray matter should be. Brain specialists examined these images and, not knowing their source, assumed the smaller brain was that of a person afflicted with the deteriorating effects of Alzheimer's disease.

Pregnant women who smoke or abuse alcohol and drugs threaten the normal brain development of their children. Child abuse, domestic violence and extreme neglect also produce physical symptoms of brain damage that may never be repaired.

A Rand Corporation Study determined that 90% of the billions of dollars spent on education, health care and social services for children are spent after children enter school at age five. For too many children, this is simply too late.

These are the children we lose to gangs and drugs. We taxpayers foot the bill for welfare, law enforcement and prisons. The California Children and Families Initiative will make a substantial investment in our children early, when it will do the most good.

Smoking causes illness and death ... Even among infants

Smoking During Pregnancy Accounts for:

- An estimated 20 to 30 percent of low birth weight babies.
- Up to 14 percent of preterm deliveries.
- Maternal smoking has been linked to asthma among infants and young children.
- Increased risk of sudden infant death syndrome (SIDS).
- Secondhand smoke is responsible for between 150,000 and 300,000 lower respiratory tract infections in infants and children under 18 months of age annually.
- Secondhand smoke results in between 7,500 and 15,000 hospitalizations each year.

Sources: *American Lung Association*
American Cancer Society
Environmental Protection Agency

California Tobacco Statistics

- In 1996 alone, cigarette makers spent more than \$400 million to market, advertise and promote their products.
- Children are the industry's prime targets as 90 percent of today's smokers become addicted by the time they are 19.
- The Centers for Disease Control and Prevention estimates that 1,446,550 children in California under 18 are expected to become smokers. Of this number, 462,896 will die of smoking related illnesses.

California cigarette taxes are 21st in the country, lower than Michigan, Oregon, New York and Texas. The last significant increase was in 1988 when voters approved Proposition 99, a 25 cent per pack tax to fund anti-smoking and health care programs.

Smoking has decreased by one-third as a direct result of this tax and the programs it funded.

The California Children and Families Initiative will fund a new statewide multi-media campaign to inform pregnant woman about the negative effects of smoking while pregnant. It will also provide smoking cessation assistance for pregnant women and parents of young children who want to quit smoking.

The price increase in cigarettes brought about by the new tobacco tax will reduce smoking by an additional one-third or more, saving countless lives.

CALIFORNIA CHILDREN AND FAMILIES INITIATIVE

Chair, Filmmaker Rob Reiner

Co-Chair Committee

U.S. Senator Barbara Boxer

- Mayor Willie L. Brown, Jr.* *Mayor Richard J. Riordan*
- Businessman Ron Burkle*
- Businessman and Former U.S. Congressman Michael Huffington*

Vice Chair Committee

- Assemblyman Robert Hertzberg* *Businessman Steven Soboroff*

Endorsements

- Former Surgeon General C. Everett Koop
- California State University Chancellor
Charles B. Reed
- U.S. Representative Robert Filner
- U.S. Representative George Miller
- U.S. Representative Esteban Torres
- U.S. Representative Henry Waxman
- Senator John Burton, President Pro Tem
- Senator Tom Hayden
- Senator Betty Karnette
- Senator Jack O'Connell
- Senator Byron Sher
- Senator Diane Watson
- Assembly Speaker Antonio Villaraigosa
- Assemblywoman Elaine Alquist
- Assemblyman Michael Sweeney
- Assemblywoman, Speaker Pro Tem,
Sheila Kuehl
- Vice Chair, Board of Equalization,
Johan Klehs
- Los Angeles County Board of Supervisors
Edythe Alf

- Herb Alpert, Musician
- Carol A. Berman
- Stephen Bing, Investor
- Frank Blondi, MCA
- Eli Broad, Sun America, Inc.
- Susie Tompkins Buell, President,
Espirit Clothing
- E. Blake Byrne, President, Argyle Television
- Allyson and Alan Caso
- Bob Daly, Chairman and Co-CEO,
Warner Bros. and Warner Music Group
- Marvin Davis, The Davis Companies
- Lauren Donner
- Michael Douglas, Actor-Producer
- Victoria A. Dutton
- The Contra Costa Times
- Donna Crowden
- Lauren Donner, Producer
- David Geffen, Principal, DreamWorks SKG
- Walter Gerken
- Lisa Goodman
- Gale Grunert
- Margie Higgins
- Dustin Hoffman, Actor
- Alan Horn, Chairman and CEO
Castle Rock Entertainment
- Claudia Jardot
- Mary Ellen Kasdan, Producer

- Reid and Margaret Kathrein,
Attorneys at Law
- Jeffrey Katzenberg, Principal,
DreamWorks SKG
- Michael Kling, Kingworld
- Phyllis Klein
- Norman Lear, Chairman,
Act III Communications
- Bill Lerach, Milberg, Weiss, Bershad &
Lerach, LLP
- Irena and Michael Medavoy,
Phoenix Pictures
- Mary Mendoza
- Ronald Meyer, Universal Studios
- Ken Moelis, Donaldson, Lufkin &
Jenrette, Inc.
- Cheri Morgan
- Peter Morton, Hard Rock Hotel
- Jerry Moss, Alamo Sounds
- Lesley Chase Oliver
- Morris Ostlin, Dreamworks Records
- Michael Ovitz, Investor
- Jerry Perenchio, Chartwell Partners
- Carl Reiner, Director - Writer
- Victoria Rowell, Television Star and
Former Foster Youth
- Haim Saban, Fox Kids Worldwide
- Jay Sandrich, Television Director

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Martin Shafer, Co-Founder and President,
 Castle Rock Pictures
 Andrew Scheinman, Co-Founder and
 Producer Castle Rock Entertainment
 Tom Scott, Businessman
 George Shapiro, Manager
 Diane Lander Simon, Live! Magazine
 Steven Spielberg, Principal,
 DreamWorks SKG
 Jake Steinfeld, Body by Jake
 Jeff Tarango, Tennis Star
 Jim Watt, President and Co-Chairman, ICM
 Robin Williams, Actor
 Stephanie E. Williams, Soap Star and
 Foster Mother
 Bud and Cynthia Sikes Yorkin,
 Yorkin Productions
 Gail Zappa, ICA
 George Zimmer, The Men's Warehouse

**Associations and Community-
 Based Organizations**

4-H Afterschool Child Care Program
 AARP
 American Cancer Society,
 California Division
 American Heart Association, Western States
 Affiliate
 American Heart Association,
 Greater Los Angeles Affiliate
 American Lung Association of California
 Asian Family Resource Center
 Asian Health Center
 Nora J. Baladerian, Ph.D., Director of
 Counseling Center of West L.A.
 Bethlehem Children's Center
 Buckingham Nannies
 California Association of Catholic Hospitals
 California Child Care Health Program
 California Child Care Resource and
 Referral Network, Patty Slegel, Director
 California Child Development
 Administrators' Association
 California Conference of Local Health
 Officers

California Consortium to Prevent
 Child Abuse
 California Correctional Peace
 Officers Association
 California Council of Community
 Mental Health Agencies
 California Medical Association
 California State University Faculty
 Association
 Castle Amusement Park
 Child Care Coordinating Council of
 San Mateo County
 Child Care Law Center
 Children's Council of San Francisco
 Children's Institute International
 The Children's Preschool Center, Palo Alto
 Choices
 Claremont United Church of Christ Early
 Childhood Center
 Colusa County Tobacco Education Program
 Early Head Start
 Educational Enrichment Systems, Inc.
 El Nido Family Centers
 Families and Schools Together,
 Lynn McDonald, Ph.D., Director
 Family Helpline
 Family Service Agency of Marin
 Family Service Council of California
 Frank D. Lonteman Regional Center
 Fresno City College Child Development
 Center
 Good Beginnings Nursery School and
 Day Care
 The Grace Homes
 High Desert Child Abuse Prevention
 Council
 Inter Agency Council on Child Abuse
 and Neglect
 Aggie Jenkins, Children's Advocacy Council
 of Riverside
 Dr. Kerby E. Alvy, Center for the
 Improvement of Child Caring
 Kids Turn, San Diego
 Lead Safe California
 Leap . . . imagination in learning
 Lincoln Child Center

Live Oak Child Development Program
 Logan Heights Family Health Center
 Los Angeles City Commission for Children,
 Youth and Their Families
 Los Angeles Children's Museum
 Los Angeles County Children's Planning
 Council
 Los Angeles County Commission for
 Children and Families
 Los Angeles Unified School District
 Los Niños Child Development and Family
 Program
 Mary Beth Phillips, Founder of the
 Trustline Registry
 Mental Health Association of California
 Morey Avenue School Early Childhood
 Development Center
 National Black Child Development Institute
 National Council of Jewish Women
 Northeast Valley Health Corporation
 National Council of Jewish Women,
 Los Angeles
 Project A.R.I.S.E. c/o Sunrise Community
 Outreach, Inc.
 The Rainbow School at Escondido Village
 St. Joseph Health System
 Saint Vincent's Day Home
 San Francisco Parenting Skills Program
 San Diego Association for the Education of
 Young Children
 San Jose School Health Centers
 Santa Barbara Community College
 Children's Center
 Seneca Center Residential and Day
 Treatment Center
 Dr. Sidney Smith, CHDP Director
 TFT Today, Incorporated
 Trauma Foundation, San Francisco
 Valley Resource Center
 Walden Family Services
 WestEd Center for Child and Family Studies
 Westside Children's Center
 Wu Yee Children's Services
 YWCA Of North Orange County Child
 Development Center

(partial list)