




California Department of Public Health, Injury and Violence Prevention Branch

All Children Thrive, California Funded
Projects



This presentation provides an overview of common questions, but please note that it is not inclusive of all state and federal laws, State Contracting Code, or CDPH rules and regulations that pertain to ACT funded projects.

All Children Thrive (ACT) Funding and Purpose

Funding

- ▶ AB 164 - Budget Act of 2021
 - ▶ \$25,000,000 allocated from State General Funds
 - ▶ January 1, 2022 - December 31, 2026

Purpose

- ▶ Lead a program focused on high-need cities and counties, designed to implement public health approaches to prevent childhood trauma and counter its effects

Ineligible Use of ACT Funds

- ▶ Actual or perceived lobbying, electioneering, campaign advocacy
- ▶ Direct services, counseling, connection to resources, victim advocacy services
- ▶ Research
- ▶ Stuff We All Get (SWAG)
- ▶ Food or refreshments
- ▶ Tabling
- ▶ Canvassing
- ▶ Religious Activities (e.g., religious instruction, worship, prayer, proselytizing)
- ▶ Duplication of efforts
- ▶ Fundraising
- ▶ Purchase or improvement of land, building alterations, renovations, or construction
- ▶ Reimbursement of costs incurred prior to the effective date of the Agreement
- ▶ Reimbursement of costs that are not consistent or allowable according to local, state, or federal guidelines or regulations
- ▶ Reimbursement of costs that are paid for by other funding sources

Incentives

- “Incentives” are items such as T-shirts (only with written permission from CDPH), plaques, merchandise cards, etc.
- Incentives are permissible only with written permission from CDPH
- Non-consumable incentives (e.g., merchandise cards*, plaques, certificates of appreciation)
 - No more than \$50 per person, per year
 - No tangible items, unless approved directly by CDPH in writing
 - Commensurate with the amount of energy given by the community member, when approved by CDPH
- **No SWAG is allowed** (e.g., key chains, stress balls, lunch boxes, pens, pencils, hats, etc.)

Stipends

- Stipends are permissible only to offset the cost of volunteerism
- Volunteerism costs include anything that might be a barrier to participation in the program, such as:
 - Transportation
 - Access to high quality childcare
 - Wi-Fi/internet costs

Lobbying

- The appearance of lobbying is lobbying.
- Project staff **MAY NOT** make any ask of any kind to an elected official – only the community may do that.
- Project staff **MAY NOT** endorse or promote an elected official using state funds.
- No project materials are to feature the image, voice, or identifiable views of any elected public official or candidate for public office.
- Be mindful of when messaging is coming out during a policy campaign.
- It is always okay to check in and run things past Lourdes and CDPH.

Advocacy versus Education

Advocacy and Education are not synonymous

Advocacy

- ▶ Only the Community may advocate. Advocacy is not the role of those who are paid with state taxpayer dollars.
 - ▶ The intent of advocacy is to make an ask of a policy/decision maker.
 - ▶ Be mindful of when messaging is coming out during a policy campaign.
 - ▶ It is always okay to check in and run things past Lourdes and CDPH.

Education

- ▶ The role of those paid with state taxpayer dollars is to educate.
 - ▶ The intent of educating is not to support one position or another, but to share information.
 - ▶ Providing information on the impact of policy using research and publications.
 - ▶ Developing educational resources that shares facts, data, and information about a certain topic or policy.

Copyrights of ACT Materials

- All educational materials created with public dollars must include attribution. © [current year]. California Department of Public Health. Funded under contract # XX-XXXXX.” If the attribution mark does not fit, please speak to ACT.
- All media materials created with public dollars must include acknowledgement. Media materials (e.g., TV, radio, print, billboards, social, etc.) may have an abbreviated version of this acknowledgement, i.e., “© [current year]. California Department of Public Health. Funded under contract # XX-XXXXX.” Media materials must acknowledge the agency that is placing the advertising.
- Submit originals of educational and media materials and policy campaign/incentive materials developed during the report period with both copies of the progress report submitted to CDPH. For incentives/policy campaign materials, you may include a clear photo or photocopy of the items with the progress report.