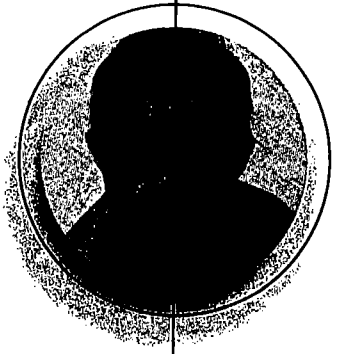
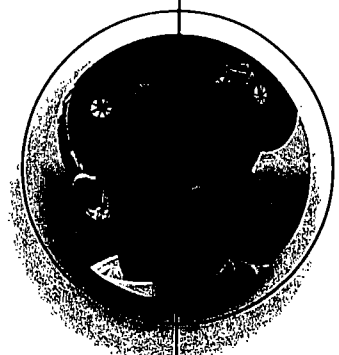
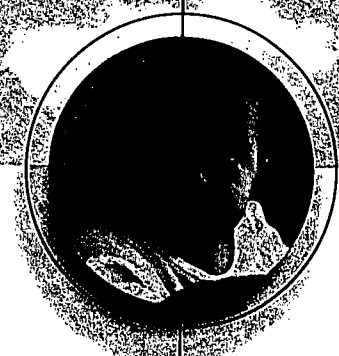


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**California Children
and Families Initiative**

Rob Reiner, Chair

To join our campaign for California's Children, contact:

PHONE: 1-800-847-4743 • FAX: 213-627-5709 • E-MAIL: children98@aol.com • WEBSITE: <http://www.children98.org>

The California Children and Families Initiative

A Fifty Cent Tax on Cigarettes Will Give California Children the Nation's Best Care.

1. PROPOSITION 10 WILL GIVE OUR YOUNGEST CHILDREN THE HEALTHY FOUNDATION THEY NEED TO SUCCEED -- IN SCHOOL AND IN LIFE.

Scientific evidence proves that the care a child receives from the prenatal through the first years of life is critical to the child's brain growth and development. It has a profound effect upon whether the child will become a productive, well-adjusted adult.

Billions are spent on remedial education and social services for children after they enter school. For too many children, this is too late.

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80% of Prop 10 funds will go directly to counties. An unpaid local commission, including volunteer experts in health care, education and child care, will spend the money on programs that respond to the needs of parents in each community.

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Section 130150 of the initiative requires an annual audit by the state and county commissions which must include "the manner in which funds were expended, the progress toward and achievement of program goals and objectives, and the measurement of specific outcomes through appropriate reliable indicators..." THESE AUDITS WILL BE MADE PUBLIC.

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1.7 billion taxpayer dollars are spent annually caring for persons stricken with smoking related illness. By reducing smoking, Prop 10 will save taxpayers hundreds of millions. More importantly, it will save thousands of lives.

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A Families and Work Institute study showed that every dollar spent on early childhood programs can save taxpayers up to seven dollars in remedial education, welfare and juvenile crime costs. California is also losing hundreds of millions of dollars in federal funding for early childhood



programs because we do not have matching funds. These are our tax dollars and we are not getting our fair share. The initiative will provide these matching funds, generating 1.4 billion dollars or more for early childhood programs.

8. PROPOSITION 10 IS ENDORSED BY LEADING HEALTH CARE, CHILD CARE, EDUCATION AND COMMUNITY ORGANIZATIONS INCLUDING:

- Former Surgeon General C. Everett Koop
- American Cancer Society, California Division
- American Heart Association of California
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Official reports list the opposition as "sponsored by tobacco companies," including Philip Morris, R. J. Reynolds, Lorillard Tobacco and Brown & Williamson. Smoking decreased 32% in California after voters approved a 25 cent tobacco tax in 1988. Cigarette sales have declined by 900 million packs per year, a loss to tobacco companies of 2.25 billion dollars annually. That is why Big Tobacco opposes Proposition 10.



The tobacco industry and its products have already killed more than one million Californians. Don't let them kill Proposition 10 - Vote YES!



You Can Help Millions Of Children

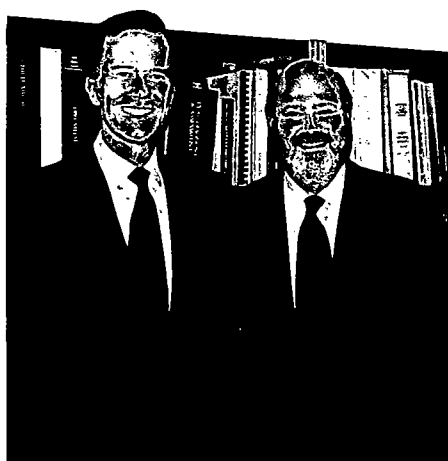
Your support of Proposition 10, the California Children and Families Initiative, will literally save millions of children from a lifetime of failure.

Because 90% of brain growth occurs before a child reaches the age of three, children subjected to neglect and abuse enter school far behind, suffer serious disadvantages and may never catch up.

These are the children we lose to gangs and drugs. We taxpayers foot the bill for welfare, law enforcement and prisons.

Proposition 10 will make an investment in our children early, when it will do the most good.

Please vote YES!



Mike Huffington, Co-Chair
Rob Reiner, Chair
California Children and Families Initiative



California Children and Families Initiative

Rob Reiner, Chair
Mike Huffington, Co-Chair

**Join with California teachers, doctors, nurses,
healthcare organizations and child advocates.
Vote YES on Proposition 10.**

Chair
Rob Reiner

Co-Chairs

U.S. Senator Barbara Boxer
Mayor Willie L. Brown, Jr.
Businessman Ron Burkle
Businessman and Former U.S. Congressman Mike Huffington
Mayor Richard J. Riordan

Endorsers

Dr. C. Everett Koop	Family Service Agency of Marin
American Cancer Society,	Fresno City College Child
California Division	Development Center
American Heart Association	High Desert Child Abuse
American Lung Association of	Prevention Council
California	Kids Turn, San Diego
Asian Family Resource Center	Los Angeles City Commission for
California Association of Catholic	Children, Youth and
Hospitals	Their Families
California Child Care Health	Los Angeles Children's Museum
Program	Los Angeles County Children's
California Child Care Resource and	Planning Council
Referral Network	Los Angeles County Commission
California Child Development	for Children and Families
Administrators Association	Los Ninos Child Development and
California Conference of Local	Family Program
Health Officers	Mary Beth Phillips, Founder
California Consortium to Prevent	of the Trustline Registry
Child Abuse	Mental Health Association in
California Correctional	California
Police Officers Association	National Black Child Development
California Council of Community	Institute
Mental Health Agencies	National Council of Jewish Women,
California Democratic Party	Los Angeles
California Medical Association	The Rainbow School at Escondido
California Nurse's Association	Village
California School Boards	St. Joseph Health System
Association	San Francisco Parenting Skills
California State University Faculty	Program
Association	San Diego Association for the
California Teacher's Association	Education of Young Children
Child Care Coordinating Council of	San Jose School Health Centers
San Mateo County	Santa Barbara Community College
Children's Council of San Francisco	Children's Center
Claremont United Church of Christ	Valley Resource Center
Early Childhood Center	Westside Children's Center
Colusa County Tobacco	Wu Yee Children's Services
Education Program	YWCA of North Orange County
Early Head Start	Child Development Center

(Partial List)

10 Reasons To Vote YES



**A Fifty Cent Per Pack
Cigarette Tax
to Benefit Our Children**

To join our campaign for California's Children, contact
California Children and Families Initiative, YES on Prop 10
A Project of Forum for Early Childhood Development
1875 Century Park East, Suite 300 • Los Angeles, CA 90067
Phone: 1-800-847-4743 • **FAX:** 213-627-5709
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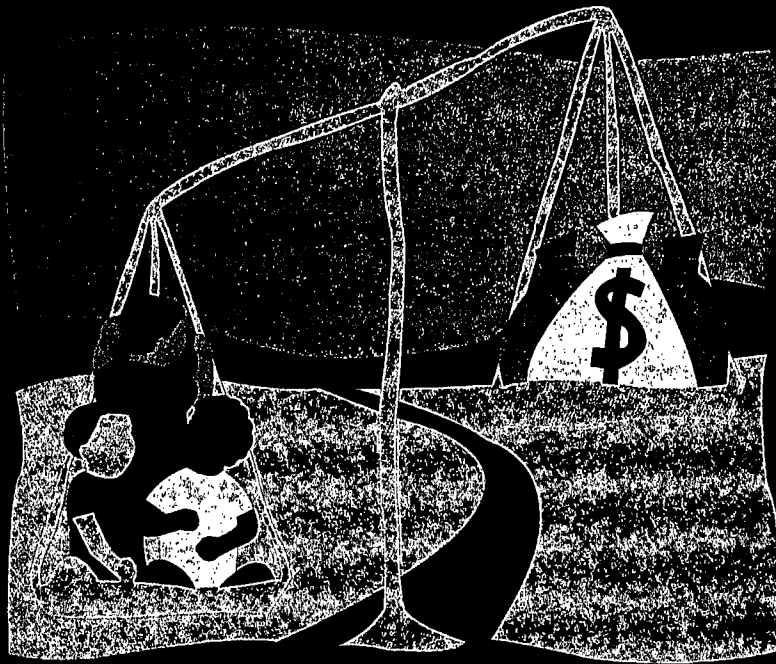
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CONCLUSION: Investments ~~in~~ the first five years of childhood yield substantial and lasting benefits not only to the children and their families but to their communities. For every dollar spent on early childhood programs, society later saved several dollars on welfare, special education and criminal justice.

IN OUR CHILDREN

WHAT WE KNOW AND DON'T KNOW ABOUT THE COSTS AND BENEFITS OF EARLY CHILDHOOD INTERVENTIONS EXECUTIVE SUMMARY



Lynn A. Karoly ~ Peter W. Greenwood ~ Susan S. Everingham ~ Jill Houbé
M. Rebecca Kilburn ~ C. Peter Rydell ~ Matthew Sanders ~ James Chiesa

RAND

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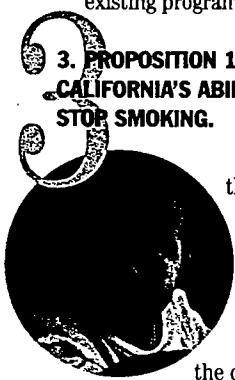
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September 23, 1998

MEMORANDUM FOR HILLARY RODHAM CLINTON

FROM: Nicole Rabner

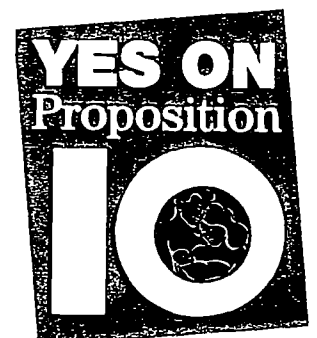
SUBJECT: California Ballot Initiative Update

You noted in your 9/14/98 letter to Rob Reiner that you plan to speak about the California ballot initiative, Proposition 10, during your political appearances with Senator Boxer. (Senator Boxer, as you may know, serves as co-chair of the initiative). Attached please find some background material on the initiative.

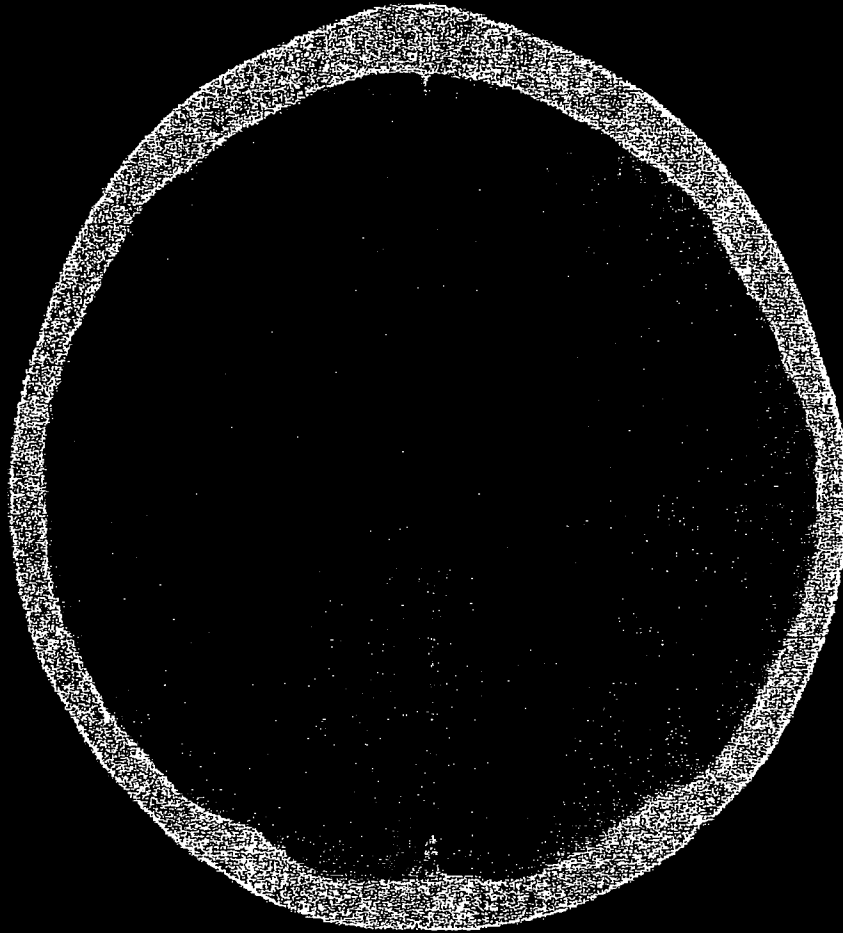
You may be interested to note that the tobacco industry has dedicated a reported \$20 million to undermine Proposition 10 through negative advertising, with \$11 million for targeted TV ads. The TV ads, which began running last week in the Fresno area, attack the ballot initiative as a tax on the poor and as creating new bureaucracies.

Proposition 10 is winning early voter support, however, reports a recent *L.A. Times*-sponsored opinion poll (article attached) -- 54% of registered voters backed the initiative, 35% were opposed, and 11% were undecided. Reiner is trying to raise enough money to stay competitive in advertising with the expected onslaught of negative TV and radio ads in the coming weeks.

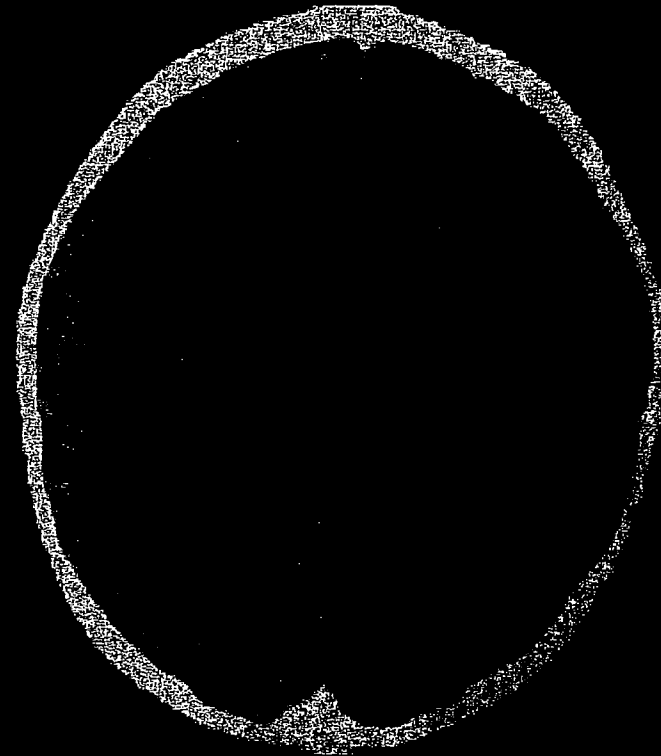
An Integrated System of Care For California Children Pre-Natal Through Age 5



3 Year Old Children



Normal



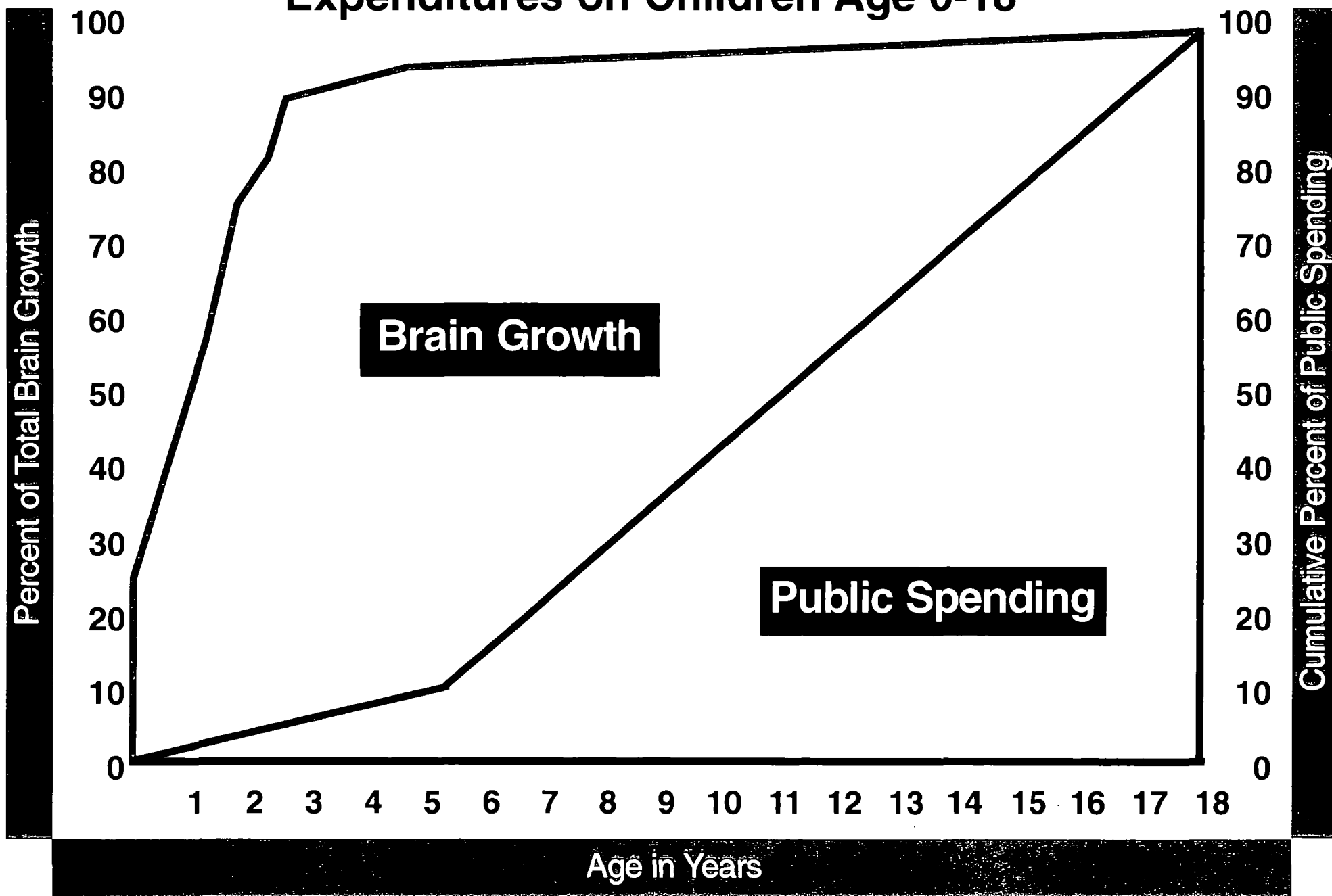
Extreme Neglect

VITAS ChildTrauma Programs

© 1997, Bruce D. Perry, M.D., Ph.D

In the CT scan on the left is an image from a healthy three year old with an average head size. The image on the right is from a three year old suffering from severe sensory-deprivation neglect.

Brain Growth Versus Public Expenditures on Children Age 0-18

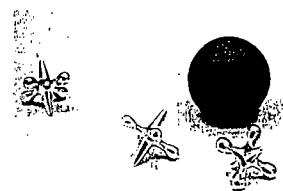


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Brain Development: Nearly Half of California Parents Unaware of Important First Three Years

By Miles Hochstein, Ph.D., and Neal Halfon, M.D., M.P.H.

Scientific research shows that during the first three years of a child's life, the underlying physical architecture of a child's brain is established (1). This architecture develops through a complex interaction between the child's genetic makeup and the child's environment, including the interaction a child has with parents, family and other caregivers. While a child's genetic makeup creates potential, it guarantees nothing in the absence of appropriate nurturing and experiences (2). A child's ability to sit calmly in a classroom at age 7, cope with everyday frustration at age 10, or participate in a team sport at age 13 may all be affected by experiences in the first years of life.

The California Center for Health Improvement's (CCHI) *Children and Youth Survey* asked California parents when the greatest amount of brain development occurs in children. Nearly half of parents surveyed, 46 percent, did not correctly identify the early years from birth to age three (table 1). The largest gap in awareness is between fathers and mothers.

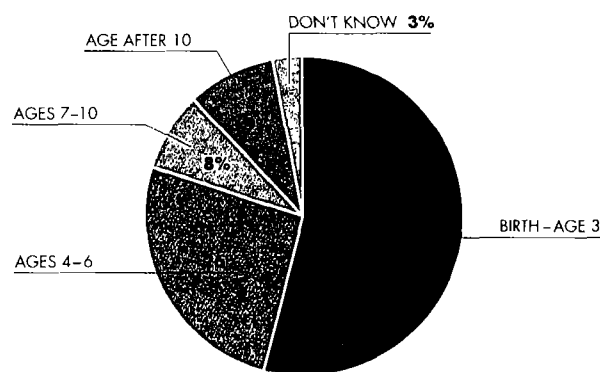
ABOUT THIS REPORT

A child's early years, from birth through age three, are a critical period. Care-giving during these years affects the structure and functioning of a child's brain and how a child will behave, learn, feel and perform. At the same time, the challenges of parenting are numerous, and new parents often find themselves unprepared as they encounter the competing demands of child rearing, managing their family and making a living. In this seventh of eight reports in the *Growing Up Well* series, the views of California parents about the significance of a child's early years, their preparation for parenting, and how well their communities meet their child care needs are discussed. The data reveal parents need more information, parenting support and quality child care services. Communities, schools, policy-makers and parents have a strategic opportunity to jointly address these needs.

TABLE 1

Many Parents Unaware Greatest Amount of Brain Development Occurs During Child's Early Years

During what period in the life of a young child do you think the greatest amount of brain development takes place?



Source: *Children and Youth Survey*, The Field Institute, October–November 1997.

Fifty-seven percent of fathers are unaware of the importance of the first three years, while 37 percent of mothers are unaware (3). These findings reveal a serious lack of understanding among California parents about brain development in the early years of a child's life and the foundation it lays for future child, adolescent and adult development. This lack of awareness is analogous to pregnant women not being aware that cigarette or alcohol consumption is harmful to the fetus.

Understanding Early Child Development — Five Essential Considerations

Research in the fields of medicine, neurology, psychology and linguistics, among others, offers five important insights about child development and the early years from birth through age three (1). These insights are particularly critical considering most brain development occurs in a child's early years while public spending for children is focused on the years after the majority of brain growth has occurred (table 2, page 2).

CONCLUSION: The first three years of life appear to be a crucial “starting point” – how individuals function from the preschool years all the way through adolescence and even adulthood hinges, to a significant extent, on the experiences children have in their first three years.

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ABRIDGED VERSION

STARTING POINTS

MEETING THE NEEDS OF OUR YOUNGEST CHILDREN



CARNEGIE
CORPORATION OF
NEW YORK

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 (c)(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 treatments 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*

country 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 country commission shall be from among the country health officer and persons responsible for management of the following country 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 country commission shall be a member of the board of supervisors.

(iii) The remaining members of the country 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 country 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 country commission, the duration and number of terms country commission members shall serve, and any other matters as the board of supervisors deems necessary or convenient for the conduct of the country commission's activities; provided, however, that members of the country 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 country commission.

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

(i) The country 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 (\$.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.

FYI
This is just an
update on the
CA Ballot Init.

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Rob Reiner's crusade rooted in his own life: Early childhood initiative sought by film director

By Jon Matthews

Bee Capitol Bureau

(Published Feb. 11, 1998)

■ It's a role Rob Reiner has been rehearsing for 20 years.

Two decades ago, the well-known actor and director reached a profound -- and very personal -- conclusion: The troubling problems he was then having as an adult were somehow rooted in his early childhood experiences.

"I've done well in my life. It's not like I'm damaged goods or dysfunctional . . . but I did see there was a nexus," Reiner recalled. "All of the things that I experienced were affecting profoundly how I functioned later on in life."

Today, Reiner, relying on his own beliefs and what he says are mounting stacks of confirming scientific evidence, is smack in the middle of a national campaign to promote the development and nurturing of very young children. As chairman of California Children and Families First, he is pushing hard to qualify a November ballot initiative that would increase the state's tobacco taxes by 50 cents per pack and use the estimated \$700 million a year to expand early childhood development programs.

Critics say the plan is badly flawed, that it would unfairly penalize a relatively few smoking Californians in an effort to improve the lives of the many. Others say such a price hike would certainly slash sales of cigarettes and snuff out much of the new tax money.

But the director of such movies as "When Harry Met Sally" and "A Few Good Men" sounded driven as he brought his campaign to Sacramento on Tuesday.

Now 50 years old and himself the father of three young children, the animated Reiner came prepared, mincing few words as he addressed reporters and editors and gave a speech to the Comstock Club. Balding and wearing a conservative suit, he wasn't the long-haired "Meathead" who was pummeled by Archie Bunker's tirades on "All in the Family."

"We're fools, FOOLS if we don't start going down this path," declared Reiner. "We're fools if we don't go in the direction the scientists are pointing us in."

If he had to go through a round of therapy and introspection to try to get his life straightened out, Reiner said he concluded, early childhood support could have all that much greater impact in preventing more serious social problems for others such as failure in school, child abuse and drug abuse.

"If we want to have a real impact on crime, teen pregnancy, drug abuse, child abuse and welfare dependency, we must invest in our children from the prenatal period through age 5. If we're going to have real education reform, we've got to start early," he said, calling for a "sea change" in tackling social problems.

Reiner said he envisions that California's effort would send a loud message to the rest of the country. He added that some states that already have similar programs providing support and education for very young children and their parents, including Vermont's "Success by Six" program, have had major drops in such social problems as child abuse.

David Doerr of the California Taxpayers Association said the early childhood programs cited by Reiner are important. But he said the tax proposed by Reiner would be regressive.

"It's not a tax on tobacco companies. It's a tax on a lot of California individuals, a number of whom don't have very high incomes," Doerr said, adding that his organization has not yet taken an official position on the plan.

But Reiner -- who announced the support of state Senate President Pro Tem John Burton, D-San Francisco, Assembly Speaker-elect Antonio Villaraigosa, D-Los Angeles, and Sacramento Mayor Joe Serna Jr. -- said the Legislature wouldn't be likely to approve such spending out of general tax revenues.

Asked about his very evident strong feelings, he added, "It's not like I'm jumping on a cause. I didn't jump on this, this jumped on me. The genesis of it is 20 years ago," he said. "We're ready to fight."

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N/
FYI.
J

February 12, 1998

Mr. Rob Reiner
Castle Rock Entertainment
Suite 135
335 North Maple Drive
Beverly Hills, California 90210

Dear Rob:

Thanks so much for your recent letter in support of my child care initiative. It's good to hear from you again, and I appreciate your suggestions. We both know how crucial it is that parents be able to find child care that is affordable, accessible, and safe, and I'm glad you are so involved in helping us attain this goal for all our nation's children.

Hillary and I send our best wishes.

Sincerely, **BILL**

BC/DIA/RSM/RLM/emu-efr (Corres. #3829246)
(2.reiner.r)

✓ cc: J. Klein, 2FL/WW w/copy of inc.
cc: FLOTUS correspondence, 18, w/copy of inc.
cc: W. Wondwossen, 93

Xeroxed copy of personally signed original to NH
through Todd Stern

CLEAR THRU TODD STERN

PRESIDENT TO SIGN

2548851

Rob Reiner

January 15, 1998

The Honorable William Jefferson Clinton
President of the United States
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Mr. President:

Like so many others, I was thrilled at the announcement of your \$21 billion dollar child care initiative. It shines a bright light on your ongoing commitment to early childhood development. And though I know the child care package will play an important part in your upcoming State of the Union address, I think it's important to frame it as part of that continued commitment to a healthy start for our youngest children.

The connection of child care to your education goals, which were so eloquently discussed in last year's State of the Union, would give things a sense of continuity and would reinforce the critical importance of giving our children the strong foundation from which to grow into productive members of society. You will have also planted the seeds for a new, enlightened way of attacking social ills.

Again, I'm sure you've considered all of this, but just in case, I'll put this little bug in your ear.

Sincerely,



Rob Reiner

P.S. We're so happy to be working with the First Lady on the launch of our child care campaign this spring.

23 1998

Reiner Pushes Ballot Initiative

By Michelle Locke
Associated Press Writer
Sunday, August 9, 1998; 12:56 p.m. EDT

BEVERLY HILLS, Calif. (AP) -- Rob Reiner is on the phone with an Oscar-winning friend, tucking the receiver to his ear with the practiced ease of a virtuoso shouldering his fiddle.

First, the overture.

"Hey, how are you? What's happening?" he says, beginning a gossipy exchange that leads to a throaty guffaw.

Then, smooth as silk, the main performance.

"Anyway, I'm calling you about this ballot initiative," he says, going on to describe Proposition 10, his November ballot measure that would raise cigarette taxes to pay for programs for young children.

His voice gains intensity as he explains how the measure could "jump start the rest of the country" -- and his concern that tobacco interests will spend millions to stop it.

"Send me some DOUGH," he clamors cheerfully. "If you got 10, I'll take 10. Whatever you got, I'll take it."

She's got it. He takes it. He hangs up, smiling.

Then it's back to business -- more fund-raising calls, a quick drive to Santa Monica to shoot a cover photo for a magazine, and, finally, a stint on a late-night talk show.

Reiner, who was Meathead on "All in the Family" and has directed films including "When Harry Met Sally," seeks similar success on the political stage.

"This is not a question of his lending his name to something and moving on," says Michael Melmed of Zero to Three, a nonprofit group that focuses on the importance of the early years in children's lives. "He really is committed."

Proposition 10, the California Children and Families First Initiative, would raise cigarette taxes by 50 cents a pack to generate an estimated \$700

million a year. The money would fund services for families with children under age 5, including prenatal care, stop-smoking programs and domestic violence prevention.

The measure is opposed by the Committee Against Unfair Taxes, whose sponsors include a number of tobacco companies.

"Mr. Reiner's cause may be very worthwhile, but if it's that worthwhile then all California adults should pay for it, not just smokers," said Tom Lauria of the Tobacco Institute in Washington, D.C.

A San Francisco Examiner poll last month found 54 percent support for the measure, with 32 percent clearly opposed. The survey of 832 registered voters had a margin of error of 4 percentage points.

To further his cause in recent years, Reiner has launched a foundation, the "I Am Your Child Campaign," directed a Tom Hanks-hosted TV special and traveled the country to make speaking engagements.

Now the 51-year-old father of three is pushing the ballot initiative via telephone like it's a Hollywood movie pitch, pacing the length of the phone cord, one hand slicing the air for emphasis.

The initiative would be "the largest investment in young children in the history of the country," he says. It has bipartisan support and passage would "send a very loud message to the rest of the country."

Some prospects donated a lot, others not so much, but the enthusiasm in Reiner's voice didn't waver.

The Hollywood veteran is well aware that some take a jaundiced view of celebrities and social causes, but they "see very quickly that I'm serious about it. I've spent a lot of time on this."

His motivation is the "immutable truth" -- that providing young children with healthy, secure attachments can have a dramatic effect on crime, teen pregnancy, drug abuse and other social ills.

"That's what compels me," Reiner says. "I know that this is the way to change social outcomes."