



Riverside County Children & Families Commission

A public entity funded from Proposition 10 tobacco tax funds

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FOR IMMEDIATE RELEASE

First 5 Riverside Set To Become Part of Riverside County Department

(APRIL 15, 2009) RIVERSIDE, CA — In an effort to make a greater impact on the healthy development of children through age 5, First 5 Riverside, the Riverside County Children & Families Commission, is moving under the umbrella of Riverside County as a division of the Department of Public Social Services effective July 1, 2009.

The Riverside County Board of Supervisors approved the move Tuesday, citing it as an opportunity to create a stronger relationship for children. Harry Freedman, executive director of First 5 Riverside, said the transition will take some time, but is not expected to disrupt current operations and contracts.

“We look forward to being a part of DPSS and benefiting from access to other support services that will become available to us as a County agency,” Freedman said. “First 5 Riverside has made a significant impact on the lives of our County’s youngest children over the years. We are confident that this change will allow for an even greater impact in the future.”

First 5 Riverside, which has been an independent agency since 1999, was created by the November 1998 passage of Proposition 10. The statewide initiative added a 50-cent tax per pack of cigarettes and a comparable tax on other tobacco products. Based on birth rates, the revenue is distributed among Commissions in each of California’s 58 counties to determine how best to spend funds so that the needs of local children are met.

The local Commission has funded more than 100 programs across Riverside County over the past year. For fiscal year 2008-2009, it has allocated more than \$28 million for quality child care, preschool, health care, developmental screenings, dental care, obesity prevention, safety programs and other services for families with young children.

The majority of First 5 Commissions throughout the state are a part of the county structure.

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First 5 Riverside, the Riverside County Children & Families Commission, is a public entity funded by Proposition 10 tobacco tax revenues and established by the County Board of Supervisors in 1999. First 5 Riverside provides funding of early education, health and child care services that help children through age 5 develop a strong foundation for success in school and throughout their lives. For more information about First 5 Riverside programs and other funded services, call 951-248-0014 or Toll Free 800-266-3880 or visit www.rccfc.org.