



FIRST 5 ALAMEDA COUNTY COMMISSION MEETING AGENDA

Thursday, April 16, 2020
9:00 AM – 11:30 AM

Members of the public may access this meeting via:
Zoom Meeting: <https://zoom.us/j/761895737>
Meeting ID: 761895737

Commissioners: Chair: Renee Herzfeld, Vice Chair: Cecilia Echeverría, Wilma Chan, Colleen Chawla, Scott Coffin, Lori Cox, Tomás A. Magaña M.D., Karina Moreno

Alternates: Vanessa Cedeño, Aneeka Chaudhry, Anissa Basoco-Villarreal

- 1. Public Comment (for items not listed on the agenda) - Limited to 3 minutes per speaker**
- 2. Approval of Minutes from February 20, 2020**
- 3. Staff Announcements**
 - a. General Staff Announcements**
 - b. Children’s Health and Child Care Initiative for Alameda County Update**
- 4. COVID-19 Response**
 - a. Administrative Recommendations**
- 5. Contract Authorizations**
- 6. FY 2020-22 Budget Proposal – First Reading**
- 7. FY 2020-29 Long Range Financial Plan – First Reading**
- 8. First 5 California FY 2018-19 Annual Report Approval**
- 9. FY 2020-21 Strategic Plan – First Reading**
- 10. State Commission and Association Updates**
- 11. Legislation and Public Policy Update**
- 12. Communication from Commissioners**
- 13. Adjournment**

Information about access:

Please contact Julia Otani at julia.otani@first5alameda.org or (510) 227- 6987 three business days in advance if you need special assistance or translation/interpretation support so we can make reasonable arrangements to ensure accessibility. We will swiftly resolve any requests for accommodation to resolve any doubt whatsoever in favor of accessibility.



**First 5 Alameda County Commission Meeting
February 20, 2020, 9:00 AM – 11:30 AM
1115 Atlantic Ave., Alameda, CA**

Commissioners Present: Chair: Renee Herzfeld, Vice Chair: Cecilia Oregon Echeverría, Colleen Chawla, Scott Coffin, Lori Cox, Karina Moreno

Commissioner Alternate: Vanessa Cedeño

Excused: Wilma Chan, Tomás A. Magaña M.D.

First 5 Staff Present: Kristin Spanos, Lisa Forti, Christine Hom, Carla Keener, Mary Saelee, Mojgan Vijeh

Guest Presenters: Dr. Christina Branom, James Harrison

AGENDA ITEM SPEAKER	DISCUSSION HIGHLIGHTS	ACTION	FOLLOW UP
CALL TO ORDER			
R. Herzfeld	The regular Commission meeting was called to order by Chair R. Herzfeld at 9:06 AM.	None	None
1. PUBLIC COMMENT			
R. Herzfeld	There was no Public Comment.	None	None
2. APPROVAL OF MINUTES FROM DECEMBER 12, 2019			
R. Herzfeld	[Attachment] Chair Herzfeld facilitated the vote to approve the December 12, 2019 Commission Meeting minutes.	Motion: C. Oregon Echeverría Second: V. Cedeño Abstention: C. Chawla, L. Cox, K. Moreno Motion passed.	None
3. STAFF ANNOUNCEMENTS			
K. Spanos	[Attachment] A. General Staff Announcements Help Me Grow Updates <ul style="list-style-type: none"> ▪ F5AC received an invitation to join the Pediatrics Supporting Parents California Medi-Cal Implementation Workgroup (including the Packard Foundation, Center for the Study of Social Policy, Manatt). The workgroup provides an opportunity to test and implement strategies through Medi-Cal and the Children’s Health Insurance Program to finance the promotion of social and emotional development through pediatric primary care, programs like Help Me Grow are such strategies. The 9-month 	None	None

AGENDA ITEM SPEAKER	DISCUSSION HIGHLIGHTS	ACTION	FOLLOW UP
3. STAFF ANNOUNCEMENTS (Continued)			
K. Spanos	<p>commitment provides an opportunity for partnership with Dr. Dayna Long of UCSF Children’s Benioff, Alameda Alliance for Health, AC HCSA, Commissioner Chan’s office and Commissioner Echeverria of Kaiser to explore opportunities to leverage Alameda County’s existing programming and infrastructure to enhance pediatric supports to promote family and child well-being.</p> <ul style="list-style-type: none"> ▪ There was a meeting with Help Me Grow (HMG) Systems leaders on January 22nd with a follow up e-mail and HMG Findings Memo sent to the Commission on February 10th. The linked memo provides key findings and suggested next steps. ▪ Staff will place Help Me Grow on a future Commission meeting agenda for a full overview of the processes completed to date, to engage discussion and receive Commission direction on next steps in FY 2020-21. ▪ F5AC is working with Dr. Dayna Long to prep for a conversation with the Stupski Foundation to seek their financial support in developing comprehensive care coordination out of pediatric practices to assist families in connecting with medically necessary child development, adverse childhood experience and social determinants of health resources. <p>Fatherhood Updates</p> <ul style="list-style-type: none"> ▪ The Fatherhood Summit will be taking place on a Saturday in October 2020 at the Oakland Marriot Convention Center and has currently raised \$145,000 in donations and sponsorships. The goal is to raise \$350,000 and the program will be scaled according to the amount raised. \$100,000 has been pledged/received from DCSS, AC HCSA, Probation, and SSA. F5AC is waiting to hear from Kaiser (\$50,000 request) and Heising-Simmons Foundation (\$30,000 request). The Summit will be offering over 20 workshops including plenary sessions and father-focused resources and activities. ▪ Mr. Kevin Bremond and Ms. Jane Wellenkamp represented F5AC at the Aspen Institute/ Fatherhood Learning and Action Community. F5AC was the only group from California. The learning community will be meeting next in April and June. <p>Parent Engagement Updates</p> <ul style="list-style-type: none"> ▪ F5AC held a Parent Engagement RFP bidders conference on February 13th. There will be up to four (4) qualified non-profit or public agencies funded at no more than \$225,000 from July 1, 2020–June 30, 2021 to develop and operate parent engagement and support programs. <p>B. Children’s Health and Child Care Initiative for Alameda County Update</p> <ul style="list-style-type: none"> ▪ F5AC has contracted Koff & Associates to work on a class and compensation study, possible job descriptions as well as an organization chart for infrastructure implementation should Measure C pass. ▪ F5AC is working on a communication plan for after the vote to be sent to staff, partners and the Commission. 		

AGENDA ITEM SPEAKER	DISCUSSION HIGHLIGHTS	ACTION	FOLLOW UP
3. STAFF ANNOUNCEMENTS (Continued)			
<p>K. Spanos</p> <p>J. Harrison</p>	<ul style="list-style-type: none"> ▪ F5AC has met with county leadership to discuss financial modeling, a facilities RFP as well as a technology proposal in support of Measure C implementation. <p>Mr. Harrison provided a detailed overview of the Children’s Health and Child Care Initiative for Alameda County (Measure C) Implementation Calendar.</p> <ul style="list-style-type: none"> ▪ The measure will be on the March 3rd ballot. March 4th will be the effective date if approved by voters. The Alameda County Board of Supervisors will declare the results of each measure under its jurisdiction on April 3rd. The deadline for the Board of Supervisors to establish the Child Care, Preschool, and Early Education Community Advisory Council (CAC) via resolution is April 18th. Tax collection would begin on July 1st if the measure passes. Program implementation of the first year of the 5-year Plan would begin on July 1, 2021. The tax would expire on June 30, 2041 unless extended by a subsequent ordinance. 		
4. FY 2017-21 STRATEGIC PLAN EXTENSION			
R. Herzfeld	<p>[Attachment]</p> <p>Chair Herzfeld facilitated the vote for the extension of the FY 2017-21 Strategic Plan to term on June 30, 2022.</p>	<p>Motion: S. Coffin Second: V. Cedeño Motion passed.</p>	None
5. ELECTION OF OFFICERS			
<p>R. Herzfeld</p> <p>S. Coffin</p>	<p>[Attachment]</p> <p>Chair Herzfeld asked for nominations for the Chair and Vice Chair positions for calendar year 2020.</p> <p>Commissioner Coffin nominated Chair Herzfeld and Vice Chair Oregon Echeverría to continue their positions for calendar year 2020.</p>	<p>Motion: S. Coffin Second: K. Moreno Motion passed.</p>	None
6. CONTRACT AUTHORIZATIONS			
<p>C. Hom</p> <p>R. Herzfeld</p>	<p>[Attachment]</p> <p>Ms. Hom presented the contract authorizations.</p> <p>Chair Herzfeld requested that Commissioners disclose any conflicts of interest for the following contracts prior to taking a motion to approve.</p>		

AGENDA ITEM SPEAKER	DISCUSSION HIGHLIGHTS	ACTION	FOLLOW UP
6. CONTRACT AUTHORIZATIONS (Continued)			
R. Herzfeld	Chair Herzfeld facilitated the vote for approval of the following contract: <ul style="list-style-type: none"> ▪ Olson Remcho LLP (formerly known as Remcho, Johansen & Purcell, LLP) – name change 	Motion: C. Oregon Echeverría Second: V. Cedeño Motion passed.	None
C. Oregon Echeverría	Vice Chair Oregon Echeverría facilitated the votes for approval of the following contracts: <ul style="list-style-type: none"> ▪ BANANAS, Inc. - \$65,000 ▪ Hively - \$65,000 	Motion: K. Moreno Second: V. Cedeño Abstention: R. Herzfeld Motion passed.	None
	Vice Chair Oregon Echeverría facilitated the votes for approval of the following contracts: <ul style="list-style-type: none"> ▪ 4C's of Alameda County - \$65,000 ▪ 4C's of Alameda County - \$22,000 	Motion: K. Moreno Second: S. Coffin Abstention: V. Cedeño, R. Herzfeld Motion passed.	None
7. FY 2019-20 MID-YEAR FINANCIAL REPORT			
C. Hom	[Attachment] Ms. Hom presented the FY 2019-20 Mid-Year Financial Report. Highlights of Revenue received during the first 6 months of the year include: <ul style="list-style-type: none"> ▪ As of December 31st, total half yearly revenue received was \$7.6M, or 33% of the revenue projection for the current fiscal year. ▪ Tobacco Tax receipts of nearly \$4.7M (of \$11.4M budgeted) or 41% was received for the first six months of the fiscal year. \$1.7M of Prop 10 and \$2.9M of Prop 56 tobacco tax was received for the period of FY 2017-18. Proposition 10 revenues are typically received 2 months in arrears consistent with prior year's trends. However, due to the state's implementation of a new system called Fi\$CAL revenues have been delayed 5 to 7 months. Highlights of Expenses received during the first 6 months of the year include: <ul style="list-style-type: none"> ▪ At \$6.6M, total Expenditures for the first six months were almost 29% of the budgeted amount of \$23.1M. ▪ Total receipt of revenues is on the lower end at the mid-year due to the timing of monies to be received from external funding sources. Total expenses incurred are also relatively low as has always been the case in previous years. That will change as the year progresses and most expense line items are expected to trend closer to budget projections by year-end. 	Motion: S. Coffin Second: L. Cox Motion passed.	None

AGENDA ITEM SPEAKER	DISCUSSION HIGHLIGHTS	ACTION	FOLLOW UP
8. FY 2019-20 MID-YEAR BUDGET MODIFICATION			
C. Hom	<p>[Attachment] Ms. Hom presented the FY 2019-20 Mid-Year Budget Modification. Major highlights of the revenue changes include:</p> <ul style="list-style-type: none"> ▪ An increase of \$457,331 from CA Dept of Education for the 2nd QRIS Block Grant. This award ends in September and supports local QRIS consortia work. ▪ An increase of \$200k from Sunlight Giving for general operating support. This is the first year of a 3 year \$600k grant. ▪ Revenues received in prior years in the amount of \$450,362 will be spent as per the original approved budget. <p>Major highlights of expense changes include:</p> <ul style="list-style-type: none"> ▪ The addition of \$230k to personnel costs reflecting the addition of an additional Contracts & Budget Specialist and the ECE Project Director. ▪ The addition of \$224k to program contracts and grants from externally funded activities as well as adjustments to strategy budgets between contracts and program operating costs. ▪ The addition of \$193k to program operating costs per the increase of externally funded activities in the Early ID strategy, QECE strategy and Communications strategy. 	Motion: C. Chawla Second: V. Cedeño Motion passed.	None
9. KINDERGARTEN READINESS PRESENTATION			
K. Spanos C. Branom L. Forti	<p>[Attachment] Ms. Spanos provided background and context on the Kindergarten Readiness presentation and acknowledged F5AC staff, Jane Bernzweig, Vince Chang, Erika Kuempel, Chris Adkins, Carla Keener, Page Tomblin, Joey Lim, Jane Wellenkamp and Lisa Forti for their work and leadership.</p> <p>Dr. Branom presented the Kindergarten Readiness presentation which included:</p> <ol style="list-style-type: none"> 1. Methods and sample 2. Findings in 3 Areas: <ol style="list-style-type: none"> A. Readiness of children and families B. Readiness of communities C. Readiness of schools 3. Summary and Discussion <p>Ms. Forti presented the 2019 Kindergarten Readiness Recommendations and First 5 Investments.</p>	None	None

AGENDA ITEM SPEAKER	DISCUSSION HIGHLIGHTS	ACTION	FOLLOW UP
10. DASHBOARD AND REPORTING PRESENTATION			
L. Forti	<p>[Attachment]</p> <p>Ms. Forti presented the Dashboard and Reporting presentation. Since 2017 F5AC has continued the use of Results Based Accountability and invested in a Salesforce database. The Technology and Policy, Planning & Evaluation teams have been developing dashboards. Ms. Forti thanked staff for their work, June Allen and Thone Soungpanya, John Garvey, Joey Lim, Karyn Barnes, Loren Farrar, Angel Montgomery, Lisa Erickson and Liz Gregor.</p>	None	None
11. STATE COMMISSION AND ASSOCIATION UPDATES			
K. Spanos	<p>Ms. Spanos provided State Commission and Association updates.</p> <ul style="list-style-type: none"> ▪ F5AC staff presented on Fatherhood, Local Initiatives/Alternative Revenue and School Readiness at the First 5 California Summit held in Irvine on February 3-5, 2020. ▪ F5AC, First 5 Sonoma and First 5 Santa Clara are representing the Bay Area region on the First 5 Association Policy Committee. ▪ The Association is working on comments for the state Masterplan. Bay Area First 5s are pushing to advocate for including a recommendation for First 5 sustainability (restoration of funds). 	None	None
12. LEGISLATION AND PUBLIC POLICY UPDATE			
K. Spanos	<p>Ms. Spanos provided Legislation and Public Policy updates.</p> <p>In partnership with the First 5 Association and with Alameda County Complete Count Committee, F5AC is distributing materials created to encourage families with young children to respond to the Census.</p> <p>First 5 and the Alameda County Complete Count Committee held a Census training for early childhood providers and advocates on February 11, from 9:00–10:30 am.</p> <p>F5AC partnered with the Alameda Oakland Community Action Partnership and with the United Way of the Bay Area to create postcards and posters encouraging families to take advantage of the young child tax credit, which is a \$1,000 credit for every family who files taxes in California.</p> <p>Trainings@First5 is hosting a staff development training that is also open to the public called "California Policy and Advocacy 101: An Introduction to the State Legislative Process", which will be held on Monday, February 24, from 9:00 - 11:30 am, here at the F5AC office.</p>	None	None

AGENDA ITEM SPEAKER	DISCUSSION HIGHLIGHTS	ACTION	FOLLOW UP
12. LEGISLATION AND PUBLIC POLICY UPDATE			
K. Spanos	<p>Ms. Spanos provided Legislation and Public Policy updates.</p> <p>In partnership with the First 5 Association and with Alameda County Complete Count Committee, F5AC is distributing materials created to encourage families with young children to respond to the Census.</p> <p>First 5 and the Alameda County Complete Count Committee held a Census training for early childhood providers and advocates on February 11, from 9:00–10:30 am.</p> <p>F5AC partnered with the Alameda Oakland Community Action Partnership and with the United Way of the Bay Area to create postcards and posters encouraging families to take advantage of the young child tax credit, which is up to a \$1,000 credit for every family who files taxes in California.</p> <p>Trainings@First5 is hosting a staff development training that is also open to the public called "California Policy and Advocacy 101: An Introduction to the State Legislative Process", which will be held on Monday, February 24, from 9:00 - 11:30 am, here at the F5AC office.</p>	None	None
13. COMMUNICATION FROM COMMISSIONERS			
S. Coffin	The Alliance is exploring pilots to innovate change and collaborating with Alameda County and First 5.	None	None
V. Cedeno	FAQs and PSAs on Public Charge are available on the AC Social Services website.		
14. ADJOURNMENT			
R. Herzfeld	Chair Herzfeld adjourned the meeting at 11:14 AM.	None	None



To: First 5 Alameda County Commission

From: Kristin Spanos, CEO

Date: April 16, 2020

Subject: Administrative Recommendations in Response to COVID-19

REQUESTED ACTION

To review the following administrative actions.

BACKGROUND

Since the beginning of March First 5 Alameda County has implemented a series of work accommodations in response to the COVID-19 outbreak. In addition to restricting work travel, onsite trainings, outside use of our facility, and providing guidance to our contractors, we also adopted a mandatory remote work arrangement in accordance with school closures and the County's Public Health Shelter in Place order. First 5 adopted these measures out of necessity and given the "all in" nature of the moment we felt it was important to support social distancing efforts. It was a way to do our small part to mitigate the spread of the virus and lessen the impact on our health care system.

We have identified critical functions and developed policies and protocol to ensure ongoing business operations during these extraordinary times. We have also prioritized supporting staff who are balancing personal demands, along with work, during the pandemic. To this end, aligned with the Department of Labor recommendations, we have created flexible schedules and temporary part-time schedules and we are working with employees on intermittent FMLA arrangements. We are also reminding staff our of our Catastrophic Leave Bank developed in 2005 that allows employees to donate vacation leave. Employees who have experienced a catastrophic illness or injury, and who have exhausted their paid leaves, may request donations from the bank.

This memo provides recommendations for additional policy modifications which will grant the agency the administrative flexibility to:

- Provide support to our employees, many of whom have had their families economically impacted and are experiencing hardships with school closures and other disruptions; and,
- Allow F5AC to most efficiently release resources and partner with public and community leadership and families in support of our County response to COVID-19

F5AC is requesting that the Commission consider the following:

1. Temporary changes to our Employee Handbook policies in response to the COVID-19 crisis.
 - Allow staff to sell up to their accrued vacation balance and Paid Time Off (PTO) balances through 6/30/2020. (pg. 11 of Employee Handbook)
 - Modified policy is effective through 6/30/2020 with the ability to be extended with the CEO's discretion. If an extension is implemented, estimated financial impact and length of extension will be brought back to the Commission
 - Proposed temporary policy:
"F5AC encourages employees to use their accrued vacation time. Employees may, however, request to receive a vacation pay-out for all of their accrued, unused vacation in lieu of taking paid time off work. Vacation pay-out is limited to the number of hours accrued at the time of the request." and,
"Employees may request a payout of available, unused Paid Time Off (PTO) in lieu of taking paid time off work."

Estimated Fiscal Impact: \$589,163 through 6/30/20, estimate assumes 100% sell back of all vacation and PTO balances. We anticipate this to be offset by current year salary savings.

2. Allow staff to request an advance of no more than one bi-weekly gross pay
 - Requests for advances must be made by 12/31/2020, with repayment made in full by 6/30/2021
 - Proposed temporary policy :
"Employees may request an advance paycheck up to the amount of one gross pay period wages with HR approval. This advance will be deducted from future paychecks over a period agreed upon by First 5 and the employee. The repayment period cannot exceed six months. Should the employee leave prior to repayment the balance will be deducted from the final paycheck. This policy is set to expire 6/30/2021, with all requests to be made by 12/31/2020."

Estimated Fiscal Impact: None

External temporary recommendations through June 30, 2021:

3. Increase FY 2019-20 budget by up to \$1,000,000 to allow for creation of a COVID-19 Community Resilience Fund to aid community-based organization and public agency providers serving children and families with basic needs.

Fiscal impact: \$1,000,000.00 increase to current FY 2019-20 budget

4. Increase proposed FY 2020-21 budget by \$2,000,000 to include COVID-19 Community Resilience Fund.

Fiscal impact: \$2,000,000.00 has been added to the FY 2020-21 budget proposal

5. In addition to CEO's current discretion to approve modifications to contractors' scope of work/timeline as needed, extend administrative flexibility for CEO to authorize contracts adopting the following temporary policies through June 30, 2021:
- Increase CEO annual contract authorization authority up to \$250,000 (not subject to limits of aggregate approval); reporting of funds distributed will be provided at Commission meetings post origination
 - Awards greater than \$250,000 will be brought to the Executive Committee for approval; Commission is requested to delegate approval authority to the Executive Committee

RECOMMENDATION

That the Commission approve the following administrative recommendations:

1. Allow staff to sell up to their accrued vacation balance and Paid Time Off (PTO) balances through 6/30/2020
2. Allow staff to request an advance of no more than one bi-weekly gross pay
3. Increase appropriation of \$1,000,000 to the current budget thereby increasing the modified approved FY 2019-20 budget from \$23,785,904 to \$24,785,904
4. Increase FY 2020-21 budget proposal to include \$2,000,000 for COVID-19 Community Resilience Fund
5. Extend administrative flexibility for CEO to authorize contracts adopting the proposed temporary policies through June 30, 2021
6. Delegate authority to the Executive Committee to approve awards greater than \$250,000

Submitted by:

DocuSigned by:
Kristin Spanos
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Kristin Spanos
Chief Executive Officer

Reviewed by:

DocuSigned by:
Mojgan Vjeh
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Mojgan Vjeh
Director of Operations & Technology



To: First 5 Alameda County Commission
From: Christine Hom, Finance Officer
Date: April 16, 2020
Subject: Contract Authorizations

REQUESTED ACTION

To review the following contract authorizations.

BACKGROUND

Per our Financial Policies, Section VII. Purchasing and Contracting, the Commission must approve contract/award amounts in excess of \$50,000. The following awards require specific authorization from the Commission.

Applied Survey Research - \$30,000

First 5 Alameda County is requesting approval of a sole source FY2019-21 contract in the amount of \$30,000 with Applied Survey Research (ASR) to conduct a survey of families who have received Help Me Grow Central Access Point (Phone Line and Family Navigation) services within the fiscal year. This survey is conducted every two years with the purpose of quality assurance, to assess families' satisfaction, and to evaluate the impact of services. ASR will conduct the survey in English, Spanish, Chinese, provide the raw data collected and prepare a report for First 5. The addition of this \$30,000 contract brings the aggregate FY 2016-21 contract amount to *\$289,531 for which Commission approval is needed.

*F5AC currently has the following contracts with Applied Survey Research:

- FY2016-20 contract for \$75,400 for evaluation of children with developmental vulnerabilities.
- FY2018-21 contract for \$190,125 to conduct a kindergarten readiness assessment of children in Alameda County.

Fiscal Impact: Funding is budgeted and is provided by Prop 10.

Action requested: Approve an aggregate FY2016-21 award amount of \$289,531 for Applied Survey Research.

Early Quality Systems, LLC - \$10,000

First 5 Alameda County is requesting approval of a FY2018-20 \$10,000 contract amendment with Early Quality Systems, LLC to extend the license contract term by one month, ending June 30, 2020. Currently, First 5 has a contract for a license to use the iPinwheel software application for our QRIS data system, which ends on May 30, 2020. This extension aligns the software license term with First 5's fiscal year.

The addition of this \$10,000 contract amendment brings the FY 2018-20 aggregate contract amount to \$159,115 for which Commission approval is needed.

*F5AC currently has the following contracts with Early Quality Systems:

- FY18-20 contract for \$149,115 to configure and launch iPinwheel for Alameda County Quality Counts to manage the local QRIS program. In addition, the contractor will train First 5 staff and QC implementation partners and host Alameda County data for one year, per iPinwheel License agreement.

Fiscal Impact: Funding is budgeted and provided by the First 5 CA IMPACT grant and IMPACT Hub grant.

Action requested: Approve an aggregate FY18-20 \$149,115 award amount for Early Care Systems, LLC.

City of Alameda - \$45,000

First 5 Alameda County is requesting approval of a FY2019-20 \$45,000 contract with City of Alameda to purchase a mobile family resource van that will provide family engagement and early learning opportunities for families with children ages 0-5 in the City of Alameda. In January 2019, First 5 released an Application for a Facilities Grant Program to the current Early Learning Community Network (ELCN) awardees to apply for a one-time grant to support the planning and development of viable, well-designed spaces for families with young children in Alameda County that support ELCN Early Learning Action Plans. This mobile family resource will enable Alameda's ELCN to provide support to informal family and caregiver groups; meeting families where they already are; and providing dental, vision, hearing, and behavioral health screening and assessments in the community.

The addition of the \$45,000 contract brings the aggregate FY 2019-21 contract amount to *\$180,000 for which Commission approval is needed.

*F5AC currently has the following contracts with the City of Alameda:

- FY2019-21 contract for \$135,000 to implement a comprehensive Early Learning Action Plan for the City of Alameda, which supports the planning and development of several parent support programs including a mobile family resource center.

Fiscal Impact: Funding is budgeted and is provided by Prop 10.

Action requested: Approve an aggregate FY2019-21 award amount of \$180,000 for the City of Alameda.

COVID-19 Community Resilience Fund

First 5 Alameda County is requesting approval of FY 2019-20 sole source contracts with the following agencies to provide basic need support to providers and families with children age 0 to 5:

Alameda County Community Food Bank (ACCFB) - \$350,000

Alameda County Community Food Bank will provide emergency food to families with children age 0 to 5. First 5 will work with the food bank, and other stakeholders to leverage existing distribution sites and ensure coordination with SupplyBank.org.

Fiscal Impact: Funding is included in the second revised FY 2019-20 budget and is provided by Prop 10.

Action requested: Approve a FY2019-20 award amount of \$350,000 for the Alameda County Community Food Bank.

SupplyBank.org - \$350,000

SupplyBank.org will provide emergency supplies and general provisions including formula and diapers to families with children age 0 to 5. SupplyBank.org has a current \$49,900 FY 2019-20 contract to collaborate with partners to publicize the availability of the Diaper Kit Program to low income parents with diaper-age children in Alameda County. F5AC will ensure that SupplyBank.org works with the Alameda County Community Food Bank to ensure coordination amongst sites served. The addition of this contract brings the aggregate FY 2019-20 contract amount to \$399,900 for which Commission approval is needed.

Fiscal Impact: Funding is included in the second revised FY 2019-20 budget and is provided by Prop 10.

Action requested: Approve an aggregate FY2019-20 award amount of \$399,900 for SupplyBank.org.

4Cs of Alameda County - \$100,000

4Cs of Alameda County will provide 1). emergency response dissemination of information to families and providers, 2). distribute emergency supplies including educational materials and 3). support general agency operating expenses such as navigation to families and technical assistance to providers. The addition of this contract brings the aggregate FY 2018-20 contract amount to *\$712,000 for which Commission approval is needed.

*F5AC currently has the following contracts with 4Cs:

- FY2018-20 contract for \$152,000 to provide coordinated training and playgroups for Family, Friend, and Neighbor caregivers and Family Child Care Providers who care for children birth to 5 years old in Alameda County.
- FY2019-20 contract for \$325,000 to provide professional development opportunities for the Early Childhood Education (ECE) workforce in Alameda County and on-site technical assistance and coaching to Quality Rating and Improvement System (QRIS) sites.
- FY2019-21 contract (approved and pending execution) for \$135,000 to support the City of Hayward as the lead agency to implement a comprehensive Early Learning Action Plan, which includes parent engagement programming (Parent Cafes and fatherhood specific programming) and efforts to plan a Family Resource Center.

Fiscal Impact: Funding is budgeted and provided by the First 5 CA IMPACT grant.

Action requested: Approve an aggregate FY2018-20 award amount of \$712,000 for 4Cs of Alameda County.

Bananas, Inc. - \$100,000

Bananas, Inc. will provide 1). emergency response dissemination of information to families and providers, 2). distribute emergency supplies including educational materials and 3). support general agency operating expenses such as navigation to families and technical assistance to providers. The addition of this contract brings the aggregate FY 2018-20 contract amount to *\$645,000 for which Commission approval is needed.

*F5AC currently has the following contracts with BANANAS, Inc.:

- FY2018-20 contract for \$120,000 to provide coordinated training and playgroups for Family, Friend, and Neighbor caregivers and Family Child Care Providers who care for children birth to 5 years old in Alameda County.
- FY2019-20 contract for \$325,000 to provide professional development opportunities for the Early Childhood Education (ECE) workforce in Alameda County and on-site technical assistance and coaching to Quality Rating and Improvement System (QRIS) sites.
- FY2019-20 contract for \$100,000 to implement the CARE Homeless Navigation pilot.

Fiscal Impact: Funding is budgeted and provided by the First 5 CA IMPACT grant.

Action requested: Approve an aggregate FY2018-20 award amount of \$645,000 for Bananas, Inc.

Hively - \$100,000

Hively will provide 1). emergency response dissemination of information to families and providers, 2). distribute emergency supplies including educational materials and 3). support general agency operating expenses such as navigation to families and technical assistance to providers. The addition of this contract brings the aggregate FY 2018-20 contract amount to *\$325,000 for which Commission approval is needed.

*F5AC currently has the following contracts with Hively:

- FY2018-20 contract for \$50,000 to provide coordinated training and playgroups for Family, Friend, and Neighbor caregivers and Family Child Care Providers who care for children birth to 5 years old in Alameda County.
- FY2019-20 contract for \$175,000 to provide professional development opportunities for the Early Childhood Education (ECE) workforce in Alameda County and on-site technical assistance and coaching to Quality Rating and Improvement System (QRIS) sites.

Fiscal Impact: Funding is budgeted and provided by the First 5 CA IMPACT grant.

Action requested: Approve an aggregate FY2018-20 award amount of \$325,000 for Hively.

RECOMMENDATION

That the Commission approve the above contract authorizations.

Submitted by:

Reviewed by:

DocuSigned by:

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Christine Hom
Finance Officer

Kristin Spanos
Chief Executive Officer



To: First 5 Alameda County Commission

From: Kristin Spanos, Chief Executive Officer
Christine Hom, Finance Officer

Date: April 16, 2020

Subject: FY 2020-22 Budget Proposal – First Reading

ACTION REQUESTED

To review the following FY 2020-22 Budget Proposal.

BACKGROUND

Each First 5 agency is required by statute to pass a Strategic Plan that outlines the use of the tobacco tax funds to serve children age 0-5 and their families. The First 5 Alameda County Commission originally approved a four-year Strategic Plan for FY 2017-21 and approved the extension of the Plan for one additional year through FY 2021-22 during the February Commission meeting. This budget proposal covers the last two years of that period, FY 2020-22. F5AC is requesting approval in principle of the second year of the budget (FY 2021-22) at the identical revenue and expense amounts as FY 2020-21 to enable the agency to engage in two-year awards that span FY 2020-22. The full FY 2021-22 budget will be brought to the Commission for consideration beginning in April 2021.

This presentation is the first reading of the FY 2020-22 budget proposal. Staff will prepare the second and final reading for the June Executive and Commission meetings. Any changes directed by the Commission, new information related to the tobacco tax and other revenue streams, as well as major changes to expenditures will be incorporated between now and the June reading. In addition, the presentation in June will include the list of contracts that exceed \$250,000 which require Commission authorization.

As is the practice of First 5 Alameda County, changes that occur during the course of the fiscal year will be formally incorporated into the budget during the mid-year Budget Modification in January 2021.

CURRENT BUDGET PROPOSAL

This document provides a fiscal summary of revenue projections and budgeted expenditures as follows:

- First 5 staff salaries and benefits
- Contracts
- Grants & Stipends
- Professional Service Contracts
- Program Operating Costs
- Infrastructure costs

The following Revenue and Expense projections reflect the priorities of the 2017-2022 Strategic Plan that was originally approved by the Commission in December 2016 and extended for an additional year in February 2020.

REVENUE AND AVAILABLE FUNDS FOR FY 2020-21

Combined Revenues and Sustainability Funds for FY2020-2021 are projected to be \$24.5 million. This figure is consistent with the Long Range Financial Plan. \$6.1 million of Sustainability Funds (\$4.1 million for FY 2021-22 agency budget and \$2 million to support the COVID-19 Community Resilience Fund) are budgeted to close the gap between revenue and projected expenses.

REVENUE TYPE	2020-21 PROPOSED	RATIONALE/DETAILS
Prop 10 Tobacco Tax		
	\$11,266,978	The tobacco tax revenue projection (Prop 10 and 56) is based on California Department of Finance and First 5 California projections for county commissions. Prop 10 Tobacco taxes are expected to decrease as per First 5 California's update projections in May 2019.
Other First 5 Income		
	\$1,424,818	Funding includes First 5 California IMPACT 2 grant to support local QRIS work, IMPACT Incentive Layer funding and Children's Council of San Francisco (First 5 San Francisco) funding for IMPACT Local Regional Training and Technical Assistance Hub.
Interagency Income		
	\$3,831,630	Funding includes contract with Alameda County Health Care Services Agency and Social Services Agency (via ACHCSA) to support Fathers Corp work, funding from the Alameda County Office of Education/CA State Block Grant for QRIS 6 and projected monies for QRIS 7 grant, funding from Alameda County Behavioral Health Care Services in support of the Alameda County Early Childhood Policy Committee (ACEPC), funding from Alameda County Public Health Department for Healthy Teeth, Healthy Communities, home visiting (PHOC), Help Me Grow Linkage Line services, funding from Alameda County Social Services Agency for CalWORKS and workforce development activities and funding from the California Department of Education for Quality County California QRIS Block Grant 2 and projected monies for QRIS Block Grant 3 and an ELC Workforce Development grant.
Grants		
	\$230,300	Funding from Sunlight Giving for general operating support and the Center for the Study of Social Policy to

REVENUE TYPE	2020-21 PROPOSED	RATIONALE/DETAILS
		support year 5 of Project DULCE.
Fiscal Leveraging		
Fiscal Leveraging	\$1,500,000	Projected funding for Medi-Cal Administrative Activities (MAA); estimates are based on MAA invoices submitted in 2019-20.
Other Income		
	\$119,700	No investment income is projected. Miscellaneous Revenue – Fatherhood Summit represents donations and sponsorships for the event in 2021. Miscellaneous Revenue – Other includes rental income from the First 5 Association.
Total Revenue (1)	\$18,373,426	Prop 10 Tobacco Tax, Other First 5 Income, Interagency Income, Grants, Fiscal Leveraging and Other Income
Reserves: Prop 10 Sustainability Funds (2)	\$6,127,009	Draw down from Proposition 10 Sustainability Fund (including \$2,000,000 to support the COVID-19 Community Resilience Fund) to balance the budget.
Grand Total	\$24,500,435	Total Revenues and Available Funds = (1) + (2)

EXPENDITURES FOR FY 2020-21

In the 2017-2022 Strategic Plan planned activities were categorized under ten major strategies:

PROGRAMS AND INVESTMENTS:

- Parent Engagement and Support
- Early Identification
- Quality Early Childhood Education
- Fatherhood
- Neighborhoods Ready for School
- Innovation

CAPACITY BUILDING & SUSTAINABILITY

- Policy, Planning and Evaluation
- Training and Capacity Building
- Communications
- Administration, Information and Technology

The following Expense proposal provides the cost for each of the ten strategies detailed in the Strategic Plan. The program strategy expenditures presented below consist of Salaries and Benefits, Program related Contracts, Grants and Stipends, Professional Services costs and Program Operating costs. Strategies are supported by facilities, infrastructure and data systems. Indirect agency Infrastructure costs are reflected in the Administration, Information and Technology budget. The budget narrative provides some detail on each Strategy and is to be read in conjunction with the Strategic Plan.

Consistent with legislative requirements brought about by AB 109, expense costs continue to be separated into three categories: Program, Evaluation and Administration. The expenses in each category are consistent with First 5 California guidelines, and those set forth in the Government Finance Officers Association's First 5 Financial Management Guide.

Salaries and Benefits

For FY 2020-2021, total salaries and benefits are projected to be \$10,404,611. Salaries are budgeted based on actual amounts. Benefits are budgeted at 50% of salaries. Consistent with direction from the Commission, the approved benefit package has remained mostly consistent with Alameda County, including membership in the Alameda County Employee's Retirement Association (ACERA). The 50% allocation is based on actual cost estimates that are revised periodically as needed.

The **Parent Engagement and Support** strategy budget proposal for 2020-21 is **\$3,417,725** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$3,417,725	<ul style="list-style-type: none"> ▪ Tobacco Tax ▪ Medi-Cal Administrative Activities (MAA) ▪ Alameda County Public Health Department ▪ Center for the Study of Social Policy (CSSP) ▪ Alameda County Social Services Agency 	<ul style="list-style-type: none"> ▪ Continue support of Perinatal Health Outreach Coordinator (PHOC) position to support home visiting services with Alameda County Public Health Department (ACPHD) ▪ Support four new parent engagement and support grants ▪ Continue support of Early Learning Communities for expansion/development of early childhood systems in select cities in Alameda County ▪ Continue support workforce pilot program and navigation services in Castlemont Corridor ▪ Continue support of Project DULCE activities ▪ Continue support of the 0-5 component of the Alameda County Dental Transformation Grant (Healthy Teeth Healthy Communities)

The **Early Identification** strategy budget proposal for 2020-21 is **\$2,672,063** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$2,672,063	<ul style="list-style-type: none"> ▪ Tobacco Tax ▪ Medi-Cal Administrative Activities (MAA) ▪ Alameda County Public Health Department ▪ Alameda County Social Services Agency 	<ul style="list-style-type: none"> ▪ Continue support to parents and caregivers in accessing resources, and increase parent knowledge of child development through family navigation ▪ Broaden screening efforts in alignment with Help Me Grow Strategic Plan including enhancing screening technology and purchase of ASQ kits ▪ Continue to explore local system integration and sustainability with managed care, health care and social services agencies

The **Quality Early Childhood Education (QECE)** strategy budget proposal for 2020-21 is **\$4,761,982** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$4,761,982	<ul style="list-style-type: none"> ▪ Tobacco Tax ▪ First 5 California ▪ Children’s Council of San Francisco (Regional IMPACT T/TA Hub) ▪ Alameda County Office of Education ▪ CA Department of Education 	<ul style="list-style-type: none"> ▪ Continue to provide core infrastructure, coordinator and convener role for the Quality Rating and Improvement System (QRIS) system ▪ Continue the recruitment, training and engagement of ECE providers in to the QRIS ▪ Continue to conduct and communicate assessment and rating with providers ▪ Continue to support trainings, playgroups and provide stipends for Family, Friend and Neighbor providers and Family Child Care sites ▪ Provide coaching, consultation, quality improvement services and training on social emotional development (CSEFEL) ▪ Continue support for sustainable advising and professional development in institutions of higher education

The **Fatherhood** strategy budget proposal for 2020-21 is **\$468,000** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$468,000	<ul style="list-style-type: none"> ▪ Tobacco Tax ▪ Alameda County Health Care Services Agency ▪ Alameda County Social Services Agency 	<ul style="list-style-type: none"> ▪ Incorporate Father Friendly Principles into additional programs and community initiatives ▪ Continue Fatherhood Partnership Program, host Summit in 2021 and convene learning communities ▪ Continue Father Friendly Principles awareness, adoption, implementation, and capacity building campaign to public systems and CBOs ▪ Continue Fatherhood Media Campaign ▪ Implement Fatherhood Interagency Workgroup

The **Neighborhoods Ready for School** strategy budget proposal for 2020-21 is **\$3,500,000** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$3,500,000	<ul style="list-style-type: none"> ▪ Tobacco Tax 	<ul style="list-style-type: none"> ▪ Continued support of school readiness and place based work with Oakland Unified School District and in the Castlemont Corridor ▪ Continue support of Parent Café programming ▪ Continue implementation of “Neighborhood Frameworks” strategy for services and funding investments in areas with the highest need including family navigation and family café consultation and support ▪ Support basic needs diaper distribution activities

The **Innovation** strategy budget proposal for 2020-21 is **\$200,000** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$200,000	<ul style="list-style-type: none"> ▪ Tobacco Tax 	<ul style="list-style-type: none"> ▪ Continued development of HIGH 5 Salesforce based database to support grants management and training activities

The **Policy, Planning and Evaluation** strategy budget proposal for 2020-21 is **\$2,109,800** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$2,109,800	<ul style="list-style-type: none"> ▪ Tobacco Tax ▪ Alameda County Behavioral Health Care Services Agency 	<ul style="list-style-type: none"> ▪ Continue focus on local policy and systems changes to result in the institutionalization of the work that began at First 5 ▪ Contribute to First 5 Association policy work ▪ Develop an annual policy platform for local efforts aligned with F5AC programs and priorities around school readiness, child development, family supports, child friendly neighborhoods ▪ Continue development of data dashboard, performance monitoring and analysis for each F5AC program strategy in alignment with results-based accountability ▪ Continue support of Alameda County Early Childhood Policy Committee activities ▪ Continue performing evaluations of identified initiatives (i.e. school readiness, place-based work)

The **Training and Capacity Building** strategy budget proposal for 2020-21 is **\$700,000** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$700,000	<ul style="list-style-type: none"> ▪ Tobacco Tax 	<ul style="list-style-type: none"> ▪ Continue to provide training on best, promising practices and peer learning communities for the multi-disciplinary workforce serving families with young children ▪ Develop curriculum and capacity building tools connecting trainings to workforce development, parent engagement and place based strategies ▪ Support training for staff development program

The **Communications** strategy budget proposal for 2020-21 is **\$400,000** and consists of:

FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$400,000	<ul style="list-style-type: none"> ▪ Tobacco Tax 	<ul style="list-style-type: none"> ▪ Continue development of dissemination strategy for F5AC reports and information ▪ Continue development of social media strategy ▪ Continue enhancements to agency website ▪ Develop multi-year campaign that connects with policy platform, parent engagement and education on child development ▪ Develop collateral materials regarding impacts of F5 investments to promote sustainability

The **Administration, Information and Technology** strategy budget proposal for 2020-21 is **\$4,170,865** and consists of:

ADMINISTRATION, INFORMATION AND TECHNOLOGY STRATEGY		
FY 2020-21 PROPOSED AMOUNT	FUNDING SOURCES	PROPOSED ACTIVITIES
\$4,170,865	<ul style="list-style-type: none"> ▪ Tobacco Tax ▪ Medi-Cal Administrative Activities (MAA) ▪ Alameda County Public Health Department ▪ Alameda County Behavioral Health Care Services ▪ First 5 Association (rent) ▪ Grant Indirect Revenue 	<ul style="list-style-type: none"> ▪ Includes Administration, Technology, Finance, Human Resources, Commission, facilities management and consolidated operating costs to support agency operations ▪ Expand and update data systems to build capacity for cross data systems exchange of information including the enhancement of internal databases, expansion of data system agility and responsiveness, improved performance and productivity, update of electronic data sharing confidentiality and privacy practices ▪ Includes agency wide infrastructure costs of insurance, memberships/dues, professional services, utilities, janitorial and maintenance

Administrative Cap

As part of the agency Financial Policies and consistent with AB 109 and SB 35, First 5 Alameda County has set an administrative cost cap of 15%. Costs are segregated through the year into the Program, Evaluation and Administrative areas according to guidelines and definitions set forth by First 5 California and in the Government Finance Officers Association (GFOA) First 5 Financial Management Guide.

The proposed budgets’ costs are:

2020-21 COSTS	
Program	81.71%
Evaluation	7.56%
Administration	10.73%
TOTAL	100.00%

Fiscal Impact

The fiscal impact is \$24,500,435 in budgeted expenses, a major portion of which will be funded by a combination of Prop 10 and other revenue sources amounting to \$18,373,426. The balance is expected to be funded by the use of Proposition 10 Sustainability Funds totaling \$6,127,009 in FY 2020-21.

RECOMMENDATION

That the Commission review the FY 2019-21 Budget Proposal and give feedback for clarification or changes in preparation for the final reading on June 18, 2020.

Submitted by:

DocuSigned by:
Christine Hom
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Christine Hom
Finance Officer

Reviewed by:

DocuSigned by:
Kristin Spanos
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Kristin Spanos
Chief Executive Officer

**First 5 Alameda County
Proposed Budget - Revenue
July 1, 2020 - June 30, 2021**

Revenues	Adopted Modified Budget FY2019-20	Proposed Budget FY2020-21	Change Increase/ (Decrease)	Notes
Proposition 10 Tobacco Tax Revenue	11,443,608	11,266,978	(176,630)	1
Other First 5 Income			-	
First 5 California (IMPACT)	1,970,300	-	(1,970,300)	2
First 5 California (IMPACT 2)	-	1,040,818	1,040,818	3
First 5 California (IMPACT Incentive Layer)	-	274,000	274,000	4
Children's Council of San Francisco (First 5 San Francisco/Hub)	110,000	110,000	-	5
First 5 Associations (Census 2020)	6,000	-	(6,000)	6
Total Other First 5 Income	2,086,300	1,424,818	(661,482)	
Interagency Income			-	
Alameda County Health Care Services Agency (Fathers Corp)	153,000	128,000	(25,000)	7
Alameda County Office of Education (QRIS 5)	51,298	-	(51,298)	8
Alameda County Office of Education (QRIS 6)	400,287	96,012	(304,275)	9
Alameda County Office of Education (QRIS 7) <i>projected</i>	-	444,217	444,217	10
Alameda County Office of Education (Inclusion grant)	108,500	-	(108,500)	11
Alameda County Behavioral Health Care Services Agency (ACECPC)	43,600	9,800	(33,800)	12
Alameda County Public Health Dept. (shared Technology costs)	108,000	108,000	-	13
Federal Pass-through Grants:			-	
Alameda County Public Health Dept. (Healthy Teeth, Healthy Communities)	755,287	396,170	(359,117)	14
Alameda County Public Health Dept. (Home Visiting/PHOC)	49,500	103,772	54,272	15
Alameda County Public Health Dept. (Linkage Line)	433,840	441,007	7,167	16
Alameda County Social Services Agency (CaWORKS)	717,507	717,507	-	17
California Dept. of Education (QCC QRIS Block Grant)	57,865	-	(57,865)	18
California Dept. of Education (QCC QRIS Block Grant #2)	569,102	523,312	(45,790)	19
California Dept. of Education (QCC QRIS Block Grant #3) <i>projected</i>	-	640,833	640,833	20
California Dept. of Education (ELC Workforce Development) <i>projected</i>	-	223,000	223,000	21
Total Interagency Income	3,447,786	3,831,630	383,844	
Grants			-	
Sunlight Giving	200,000	200,000	-	22
Center for the Study of Social Policy (Project DULCE)	100,000	30,300	(69,700)	23
Connecticut Children's Medical Center (HMG Early Care Integration)	3,000	-	(3,000)	24
Total Grants	303,000	230,300	(72,700)	
			-	
Fiscal Leveraging - MediCal Administrative Activities	1,500,000	1,500,000	-	25
			-	
Other Income			-	
Investment Revenue	375,000	-	(375,000)	26
Miscellaneous Revenue - Fatherhood Summit	-	90,000	90,000	27
Miscellaneous Revenue - Other	32,900	29,700	(3,200)	28
TOTAL REVENUE	19,188,594	18,373,426	(815,168)	
RESERVES			-	
Proposition 10 - Sustainability Funds	4,706,392	6,127,009	1,420,617	29
			-	
Interagency and Grants Revenues - received in prior years	890,920	-	(890,920)	30
			-	
TOTAL REVENUES & AVAILABLE FUNDS	24,785,906	24,500,435	(285,471)	
			-	

**First 5 Alameda County
Proposed Budget - Revenue
July 1, 2020 - June 30, 2021**

NOTES												
1	Prop 10 and Prop 56 tobacco tax revenue projections per First 5 California's revenue projections released May 2019											
2	Original First 5 California IMPACT 5 year grant ended June 30, 2020											
3	New First 5 California IMPACT grant has a 3 year term (July 2020 to June 2023), year 1 of 3											
4	IMPACT incentive award received in FY2018-19 will be used for planned activities in FY2020-21											
5	First 5 IMPACT Regional Training and Technical Assistance Hub for Region 4											
6	One time grant funding to support Census 2020 work in FY2019-20											
7	ACHCSA Fathers Corp award has a 5 year term (July 2017 to June 2022), currently in year 4 of 5											
8	ACOE QRIS 5 grant term ended September 30, 2019											
9	ACOE QRIS 6 grant term ends September 30, 2020											
10	Projected ACOE QRIS 7 grant term is July 2020-June 2021											
11	ACOE ELC Inclusion grant term ended June 30, 2020											
12	ACBHCS funding for ACECPC-Parent Voices for July 2020 to September 2020 (3 months)											
13	ACPHD projected annual shared technology costs to support ECChange maintenance and hosting											
14	ACPHD Dental Program (HTHC) award has 4 year term (April 2017 to Dec 2020), currently in year 4											
15	ACPHD Home Visiting/PHOC award to support one FT PHOC position (January 2020 to June 2021)											
16	ACPHD HMG Linkage Line projected 3 year award (July 2020 to June 2023)											
17	ACSSA grant renewal for CalWORKS, Workforce Pilot & Early ID support (July 2020 to July 2021)											
18	CDE QCC Block Grant #1 ended September 30, 2019											
19	CDE QCC Block Grant #2 ends September 30, 2020											
20	Projected CDE QCC Block Grant #3 grant period July 2020 to June 2021											
21	Projected CDE ELC Workforce Development 4 year award; RFA in process											
22	Sunlight Giving general support grant has a 3 year term (June 2019 to July 2022), currently in year 2 of 3											
23	CSSP funding to support Project DULCE activities through October 2020											
24	HMG National Early Care Integration grant, \$6,000 for FY18-20 (January 2019-March 2020) with \$3,000 disbursement in FY 2019-20											
25	FY2020-21 revenue is projected receipt for FY2019-20 invoices											
26	Investment income is not projected to be received for FY 2020-21											
27	One-time awards for the 2021 Fatherhood Summit (PG&E, Kaiser, Cal Endowment, CA Wellness, F5CA)											
28	Rental income from First 5 Association											
29	Use of Prop 10 sustainability funds (including \$2M for COVID-19 Community Resilience Fund) are projected to increase per First 5 California's projected revenues (see note 1)											
30	No planned use of revenue received in prior periods for expenses in FY2020-21											

First 5 Alameda County
Proposed Operating Expenditure Budget By Strategy
July 1, 2020 - June 30, 2021

	Parent Engagement & Support	Early ID	Quality Early Childhood Education	Fatherhood	Neighborhoods Ready for School	Innovation	Policy, Planning & Evaluation	Training & Capacity Building	Communications	Administration, Information and Technology	COVID-19 Community Resilience Fund	TOTAL PROPOSED BUDGET
PROPOSED FY2020-21 BUDGET												
	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21	FY 2020-21
Personnel Costs												
Salaries & Benefits	1,064,386	1,940,987	1,790,438	216,663	489,348	0	1,688,437	350,085	373,312	2,490,955	0	10,404,611
Program Contracts/Grants												
Contracts	2,387,234	607,000	1,882,200	156,500	2,956,652	200,000	365,700	224,915	21,188	450,000	2,000,000	11,251,389
Grants & Stipends	0	0	826,600	11,000	0	0	0	0	0	0	0	837,600
Professional Services*	0	17,500	146,500	27,000	10,000	0	0	85,000	0	15,000	0	301,000
Total Contracts/Grants	2,387,234	624,500	2,855,300	194,500	2,966,652	200,000	365,700	309,915	21,188	465,000	2,000,000	12,389,989
Program Operating Costs**	66,105	106,576	116,244	56,837	44,000	0	55,663	40,000	5,500	161,608	0	652,533
Infrastructure Costs	0	0	0	0	0	0	0	0	0	1,053,302	0	1,053,302
Total Direct Program Costs	3,517,725	2,672,063	4,761,982	468,000	3,500,000	200,000	2,109,800	700,000	400,000	4,170,865	2,000,000	24,500,435

* Professional Services Contracts : Contracts with individuals or vendors for time limited services that support program work (e.g. consultants, web design, etc.)

** Program Operating costs: Costs that support agency program implementation (e.g. supplies, travel, meeting costs, etc.)

First 5 Alameda County
Proposed Expenditure Budget by Expenditure Category
July 1, 2020 - June 30, 2021

Expenditures	Modified Budget FY 2019-20	Proposed Budget FY 2020-21	Difference	Variance from Prior Year	Notes
Personnel Costs	\$9,918,211	\$10,404,611	\$486,400	5%	1
Program Contracts/Grants	\$13,095,339	\$12,389,989	(\$705,350)	-5%	2
Program Operating Costs	\$729,856	\$652,533	(\$77,323)	-11%	3
Infrastructure Costs	\$1,042,500	\$1,053,302	\$10,802	1%	4
TOTAL EXPENDITURES	\$24,785,906	\$24,500,435	(\$285,471)	-1%	

Notes:

Major changes in Expenditure Category costs, between the second FY 2019-20 Modified Budget and the Proposed FY 2020-21 budget.

1. Personnel Costs

FY2020-21 proposed personnel costs reflects staffing for key operations in Programs, Communications, and Administration Information & Technology increasing from part to full time status.

2. Contracts

FY2020-21 contracts/grants reduction reflects end of external grant term funding (from Thomas J. Long Foundation and First 5 CA IMPACT) and a decrease in budgeted amounts for technology related contracts.

3. Program Operating Costs

FY2020-21 program operating costs reflect a slight reduction primarily due to realignment of expenses between categories, strategies and adjustments per external funding changes (First 5 CA IMPACT and ACPHD Healthy Teeth, Healthy Communities decreased funding in FY2020-21).

4. Infrastructure Costs

FY2020-21 infrastructure costs reflect an increase in cost of service vendors.



To: First 5 Alameda County Commission

From: Kristin Spanos, Chief Executive Officer
Christine Hom, Finance Officer

Date: April 16, 2020

Subject: FY 2020-29 Long Range Financial Plan – First Reading

ACTION REQUESTED

To review the following FY 2020-29 Long Range Financial Plan.

BACKGROUND

First 5 Alameda County has adopted a Long Range Financial Plan annually since March 2004. Adoption of a Long Range Financial Plan has been a statutory requirement of all First 5 Commissions since 2006-07.

The current LRFP was formally approved by the Commission in June 2019. An update to the LRFP is included with underlying assumptions as well as historical background information. The update reflects the Proposed Budget for FY 2020-2029 and the most recent Prop 10 Tobacco Tax revenue forecast from the California Department of Finance that was received in May 2019. The first public reading of the revised Plan will be held on April 16, 2020 and the second and final reading on June 18, 2020.

MINIMUM FUND BALANCE REQUIREMENTS

From time to time, First 5 Alameda County has used Sustainability Funds to augment operating budget needs and to meet revenue shortfalls, to the extent authorized by the Commission. The Sustainability Fund balance as of June 30, 2019 was \$35.7 million. However, this Fund may not be spent down to zero; some funds must be maintained as an operating reserve to cover ongoing cash flow requirements to act as a buffer since there are delays in receiving state tobacco tax revenues or other revenues. The policy is to maintain an amount in the Fund Balance, at a minimum, equal to six months of operating expenses plus an amount to cover fiscal obligations under the Reduction in Workforce Policy.

FISCAL IMPACT

There is no fiscal impact.

RECOMMENDATION

To review the following FY 2020-29 Long Range Financial Plan and to give feedback for clarification or changes in preparation for the final reading on June 18, 2020.

Submitted by:

DocuSigned by:
Christine Hom
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Christine Hom
Finance Officer

Reviewed by:

DocuSigned by:
Kristin Spanos
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Kristin Spanos
Chief Executive Officer



ASSUMPTIONS FOR THE REVISED LONG RANGE FINANCIAL PLAN

Presented below are the assumptions used to develop the Long Range Financial Plan.

REVENUES

FY 2019-20 figures are from the original and second revised budget approved in February 2020. For 2020-21 and subsequent years, the following revenue assumptions were used:

- Tobacco Tax** – The California Department of Finance (DoF) prepared revised projections of First 5 tobacco tax revenues in May 2019 for the period ending 2022-2023. These take into account the effects of the federal tobacco tax, other declines in state tobacco tax revenues due to newer legislation (SBx2-7 Smoking Age Increase to 21 effective June 2016, Proposition 56 \$2 dollar tobacco tax increase effective April 2017) Prop 99 and backfill amounts and other factors. The projections listed below cover the period 2020-2029.

Historically, the DoF projections have been on the conservative side; actual revenues received being equal to or higher than projections with the exception of the last fiscal year FY 2018-19. We anticipate receiving updated revenue projections from the DoF and First 5 CA this year and we will continue to forecast revenue conservatively.

<u>Fiscal Year</u>	<u>DoF Projection</u>	<u>Actual Revenue</u>
2010-2011	\$14.0m	\$14.3m
2011-2012	\$13.8m	\$14.5m
2012-2013	\$13.3m	\$13.6m
2013-2014	\$13.2m	\$13.2m
2014-2015	\$13.0m	\$13.3m
2015-2016	\$12.1m	\$13.2m
2016-2017	\$11.6m	\$12.6m
2017-2018	\$10.6m	\$11.3m
2018-2019	\$12.8m	\$12.1m
2019-2020	\$11.5m	
2020-2021	\$11.2m	
2021-2022	\$11.0m	
2022-2023	\$10.8m	
2023-2024	\$10.5m*	
2024-2025	\$10.1m*	
2025-2026	\$9.8m*	
2026-2027	\$9.4m*	
2027-2028	\$9.1m*	
2028-2029	\$8.8m*	

Based on the above DoF projection for 2020-2021, the Long Range Financial Plan assumes a 2.6% decrease in tax revenue from the prior year. Moving forward beyond 2020-21, revenues

are expected to continue decreasing at a rate of approximately 1.7% per year (2021-22, 2022-23) and then 3.5% per year through 2029 (*). If actual revenues show a significant change during the year, the projection for the current year will be brought to the Commission at mid-year, along with other budget modification proposals.

▪ **Interagency Income -**

- AC Behavioral Health Care Services funding for ACECPC Parent Voices (\$10,000)
- Funding from AC Health Care Services Agency and AC Social Services Agency to support Fathers Corps work (\$128,000)
- AC Public Health Department funding for ECChange database hosting and maintenance (\$108,000)
- AC Public Health Department funding for Help Me Grow (HMG) Linkage Line services (\$441,000)
- AC Public Health Department funding for the 0-5 component of the Dental Transformation grant (\$396,000)
- AC Public Health Department funding for Perinatal Health Outreach Coordinator positions (\$104,000)
- Pass through funding from AC Social Services Agency to support early child development activities in the Castlemont neighborhood and workforce development pilot (\$718,000)
- Funding from the AC Office of Education Block Grant 6 (\$96,000) and projected Block Grant 7 (\$444,000) to support Quality Rating Improvement Systems work
- Funding from First 5 California (IMPACT Incentive Layer) – to support local QRIS work (\$274,000)
- Funding from First 5 California (IMPACT 2) – to support local QRIS work including rating and quality improvement in child care settings (\$1,041,000)
- Funding from the Children’s Council of San Francisco for the IMPACT Local Regional T/TA Hub (\$110,000)

- **Fiscal Leveraging** – Since FY 2009-10, fiscal leveraging revenues consist entirely of federal reimbursements under the Medi-Cal Administrative Activities (MAA) program. Gross MAA revenues for the prior fiscal year are usually received 8-12 months in arrears. As a result of the perpetual time study methodology introduced by the granting agency in FY 2013-14 and the inclusion of actual client count for invoicing, revenues are expected to average approximately \$1.5 million. For the purposes of this LRF, it is assumed that programs eligible for MAA claiming will be reimbursed at this level through the 2020-21 budget year (and the entire 2017-22 Strategic Plan), and will thereafter receive a lower reimbursement of \$1 million for 2022-29 based on the reduction of any MAA generating staff.

▪ **Grants –**

- The CA Department of Education QCC QRIS Block Grant 2 (\$523,000) and projected QCC QRIS Block Grant 3 (\$641,000)
- The CA Department of Education ELC Workforce Development projected grant to support providers (\$223,000)
- Private grant revenue will be received from the Center for the Study of Social Policy to support Project DULCE activities (\$30,000)

As and when new grants are awarded, the Long Range Financial Plan will be revised accordingly.

- **Investment Revenue** – The FY 2020-21 proposed budget does not assume investment revenue due to the COVID-19 crisis and ensuing market volatility.

- **Miscellaneous Income** – Consists primarily of rental income from the First 5 Association.

EXPENSES

FY 2020-21 expenditure figures are from the current proposed budget process. For fiscal years 2020-29, total expenses have been reduced so as to leave a minimum fund balance as recommended below. The plan does not provide for any cost of living allowances or inflationary increases. In prior years these increases have been covered within the range of annual budgetary savings, and this is expected to continue in future years as well.

Use of Sustainability Funds

At \$6.1 million, the budgeted use of Prop 10 Sustainability Funds for FY 2020-21 is comprised of \$4.1 million to close the gap between revenue and projected expenses and \$2 million to support the COVID-19 Community Resilience Fund.

MINIMUM FUND BALANCE REQUIREMENTS

The Sustainability Fund cannot be spent down to zero; some funds must be maintained as an operating reserve to cover ongoing cash flow requirements to act as a buffer if there are delays in receiving state tobacco tax revenues or other revenues. The recommendation is to maintain an amount in the Fund Balance, at a minimum, equal to six months of operating expenses plus an amount to cover fiscal obligations.

HISTORICAL BACKGROUND

The Long Range Financial Plan tool was designed to strategically guide the use of First 5 Alameda County's Sustainability Fund. The Sustainability Fund was established by the First 5 Alameda County Commission as a strategy to ensure a long term commitment to funding services for children age 0-5, even as the tobacco tax revenue declined.

The Sustainability Fund is projected to be approximately \$31 million at the end of the current 2019-20 fiscal year and was accumulated in a number of ways over the past years. First, the Fund developed through the initial reserve that occurred when tax dollars were accumulated but could not be spent until a Strategic Plan was passed (Jan. 1999-Jan. 2000). Thereafter, contributions to the Sustainability Fund were intentionally budgeted over a number of years (2001-2004). Finally, budgeted funds that remained unspent were directed by the Commission to be added to the Sustainability Fund, rather than be rolled-over to the subsequent year's budget (2001-present). It is important to note however that, Sustainability Funds have been budgeted for program use since 2005-06, which means that expenses have been projected higher than revenues in each of those years, but budget savings in those years made it unnecessary to draw from the Fund. These changes have resulted in draws periodically from the Sustainability Fund only since FY 2009-10.

The following is a summary of the use of sustainability funds as indicated in the Long Range Financial Plan. The plan assumes that Sustainability Funds will continue to be used to maintain a balanced budget, throughout the plan time frame.

<u>Draw down from Sustainability for Operations (\$millions)</u>		
<u>Fiscal Year</u>	<u>Planned draw down</u>	<u>Actual amount drawn</u>
<u>FY 2009-2013 Strategic Plan</u>		
2009-10	\$6.9m	\$3.3m
2010-11	\$9.3m	\$6.7m ¹
2011-12	\$4.1m	\$0.8m
2012-13	\$9.0m	\$5.3m ²
<u>FY 2013-17 Strategic Plan</u>		
2013-14	\$1.7m	\$0.0
2014-15	\$2.3m	\$1.5m
2015-16	\$2.3m	\$1.2m
2016-17	\$4.9m	\$0.0
<u>FY 2017-22 Strategic Plan</u>		
2017-18	\$3.5m	\$0.0
2018-19	\$2.0m	\$0.0
2019-20	\$3.7m	-
2020-21	\$6.1m	-
2021-22	\$4.1m	-

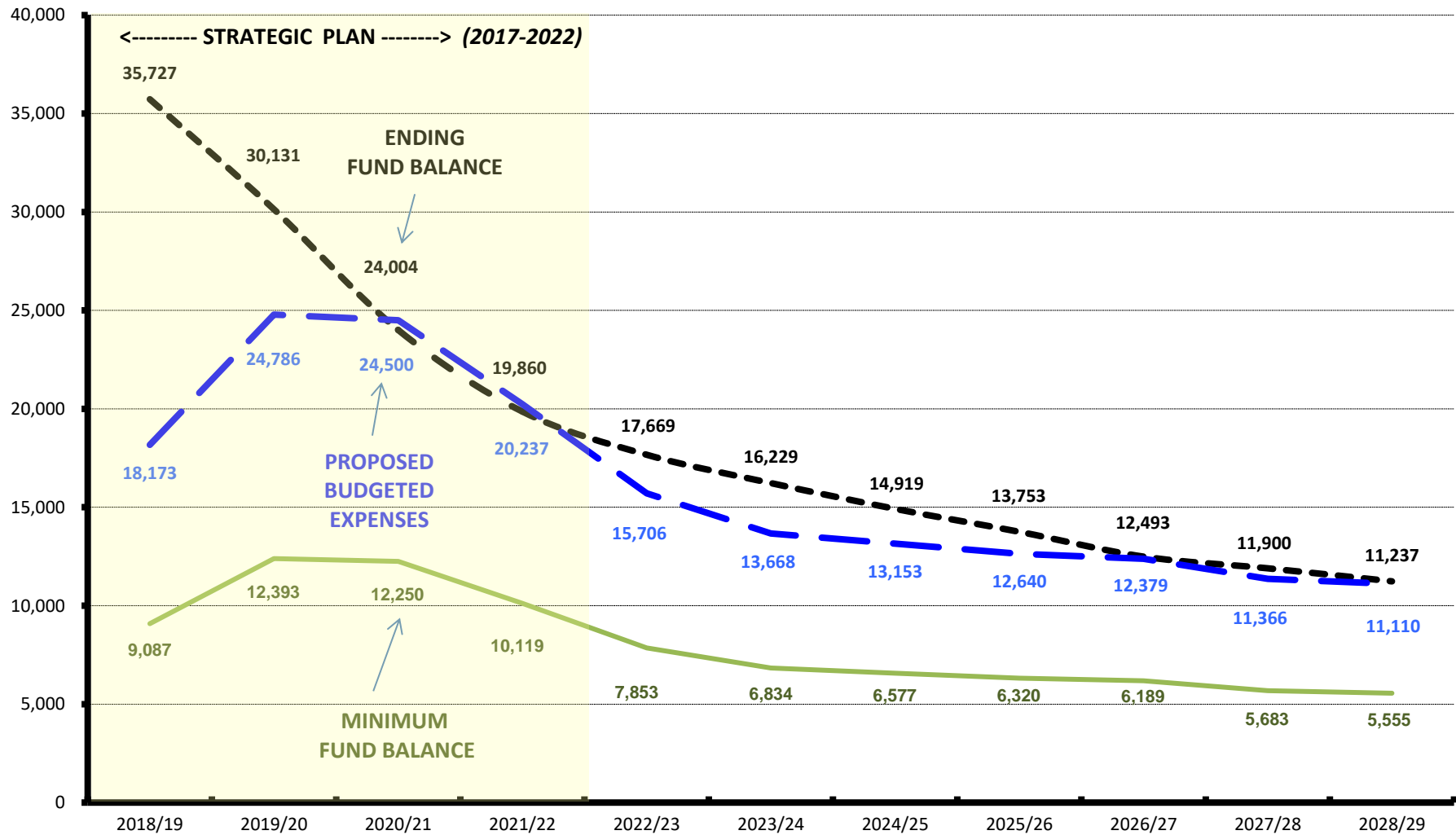
¹ Increased outlay on Contracts in order to reduce fund balance in anticipation of AB 99 – which required all First 5s to transfer half their fund balance to the State of CA by the end of 2012. AB 99 was subsequently repealed and the threat passed.

² Purchase of Office Building at 1115 Atlantic Ave., Alameda in April 2013.



Dollars in Thousands	2017 - 2022 Strategic Plan				2022 - 2025 Strategic Plan			2025-2029 Strategic Plan			
	Actual	Modified Budget	Proposed Budget		Projections			Projections			
	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
Beginning Fund Balance	34,070	35,727	30,131	24,004	19,860	17,669	16,229	14,919	13,753	12,493	11,900
REVENUES											
Prop 10 Tobacco Tax	12,132	11,444	11,267	11,006	10,809	10,560	10,190	9,834	9,490	9,157	8,837
Interagency Income											
- ACBHCS (Parent Voices/ACEPC)	15	44	10								
- ACHCSA & All IN Alameda County (Healthy Food, Healthy Families)	30										
- ACHCSA (Fathers Corps)	118	153	128	128							
- ACHCSA (Fatherhood Summit)	30										
- ACPHD/CA Wellness (Fatherhood Summit)	20										
- ACPHD Project LAUNCH (SAMHSA)	98										
- ACPHD (Data Systems Hosting and Maintenance)	114	108	108	108	108						
- ACPHD HMG Linkage Line	402	434	441	456	471	471	471	471	471	471	471
- ACPHD Dental Transformation (HTHC)	532	755	396								
- ACPHD Home Visiting/PHOC	0	50	104								
- ACSSA CalWORKS	294	718	718								
- AC Office of Educ. (QRIS Block Grant 4)	50										
- AC Office of Educ. (QRIS Block Grant 5)	462	51	0								
- AC Office of Educ. (QRIS Block Grant 6)		400	96								
- AC Office of Educ. (QRIS Block Grant 7) projected		0	444								
- AC Office of Educ. (QRIS Block Grant 8) projected				444							
- AC Office of Educ. (Inclusion Early Learning & Care Coordination)	0	109	0								
- First 5 California (IMPACT)	1,112	1,970									
- First 5 California (IMPACT Incentive Layer)			274								
- First 5 California (IMPACT 2)			1,041	973	908						
- First 5 San Francisco/Children's' Council of SF (Hub)	85	110	110	110							
- First 5 Association (Census 2020)		6	0								
Fiscal Leveraging											
- MediCal Administrative Activities (MAA)	1,900	1,500	1,500	1,500	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Grants											
State - CA Dept. of Education (Infant/Toddler Block Grant 2)	55										
State - CA Dept. of Education (QCC QRIS Block Grant)	75	58	0								
State - CA Dept. of Education (QCC QRIS Block Grant #2)		569	523								
State - CA Dept. of Education (QCC QRIS Block Grant #3) projected		0	641								
State - CA Dept. of Education (QCC QRIS Block Grant #4) projected				610							
State - CA Dept. of Education (ELC Workforce Development) projected		0	223	298							
Private - Long Foundation	300										
- Sunlight Giving		200	200	200							
- CA Wellness Foundation (Workforce Pilot)	20										
Other - Connecticut Children's Medical Center	8	3	0								
- University of Chicago/Chapin Hall	3										
- Center for the Study of Social Policy (DULCE, CQI, PE)	100	100	30								
Investment Income	1,400	375	0	240	199	177	162	149	138	125	119
Miscellaneous Income	102	33	120	20	20	20	20	20	20	20	20
TOTAL REVENUES	19,003	19,190	18,374	16,093	13,515	12,228	11,844	11,474	11,118	10,773	10,447
TOTAL EXPENSES	18,173	24,786	24,500	20,237	15,706	13,668	13,153	12,640	12,379	11,366	11,110
CASHFLOW											
Total Disbursements	18,173	24,786	24,500	20,237	15,706	13,668	13,153	12,640	12,379	11,366	11,110
(Shortfall)/Surplus Revenue over Expenses (Use of Sustainability Fund)	857	(4,706)	(6,127)	(4,144)	(2,191)	(1,440)	(1,310)	(1,166)	(1,260)	(593)	(\$663)
Prior Revenue Received	800	(890)	0								
Ending Fund Balance	35,727	30,131	24,004	19,860	17,669	16,229	14,919	13,753	12,493	11,900	11,237
MINIMUM FUND BALANCE REQUIRED (50% OR 6 Months of annual disbursement)	9,087	12,393	12,250	10,119	7,853	6,834	6,577	6,320	6,189	5,683	5,555

LONG RANGE FINANCIAL PLAN FY 2020-2029 BUDGET & FUND BALANCE (\$000s)





To: First 5 Alameda County Commission
From: Kristin Spanos, Chief Executive Officer
Date: April 16, 2020
Subject: 2018-19 First 5 California Annual Report

REQUESTED ACTION

To review and approve the 2018-19 First 5 California Annual Report.

BACKGROUND

Proposition 10 legislation requires each county Commission to conduct one public hearing on the First 5 California Annual Report. The report is a compilation of data collected from counties, including data from statewide initiatives such as IMPACT, Quality Counts California, and early childhood workforce development. Highlights from Alameda County can be found on page 32. The report also summarizes county results by four focus areas: Improved Family Functioning, Improved Child Development, Improved Child Health and Improved Systems of Care. The report can be downloaded at:

http://www.cffc.ca.gov/pdf/about/budget_perf/annual_report_pdfs/Annual-Report-18-19.pdf

FISCAL IMPACT

There is no fiscal impact for this approval.

RECOMMENDATION

To review and approve the 2018-19 First 5 California Annual Report.

Submitted by:

DocuSigned by:
Lisa Forti
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Lisa Forti
Director of Policy, Planning & Evaluation

Reviewed by:

DocuSigned by:
Kristin Spanos
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Kristin Spanos
Chief Executive Officer



FIRST 5 CALIFORNIA 2018-19 Annual Report



Our Mission

Convene, partner in, support, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California's children prenatal through 5 and their families. Promote, support, and optimize early childhood development.



Our Kids Our Future: Investing for 20 Years in California's Children

2018–19 | First 5 California Annual Report

FIRST 5 CALIFORNIA COMMISSION MEMBERS

George Halvorson, Chair

Appointed by the Governor

Lupe Jaime-Mileham, Vice Chair (Member until September 2019)

Appointed by the Governor

Molly Munger, Vice Chair

Appointed by the Speaker of the Assembly

Alejandra Campoverdi (Member until December 2018)

Appointed by the Senate Rules Committee

Jackie Majors

Appointed by the Speaker of the Assembly

Mayra Alvarez

Appointed by the Governor

Muntu Davis

Appointed by the Governor

Monica Fitzgerald

Appointed by the Senate Rules Committee

Shana Hazan

Appointed by the Senate Rules Committee

Ex-Officio Member:

Mark Ghaly

Secretary of the California Health and Human Services Agency

Kris Perry, Designee

Secretary of the California Health and Human Services Agency

Michael Wilkening (Member until March 2019)

Secretary of the California Health and Human Services Agency

Jim Suennen, Designee (Member until January 2019)

Secretary of the California Health and Human Services Agency



Message from the Executive Director

The 2018–19 Annual Report highlights the breadth of First 5 California’s mission, our shared work with First 5 counties, and our laser focus on children. The report demonstrates First 5 California’s commitment to improving outcomes for children through investments in the following key areas: 1) informing and supporting families on the early brain science demonstrating the power of talking, reading, and singing to their children; 2) advocating at the local, state, and federal levels for policies and funding to support the state’s youngest children and their families; and 3) developing a system of quality early childhood education and care. The report also outlines our county partner investments in the key areas of First 5’s mission: improving child development, child health, and family functioning.

As we enter a new decade, First 5 California is excited to move forward with implementing its new strategic plan, which was adopted by the Commission in 2019. The 2019–24 Strategic Plan provides a road map for investments, partnership strategies, and advocacy to achieve First 5 California’s vision, mission, and goals. First 5 California’s mission is to “convene, partner in, support, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California’s children prenatal through 5 and their families.” Each child deserves a strong start in life, and accomplishing this mission is only possible through the hard work of our dedicated staff, partners, and First 5 county commissions operating to bring valuable services and effective systems to children and their families.

Highlighted throughout this report are the accomplishments and collaborative efforts at both the state and local levels. They include:

- The continued success of the *Talk. Read. Sing.*® (TRS) public education campaign to inform parents and the public about the importance of early brain development through positive verbal engagement with young children. The most recent California Health Interview Survey indicates nearly 90 percent of California parents recognize the campaign and its message. Parents who have seen the TRS campaign messages are 2.9 times as likely to read to their children at least three times per week.
- First 5 IMPACT funding has increased quality improvement support to approximately 7,558 early learning and care programs serving 426,635 children statewide and represents a 96 percent increase over the last three years for sites participating in Quality Counts California, the state’s quality rating and improvement system.
- Last year, First 5’s stepped up to support communities devastated by wild fires, supporting families as they got back on their feet. Below are two examples of this good work:
 - » First 5 Butte County was heavily involved in relief efforts both during and after the Camp Fire disaster. Within months of the fire, they convened a childcare taskforce to restore child care services and ensure a focus on trauma responsiveness.
 - » First 5 Shasta County provided tens of thousands of dollars in Wildfire Recovery Grants to help child care providers rebuild, and help children and families recover from the trauma of the fires in their community.
- Together, First 5 California and our advocacy partners continue to work toward enhancing paid family leave both to provide new parents the opportunity to bond with their children, and for all Californians to care for family members in times of crisis. Guaranteed job protections, adequate wage replacement, and increased leave availability are all necessary enhancements to make Paid Family Leave accessible to all of California’s working families.

With 2019 as a key transition year across California leadership, we have renewed our commitment to the principles that have guided our service to the youngest Californians over the last 20 years. Our partnerships with the Governor, Legislature, First 5 county commissions, and all those who passionately advocate for kids and families provide a constant source of renewed optimism that California will lead the way to ensuring all children have the opportunity to thrive. I am grateful to be part of the early learning and care community who are dedicated to improving the lives of young children.



CAMILLE MABEN
EXECUTIVE DIRECTOR, FIRST 5 CALIFORNIA

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Ensuring California’s Children Receive the Best Start in Life and Thrive

PROPOSITION 10 AND THE LEGACY OF FIRST 5 CALIFORNIA

In 1998, California voters passed Proposition 10—the California Children and Families Act (the Act)—and declared the importance of investing in a better future for California’s youngest children. For two decades, the California Children and Families Commission (First 5 California) has promoted standards of quality child care and invested in the development of programs and services emphasizing improvement in early education, child care, child health and development, research, and community awareness.

STRATEGIC PLAN

In April 2019, First 5 California adopted its new Strategic Plan 2019–2024, providing a blueprint for the State Commission’s investments and the agency’s primary programs, partnerships, services, outreach efforts, and advocacy. The Plan builds on the strengths of First 5 California’s 2014 Strategic Plan, while reflecting current direction from the Commission. It also incorporates in-depth input and feedback from First 5 county commissions, numerous stakeholder groups in early childhood education and health, partner state agencies, and California families.

First 5 California’s administrative resources and declining revenues are key challenges for the Commission’s future work. Despite these challenges, however, its efforts and investments strive to be the most impactful and achievable. The Commission continues to support and advocate for the strong start young children deserve to optimize early childhood health and education.

A fundamental objective of First 5 California remains to ensure all parents of newborns in this state, and particularly those living in poverty, receive critical information about early brain development in their babies’ first months and years of life, along with comprehensive information about what they can do to shape and enhance their children’s physical, emotional, and educational well-being and future.

The vision of First 5 California is for all of the state’s children to receive the best possible start in life and thrive. The agency seeks to realize this vision by working on behalf of California’s children, prenatal through age 5, and their families to create a comprehensive, integrated, culturally competent, and equitable system that optimizes early childhood development. First 5 California’s mission is to serve as a convener and partner that both supports and leads the movement to create and implement this system.

The agency’s work is driven by its values, including a commitment to equity, collaboration, civic engagement, accountability, and sustainability. The agency’s efforts are focused within the Plan on three strategic priority areas derived from the Act: Child Health, Child Development, and Family Functioning. The Plan also outlines three supportive strategies that represent the primary work and key activities that will be developed and implemented by First 5 California: Children and Families, Community Partners, and Policy and Systems.

For more information about the Strategic Plan, please go to First 5 California’s website at http://www.cafc.ca.gov/pdf/about/budget_perf/F5CA_StrategicPlan_2019-24.pdf.





BUILDING PUBLIC WILL AND INVESTMENT

First 5 California's Children's State Policy Agenda guides the agency's efforts to advocate for the strong start all children deserve, with an emphasis on optimizing early childhood development and reducing childhood poverty for children prenatal through age 5 and their families. The Commission's 2019–20 Policy Agenda reflects First 5 California's commitment in its Strategic Plan to participate and lead in the area of civic engagement, and the recognition of the Commission's responsibility to the people of California to ensure the wise and effective use of public funds.

In its 2019–2024 Strategic Plan, First 5 California continues its commitment to engage and lead in building public will and investment to support the optimal wellbeing and development of children prenatal through age 5, their families, and communities. The Strategic Plan also recognizes First 5 California must engage in partnerships with First 5 county commissions, stakeholders, and other allies from local to federal levels in order to be successful in institutionalizing efforts to advance child-centered policies and increase these crucial investments.

First 5 California serves as a convener and partner in state policy conversations, collaborating with First 5 county commissions, state agencies, stakeholders, and other advocates to convene, align, support, and strengthen statewide advocacy efforts to realize

shared goals. First 5 California continued to expand its policy and advocacy engagement in 2019, guided by its Policy Agenda. The Policy Agenda is focused on the following four areas the Commission identified as its top state policy priorities, including targeted goals within each priority area to achieve a seamless statewide system of integrated and comprehensive programs for children and families:

Resilient Families and Communities

- Support effective parent education and engagement, including parent engagement on child brain development and *Talk. Read. Sing.*®
- Support sustainability of Family Resource Centers and other comprehensive community hubs for integrated services for children and families
- Increase supports for breastfeeding, paid family leave, and baby-friendly policies for all families in all settings
- Expand voluntary home visiting programs

Child Health

- Protect children and families' access to health care, and support coordination across the health care system to ensure affordable and comprehensive health insurance coverage and services for every child and mother, prenatal through age 5

- Support and promote universal developmental screenings, assessment, referral, and treatment

Early Learning

- Expand access to quality early care and education programs for children ages 0 to 3
- Support implementation of high-quality universal preschool access for all low-income four-year-old children, and high-quality transitional kindergarten and kindergarten statewide
- Define, measure, and achieve learning readiness for all California children prior to kindergarten
- Support a high-quality early learning workforce through strengthened qualifications, compensation, stability, diversity, and robust professional development systems
- Promote statewide access to and participation in successful quality improvement systems

First 5 Revenue

- Promote inclusion of funding for children ages 0 to 5 and their families in existing and new revenue policy discussions
- Promote regulation of tobacco-related products, including electronic cigarettes, and sustainability of licensing and enforcement programs
- Promote inclusion of funding for prenatal and 0 to 3 two-generation prevention strategies in Proposition 64 Memorandum of Understanding for prevention dollars

ACCOUNTABILITY: FUNDING AND AUDIT RESULTS

Under the Act, the California Department of Tax and Fee Administration collects an excise tax levied on all tobacco products and deposits the revenue into the California Children and Families Trust Fund, allocating 20 percent to First 5 California and 80 percent to county commissions. In FY 2018–19, First 5 California received \$68.1 million and county commissions received \$272.5 million.

The amount of funding allocated annually to each county commission is based on the annual number

of births in the county relative to the total number in the state. Each county must prepare an annual independent audit subject to guidelines prepared by the State Controller’s Office. The counties invest their dollars in locally designed programs, as well as in First 5 California’s statewide programs as match funding. First 5 county commissions use their funds to support local programs in four result areas:

- Improved Family Functioning
- Improved Child Development
- Improved Child Health
- Improved Systems of Care

First 5 California’s Program Management Division and Administrative Services, Evaluation, Executive, Communications, External and Governmental Affairs, Fiscal Services, Contracts and Procurement, and Information Technology Offices provide staff support for the following functions, operations, and systems:

- Fiscal management of the California Children and Families Trust Fund
- Tax revenue disbursements to county commissions
- Audits and annual fiscal reports
- Local agreement and program disbursement management
- Public education and outreach
- Evaluation of First 5 California programs
- Procurement and contract management
- Workforce recruitment and development
- Information technology
- Business services
- Legislative advocacy efforts

The administration of these and other programs is consistent with all applicable State and Federal laws, rules, and regulations. The State Controller’s Office conducts an annual review of the 58 county commissions’ independent audits. In October 2018, the Controller published its review of the counties’ audits for FY 2016–17, summarizing several findings contained in the local audits, but did not deem any of them significant enough to withhold funding. Audits can be viewed on First 5 California’s website

at http://www.cafc.ca.gov/pdf/about/budget_perf/annual_report_pdfs/etc/AR_SCO_Audit_Report_2016-2017.pdf.

LEGISLATIVE AND BUDGET ENGAGEMENT

First 5 California continued to garner awareness of the importance of First 5-funded programs and significant state-level support for its Children’s Policy Agenda goals from policymakers, advocacy partners, and other stakeholders during the 2019 state legislative and budget session. By expanding the reach of First 5 California’s policy education efforts, deepening its advocacy partnerships, and continuing its commitment to shared priorities with its partners and leaders in the Legislature and the Administration,

significant gains were made in each priority area.

The year 2019 marked the first year of Governor Gavin Newsom’s Administration, and with the new Administration came significant budget wins for the state’s youngest children and their families. Through shared advocacy efforts between First 5 California and its early childhood education and care partners and leaders in the Legislature, over \$2 billion in early childhood investments were included in Governor Newsom’s inaugural Budget Act for the 2019–20 year. First 5 California and the Early Care and Education (ECE) Coalition were successful in advocating for an expansion in child care access, crucial facilities and workforce development infrastructure, and a new early childhood funding stream derived from Proposition 64 marijuana revenues.

In addition to putting forth a robust Parents Agenda that prioritizes strategic investments in California’s child care and early learning system, paid family leave, home visiting, developmental and trauma screenings, cash assistance to families with children, and child savings accounts, Governor Newsom reaffirmed in his first Budget his long-term commitment to children’s issues by establishing key infrastructures to ensure a comprehensive, sequenced, and thoughtful policy approach. This infrastructure includes the call for a Master Plan for Early Learning and Care to guide the state’s investments in early childhood education and family strengthening supports; the establishment of an Early Childhood Policy Council to advise the Governor, Legislature, and Superintendent of Public Instruction on statewide early learning and care policy; and the formation of a Paid Family Leave Task Force to develop recommendations for how to expand Paid Family Leave to allow all California babies to be cared for by a parent or close relative for up to six months by 2021–22.

The year 2019 was an active year for policies supporting young children and families, and First 5 California once again sponsored legislation. After facilitating an 18-month stakeholder workgroup process to develop policy recommendations, First 5 California co-sponsored AB 125 (McCarty) and SB 174 (Leyva) with the Child Care Resource Center (CCRC) and EveryChild California to establish a single regionalized state reimbursement rate system—called the Child Care Stabilization Formula—for child care, preschool, and early learning services. Together, the



bills would adopt a policy for a sequenced approach that takes steps toward ensuring all child care providers and teachers are fairly and competitively compensated. AB 125 and SB 174 remain alive as two-year bills to allow time for the Administration to review the policy recommendations proposed by the legislation and determine how they fit into the Master Plan for Early Learning and Care.

First 5 California also co-sponsored AB 324 (Aguilar-Curry), the Dion Aroner Child Care Workforce Act of 2019, with CCRC and the Service Employees International Union (SEIU), to create streamlined standards for professional support stipends provided under the AB 212 program, based on the early care and education field's best practices to support teacher professional development and higher education attainment, and expand these stipends to more providers. First 5 California staff were pleased to see the 2019–20 Budget Act adopt part of the policies of AB 324, designating \$195 million for the Early Learning and Care Workforce Development Grants Program and developing guidelines for the use of funds. Unfortunately, the remaining goal of requiring the California Department of Education to create guidelines for the use of AB 212 funds that align to the standards governing the new Workforce Development Grants was not included as part of the Budget Act, and AB 324 was held in the Senate. First 5 California and the California Department of Education have committed to work together in the coming year to achieve this goal administratively.

In follow-up to First 5 California's 2017 sponsor bill, SB 63 (Jackson), which expanded paid family leave job protections, this year First 5 California co-sponsored SB 135 (Jackson) with Legal Aid at Work and the California Employment Lawyers Association which would further expand state family leave job protections and create parity between bonding and sick leave eligibility in California. SB 135 also would expand the definition of family members for the purpose of caregiving to include a grandparent, grandchild, sibling, parent-in-law, child-in-law, or "designated person," to allow for diverse caregiving needs and multigenerational families. This legislation would ensure more California workers who have been paying into the Paid Family Leave insurance program are able to take leave without risk of losing their jobs or



their health insurance. SB 135 remains alive as a two-year bill to allow time for the Governor's Paid Family Leave Task Force to develop their recommendations on the future and sequencing of California's family leave policies. The Task Force is slated to release their recommendations in January 2020 which will cover a variety of issues, including job protections.

First 5 California is committed to building on its 2019 advocacy achievements by continuing to strengthen its partnerships with stakeholders, and its efforts to build policymakers' knowledge base and investment in shared priorities. Capitalizing on the momentum and commitment to early childhood education and care from the Administration and the Legislature, First 5 California staff and partners pledge to work with the Administration, State Superintendent of Public Instruction, Master Plan for Early Learning and Care and Early Childhood Policy Council teams, and the Legislative Women's Caucus as these entities work together to develop a road map for building a stronger, more comprehensive, high-quality early learning system for all California's children, and determine how best to invest scarce resources in this crucial foundation for lifelong success. In doing so, the agency will continue to build on this year's successes and continue working toward the underlying Strategic Plan goal to ensure all children prenatal through age 5 have the resources, foundation, and systems of support they need to thrive.



Serving California’s Young Children, Parents, and Teachers

FOUR RESULT AREAS

First 5 California tracks progress in four result areas to inform evidence-based funding decisions, program planning, and policies:

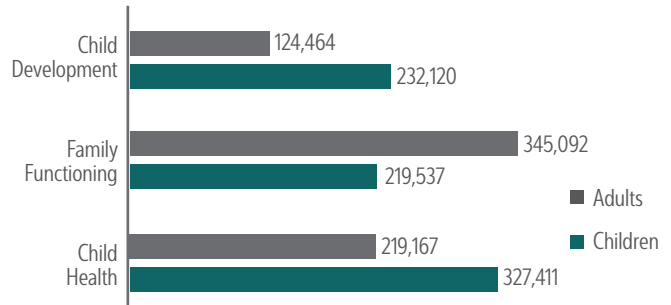
- Improved Family Functioning
- Improved Child Development
- Improved Child Health
- Improved Systems of Care

These result areas comprise a framework for reporting early childhood investments. This reporting framework provides a statewide overview of the number, type, and costs of services provided to children and adults for a particular fiscal year. Stakeholders can use this information as one source to determine impact and resource allocation from First 5 county commissions statewide.

Exhibit 1 contains the total numbers of services provided to children ages birth to 5 and adults (including primary caregivers and providers) in FY 2018–19 for Improved Family Functioning, Improved Child Development, and Improved Child Health. First 5 county commissions provided a total of 779,068 child services and 688,723 adult services. The distribution of expenditures in these three result areas totals \$322 million (Exhibit 2).

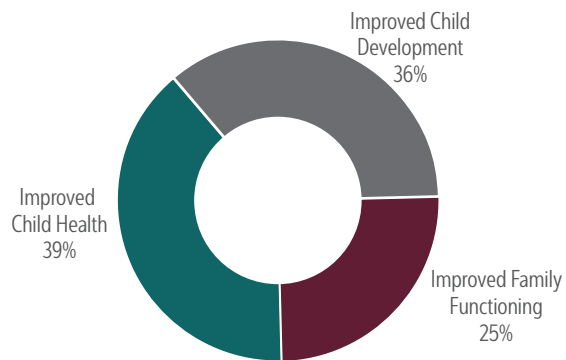
The result area, Improved Systems of Care, with expenditures of \$83 million, differs from the others. It consists of programs and initiatives that support program providers in the other three result areas. The four result areas combined have total expenditures of \$405 million.

Exhibit 1: Total Number of Services Provided to Children Ages 0 to 5 and Adults in FY 2018–19 Across Result Areas



*Totals for Adults include both Primary Caregiver and Provider counts

Exhibit 2: Total Expenditures for Children Ages 0 to 5 and Adults in FY 2018–19 by Result Area



*Adults include both Primary Caregivers and Providers

Source: County Revenue and Expenditure Summary, November 2019



First 5 County Commission Program Result Areas

First 5 county commissions are required to report to First 5 California their annual expenditure and service data on their programs. In collaboration with the First 5 Association, First 5 California developed and adopted guidelines to standardize data collection. Counties report program service data under the four result areas. These data have been aggregated to the State level. Data reported are from programs funded by both county and state First 5 commission dollars (Appendix A) using specific definitions for each result area (Appendix B).

IMPROVED FAMILY FUNCTIONING

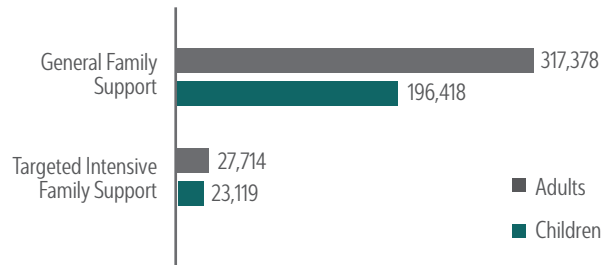
Family Functioning includes the categories General Family Support and Targeted Intensive Family Support. Services include instruction on general parenting topics, support for basic family needs and case management, parent education and literacy, referrals to community resources, and assistance for parents and families; and support to schools and educational institutions, nonprofit community-based agencies, government agencies, and private institutions.

In FY 2018–19, First 5 county commissions provided a total of 219,537 services to improve family functioning for children ages 0 to 5, with 196,418 child services in General Family Support and 23,119 child services in Targeted Intensive Family Support.

First 5 county commissions provided a total of 345,092 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 317,378 adult services in General Family Support and 27,714 adult services in Targeted Intensive Family Support. Exhibit 3 displays the numbers of services provided.

First 5 county commissions expended \$80 million to improve Family Functioning, with 53 percent of expenditures in General Family Support and 47 percent of expenditures in Targeted Intensive Family Support. Exhibit 4 shows the distribution of expenditures by service category.

Exhibit 3: Family Functioning—Total Number of Services Provided to Children Ages 0 to 5 and Adults in FY 2018–19 By Service



*Totals for Adults include both Primary Caregiver and Provider counts

Exhibit 4: Family Functioning—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 2018–19 By Service



*Adults include both Primary Caregivers and Providers
Source: County Revenue and Expenditure Summary, November 2019

IMPROVED CHILD DEVELOPMENT

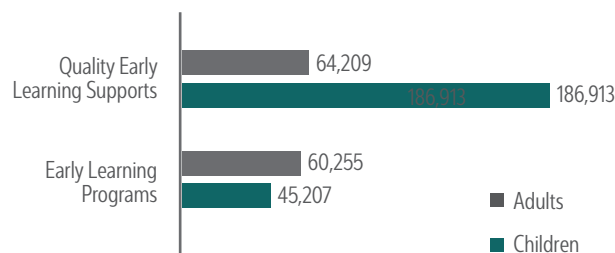
Child Development includes the categories Quality Early Learning Supports and Early Learning Programs. Programs include professional development for educators, high-quality preschool, services for diverse populations, and school readiness.

In FY 2018–19, First 5 county commissions delivered 232,120 child development services to children ages 0 to 5, with 186,913 child services in Quality Early

Learning Supports and 45,207 child services in Early Learning Programs.

First 5 county commissions provided 124,464 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 64,209 adult services in Quality Early Learning Supports and 60,255 adult services in Early Learning Programs. Exhibit 5 displays the numbers of services provided.

Exhibit 5: Child Development—Total Number of Services Provided to Children Ages 0 to 5 and Adults in FY 2018–19 By Service



*Totals for Adults include both Primary Caregiver and Provider counts

In FY 2018–19, county commissions expended \$117 million to improve Child Development, with 66 percent of expenditures in Quality Early Learning Supports and 34 percent of expenditures in Early Learning Programs. Exhibit 6 shows the distribution of expenditures by service category.

Exhibit 6: Child Development—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 2018–19 By Service



*Adults include both Primary Caregivers and Providers
Source: County Revenue and Expenditure Summary, November 2019

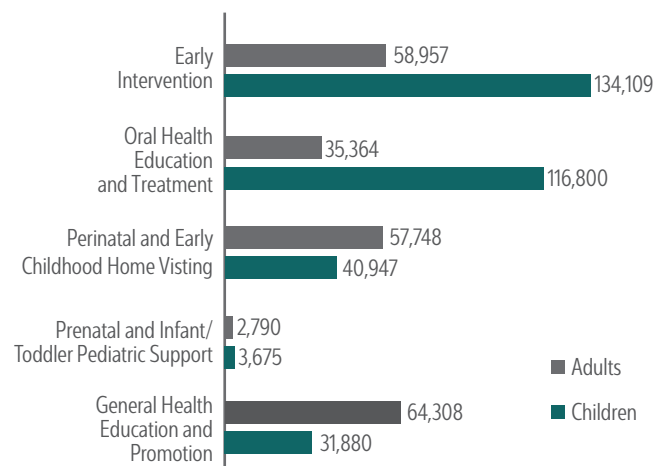
IMPROVED CHILD HEALTH

First 5 county commissions fund a variety of Child Health services that promote identification, treatment, and elimination of risks that threaten health and cause developmental delays and disabilities. First 5 Child Health services are far-ranging and include the categories General Health Education and Promotion, Perinatal and Early Childhood Home Visiting, Prenatal and Infant/Toddler Pediatric Support, Oral Health Education and Treatment, and Early Intervention.

In FY 2018–19, First 5 county commissions provided a total of 327,411 child services designed to improve Child Health to children ages 0 to 5, with 31,880 child services in General Health Education and Promotion, 40,947 in Perinatal and Early Childhood Home Visiting, 3,675 in Prenatal and Infant/Toddler Pediatric Support, 116,800 in Oral Health Education and Treatment, and 134,109 in Early Intervention.

First 5 county commissions provided 219,167 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 64,308 adult services in General Health Education and Promotion, 57,748 in Perinatal and Early Childhood Home Visiting, 2,790 in Prenatal and Infant/Toddler Pediatric Support, 35,364 in Oral Health Education and Treatment, and 58,957 in Early Intervention. Exhibit 7 displays the numbers of services provided.

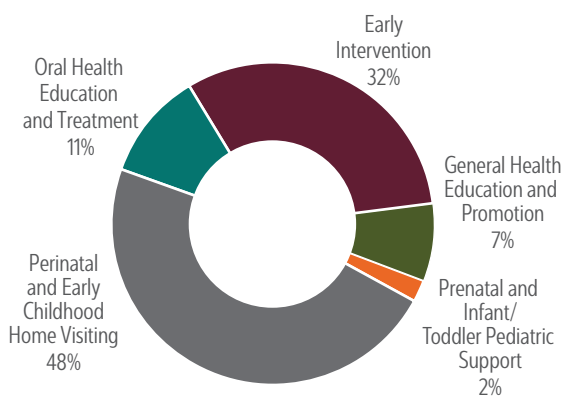
Exhibit 7: Child Health—Total Number of Services Provided to Children Ages 0 to 5 and Adults in FY 2018–19 By Service



*Totals for Adults include both Primary Caregiver and Provider counts

In FY 2018–19, county commissions expended \$126 million to improve Child Health, with 7 percent of adult services in General Health Education and Promotion, 48 percent in Perinatal and Early Childhood Home Visiting, 2 percent in Prenatal and Infant/Toddler Pediatric Support, 11 percent in Oral Health Education and Treatment, and 32 percent in Early Intervention. Exhibit 8 shows the distribution of expenditures by service category.

Exhibit 8: Child Health—Distribution of Expenditures for Children Ages 0 to 5 and Adults in FY 2018–19 By Service



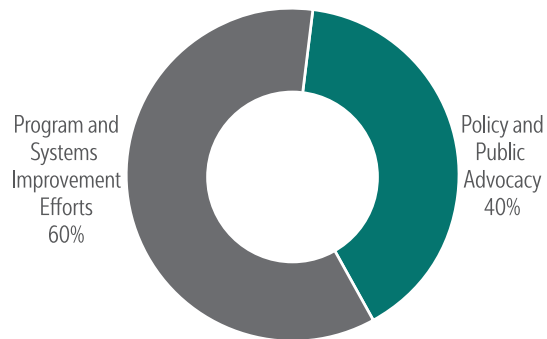
*Adults include both Primary Caregivers and Providers
Source: County Revenue and Expenditure Summary, November 2019

IMPROVED SYSTEMS OF CARE

Systems of Care addresses system-wide structural supports as county commissions effectively work toward achievement in the result areas of Family Functioning, Child Health, and Child Development. For example, interagency collaboration allows coordinated wrap-around efforts from multiple organizations providing targeted services. Since this result area is at a systems level, counties do not report numbers of children and adults served. Expenditure data indicate that for FY 2018–19, county commissions expended

\$83 million to improve Systems of Care (Exhibit 9), with 40 percent toward Policy and Public Advocacy, and 60 percent of expenditures toward Program and Systems Improvement Efforts.

Exhibit 9: Systems of Care—Distribution of Expenditures in FY 2018–19 by Service



Source: County Revenue and Expenditure Summary, November 2019

POPULATIONS SERVED

Statewide, 30 percent of children served were under 3 years old, 45 percent were ages 3 to 5 years old, and 25 percent were ages unknown. Adults included Primary Caregivers such as parents and other family members (93 percent), and Providers (7 percent). With respect to primary language of children served, services were provided to English speakers 62 percent of the time and to Spanish speakers 32 percent of the time. While children and adults from all race/ethnic groups received services, for those with a reported race/ethnicity, Latinos were the largest recipient group (55 percent), followed by Whites (18 percent).



Child Development Focus

FIRST 5 IMPACT

First 5 California completed the fourth year of First 5 IMPACT (Improve and Maximize Programs so All Children Thrive), a five-year, \$190 million investment that provides funding for the implementation of local quality rating and improvement systems (QRIS). Specifically, First 5 IMPACT supports the improvement of quality early learning and care settings across the entire continuum—from alternative settings and family, friend, and neighbor care, to family child care homes, centers, and preschools. Building on the previous success of California’s Race to the Top-Early Learning Challenge grant, First 5 IMPACT supports a network of local quality improvement efforts, forges partnerships with all 58 counties via 48 consortia, builds on past First 5 California programs, and aligns with and leverages federal, state, and local investments.

For FY 2018–19, local consortia participating in First 5 IMPACT reported over 6,000 sites, or approximately 79 percent of all sites participating in QRIS, were supported in full or in part with First 5 IMPACT funding.

Regional Coordination and Training and Technical Assistance Hubs (Hubs) continue to be a central source of support for consortia. Funded through First 5 IMPACT, Hubs support efficiencies in data collection and data systems, assessor management for rating and assessment tools, and provide assistance with local and regional training needs.

In addition to regional Hubs and First 5 California staff, ongoing support for the implementation of First 5 IMPACT is provided through a contract with the WestEd Center for Child and Family Studies. In FY 2018–19, contract work continued to focus on systems building and alignment, support for the work of the Hubs, developing a QRIS website and communications plan, and supporting the Quality Counts California system in informing the Governor’s direction and prioritization of early learning and care.

In July 2019, the First 5 California Commission approved \$103 million over three fiscal years (2020–21 through 2022–23) to continue First 5 California’s efforts to expand statewide participation in Quality Counts California through IMPACT 2020. IMPACT 2020

will focus on underserved and high need populations by prioritizing settings that do not receive other state or federal funding such as family child care provider; family, friend, and neighbor care; and other private market settings serving vulnerable populations such as infants and toddlers, and families who receive vouchers.

QUALITY COUNTS CALIFORNIA

Quality Counts California (QCC) is a statewide system of locally-implemented Quality Rating and Improvement Systems (QRISs) that provide resources and support to early learning and care providers so they can create engaging and effective experiences that help children grow and thrive. California’s statewide QRIS, QCC, is funded in large part by First 5 IMPACT, in addition to state and federal funding administered by the California Department of Education (CDE). QCC has created partnerships between state and local entities through the QCC Consortium. The QCC Consortium includes local lead agencies, representatives of First 5 California and the CDE. Through this partnership, state and local leaders are able to come together to discuss topics and issues related to local and state level QRIS implementation.

All early learning sites participating in QCC, report using the statewide common data file, which is inclusive of all of the state’s QRIS funding streams. This data provides First 5 California and the CDE an efficient and collaborative method for receiving information about each county participating in QRIS. As of June 30, 2018, there were over 7,500 participating QRIS sites across the state, an 11 percent increase from the previous fiscal year. Of the total, 54 percent were centers, 36 percent were family child care homes, and 10 percent were alternative sites such as libraries, home visiting programs, family resource centers, and family, friend, and neighbor providers.

Local consortia reported QCC has provided a statewide common effort and unified vision for improving the quality of early learning sites in the state, and most identified great success in the areas of provider participation in training and professional development, maintaining strong collaborative

partnerships, and programs and providers valuing participation in quality improvement efforts. Local consortia also identified the regional Training and Technical Assistance Hubs as very effective in facilitating communication across consortia, offering high-quality trainings that meet the needs of local consortia, and supporting the use of data to guide continuous quality improvement decisions.

In addition to First 5 IMPACT and CDE Block Grant funding, consortia continue to report new or leveraged funding sources identified to support QCC. Those include county sales tax ballot measures, city/county

funds, higher education partners, private foundations/philanthropy organizations, and other federal funding sources (Head Start, Early Head Start-Child Care Partnership Grant, and more).

Throughout FY 2018–19, the QCC website has continued to expand, adding audience specific webpages, a calendar of events, county specific profile pages, and an expanded format for formal messaging around the importance of quality early learning. The QCC website continues to add information regarding local QRIS efforts to support early learning providers, and connections to local resource and referral agencies for parents and families looking for quality child care. In addition to website expansion, the QCC Digital Development and Communication Team convened a group of stakeholders to develop a statewide definition of quality, “Quality early learning and care means learning environments, relationships, interactions, and activities that support all children’s growth and development to prepare them for success in school and life.”

In the upcoming fiscal year, the QCC Consortium will continue to increase their implementation capacity to include additional local providers in QRIS, increase efforts to message locally and statewide about the importance of high-quality early learning and care programs, and refine other aspects of the system to maximize available funding and create efficiencies statewide.

For more information on QCC, visit the website at <https://qualitycountscalifornia.net/>.

SMALL COUNTY AUGMENTATION

In the Small Population County Funding Augmentation (SPCFA) program, First 5 California provides supplemental funding above the legislated allocation of annual tax revenues to First 5 commissions in 20 counties with the smallest proportion of statewide births.

Initiated in FY 1999–2000, the First 5 California Commission provided funding of up to \$200,000 to small population counties to help ensure the implementation of the California Children and Families Act (Proposition 10) as a statewide effort. On January 26, 2017, the State Commission approved an annual investment of up to \$8.625 million in additional funding over four years (July 1, 2017–June 30, 2021) for 20 small population county commissions to ensure



core operations and services for children and families in these communities. For FY 2018–19, small counties expended approximately \$4.5 million.

In order to participate in SPCFA, counties agree to terms outlined in a Local Assistance Agreement framework to implement successful local systems, measure outcomes, monitor progress, and demonstrate quality improvement in at least one of three focused investment areas of Child Health, Family Support and Strengthening, and Early Learning and Development.

During FY 2018–19, approximately 15,235 children and 10,943 adults received services from SPCFA-funded programs across the 20 SPCFA counties. From most to least common, the percent of counties with programs in each focused investment area was Family Support and Strengthening (44 percent), Early Learning and Development (33 percent), and Child Health (23 percent).

Of the 80 programs implemented with SPCFA funds, 33 percent were evidence-based, 45 percent were evidence-informed, 6 percent were health-focused, and 16 percent were described as “other.” All SPCFA counties funded at least one evidence-based or evidence-informed program.

Key evidence-based programs continued to include the Nurturing Parents Home Visiting Program, Parents as Teachers Home Visiting Program, Raising a Reader, and Positive Parenting Program (Triple P).

EDUCARE

The Educare Quality Early Learning Model¹ provides comprehensive early learning services beginning at birth through preschool. Early brain science demonstrates how early learning services are necessary to narrow the achievement gap for at-risk children so they have the foundation they need to thrive in school and beyond. Research on early brain development demonstrates poverty and toxic stress can negatively impact a child’s cognitive development and ability to learn.²

California children from low-income families typically enter kindergarten 12 to 14 months behind the national average in pre-reading and language skills.³ A study conducted by the Frank Porter Graham Child Development Institute at the University of North Carolina at Chapel Hill found that low-income children (including children who are dual language learners)



who enroll in Educare as infants or toddlers enter kindergarten with the same skills as their middle-income peers.⁴ The Educare model also supports intensive family engagement to foster strong parent-child relationships, family well-being, and ongoing learning and development for both parents and children.

In 2010, the First 5 California Commission voted to become an inaugural funder in bringing the public-private Educare Quality Early Learning Model to California. The Commission dedicated \$6 million to support the launch, operation, and evaluation of the first California Educare centers in Santa Clara and Los Angeles counties. First 5 California’s investment in California’s two Educare sites funds high-quality classroom elements, which have proven to increase the quality of early learning programs through improved teacher-child interactions.

Through funding from First 5 California and other national, state, and local public and private partners, Educare California at Silicon Valley opened its doors in the 2015–16 school year and serves 168 Santa Clara County-area children and families. The center is co-located with Santee Elementary School, and operates in partnership with First 5 Santa Clara, the Santa Clara County Office of Education Early/Head Start and State Preschool programs, and the East Side Union High School Child Development Program.⁵

Educare of Los Angeles at Long Beach, a public-private partnership lead by Long Beach Unified School District and the Los Angeles Chamber of Commerce, opened its stand-alone facility located on the Barton

Elementary School campus in the Long Beach Unified School District in 2018, after a soft-launch during the 2017–18 school year in its temporary facility. With the opening of Educare of Los Angeles at Long Beach’s permanent campus in July 2018,⁶ the school now serves 182 students and parents.

FUNDED RESEARCH

California Health Interview Survey

The First 5 California Commission approved \$1.7 million to continue funding the California Health Interview Survey (CHIS), conducted by the UCLA Center for Health Policy Research for Fiscal Years 2019–20 and 2020–21. First 5 California is the primary funder of the CHIS Child Questionnaire that collects information from parents on topics, including childcare and preschool participation and perception, positive parenting activities (parents or caregivers reading, singing, going out to play with their children, knowledge of the *Talk. Read. Sing.*[®] campaign), breastfeeding practices, health status

and conditions, child oral health, developmental screening and referrals, languages spoken at home and English proficiency of parent, and receipt and use of First 5 California’s *Kit for New Parents*. This funding also supports online public access to CHIS via the AskCHIS data query tool (ask.chis.ucla.edu), AskCHIS Neighborhood Edition mapping (askchisne.ucla.edu), and published research reports (healthpolicy.ucla.edu/chis).

In June 2019, UCLA published the policy brief, *Parental Reading and Singing to California’s Young Children—Trends, Predictors, and Association with the Talk. Read. Sing.[®] Campaign*. Researchers employed multiple statistical methods to analyze CHIS data, 2005 through 2016. Key findings of the study included:

- Nearly 90 percent of parents read and sing to their children three times or more per week.
- A high proportion (87 percent) of parents with children birth through 5 years of age recognize *Talk. Read. Sing.*[®] campaign messages.
- Parents who had seen *Talk. Read. Sing.*[®]



campaign messages were 2.9 times more likely to read to their child three days a week or more and 2.3 times more likely to sing to their child three days a week or more, compared to parents who had not seen the messages.

- Parents who are foreign-born or who speak Spanish at home are less likely to read or sing to their young children than both their U.S.-born counterparts and those who do not speak Spanish at home. The *Talk. Read. Sing.*® message remains especially important for these groups.

DUAL LANGUAGE LEARNER PILOT

First 5 California's Dual Language Learner (DLL) Pilot Study is examining culturally and linguistically responsive and effective intentional teaching, family engagement, and professional development strategies for DLLs. First 5 California's investment in the study is approximately \$20 million—\$7.5 million for the evaluation and \$12.5 million to support counties and regions to participate in the evaluation and expand effective practices. The Pilot study is led by a research team at the American Institutes for Research (AIR) and will continue through June 2021.

AIR identified 16 counties in which to conduct the Pilot study, including Butte, Calaveras, Contra Costa, Fresno, Los Angeles, Monterey, Orange, Riverside, Sacramento, San Diego, San Francisco, Santa Barbara, Santa Clara, Sonoma, Stanislaus, and Yolo. The counties were chosen scientifically to ensure diversity of language and age groups across different early learning and care setting type. In 2018–19, AIR interviewed leaders in the 16 study counties and created a brief describing the landscape of policies, practices, and experiences related to serving DLLs in ECE settings through the county-level perspectives. AIR also surveyed site directors from early learning settings, some of which were recommended by the county agencies and others that were randomly



selected, to explore policies and practices at the site level and identify study settings. First 5 California initiated contracts with lead agencies in the 16 counties to support engagement of early learning settings and disseminate incentives to educators and parents participating in the second phase of the study.

The second phase of the study (began summer 2019) looks at how specific instructional and family engagement strategies support child outcomes, with attention to differences in age (infants and toddlers, preschoolers), setting type (family child care, center-based programs, and unlicensed community settings), and language groups (home languages beyond Spanish).

The study will provide information, fill gaps in research, and inform policy about effective and scalable strategies, and the conditions under which they are effective. The findings also inform outreach and education strategies to increase early educators', families', and the public's awareness about the benefits of bilingualism and home language.



Parent Support Focus

PARENT WEBSITE

While first5california.com has historically served as First 5 California’s main portal for parent engagement on child health, education, literacy, child development, and smoking cessation, in recent years, it has expanded to incorporate more information about early brain development, including activities, downloadable resources, and links to organizations that support families. In early 2017, new content was integrated into the site to support the launch of the “Smarter Birds” campaign, including tips, information, *Talk. Read. Sing.*® and an array of new brain building activities for babies, toddlers, and preschoolers. In FY 2018–19, the parent site had 216,317 unique visits and 536,230 page views. Building upon the momentum of this campaign, the parent website will be transforming its look and usability in early 2020. It will contain even more information for parents and caregivers.

SOCIAL MEDIA

The parent website also links to multiple social media channels, including Facebook, Instagram, Pinterest, and YouTube. Across most platforms, followers receive regular posts that highlight simple, actionable tips and ideas surrounding early brain development and beyond—everything from activities to words of encouragement. As of June 30, 2019, First 5 California’s Facebook audience was at 214,507 followers. Instagram was at 6,433 followers, and Pinterest was at 1,404 followers.

KIT FOR NEW PARENTS

The award-winning *Kit for New Parents* targets hard-to-reach and low-income families, providing key information and resources for first-time parents, grandparents, and caregivers. Handed out at birth, the *Kit* is one foundational resource to support parents with the most important job anyone can succeed at—parenting. The *Kit* is intended to put crucial materials at a parent or caregiver’s fingertips on day one.

Since 2001, First 5 California has distributed the *Kit* free-of-charge to local hospitals, physicians, and



community groups to reach new parents. The *Kits* are available in English, Spanish, Chinese, Korean, and Vietnamese.

The *Kit* is a colorful, reusable bag containing a health handbook, a baby board book, a WIC mobile website flyer, a poison control brochure and magnet, and other important information on paid family leave, and literacy and learning. It also features the *Parent Guide*, a resource written in collaboration with UC Berkeley’s Health Research for Action. The *Guide* includes tips for parents on keeping their children healthy and safe, developmental milestones, handling emotional and behavioral challenges, finding quality childcare, and much more.

First 5 county commissions are encouraged to add local references and resources to the *Kit* to help inform parents about services in their own communities.

To date, over 5 million *Kits* have been distributed throughout California since 2001, with 177,000 distributed this fiscal year alone.

FIRST 5 EXPRESS

Since 2006, First 5 California’s mobile outreach tour, First 5 Express, has traveled to every corner of the state, reaching out to families and caregivers of children ages 0 to 5 in all 58 counties. This interactive exhibit features “Edutainers” who educate parents and caregivers, and entertain children. The Express teaches families about a wide variety of topics, including nutrition, physical activity, oral health, literacy, and most recently, early brain development. In FY 2018–19, the exhibit traveled to 188 schools, libraries, resource centers, community festivals, county fairs, and other family-oriented events. The Edutainers directly engaged with more than 45,518 people who walked away with helpful First 5 resources, including a

branded hand puppet to give parents and caregivers a tool to spark conversation with their young children, bilingual storybooks to help make reading a regular routine, a healthy portions plate to encourage a balanced diet, and age-appropriate musical instruments to bring out the joy of song. Together with the already established *Kit for New Parents*; “Fast, Fresh, and Fun Food from First 5” cookbooks; brain development information; and the First 5 California branded bilingual book, *Three Brainy Birds*, families were provided resources to reinforce the healthy behaviors they experienced.

TALK. READ. SING.® SUCCESS

First 5 California’s *Talk. Read. Sing.*® campaign, prompting parents statewide to take active roles in increasing their children’s early brain development, is one of the most successful public health awareness efforts in the nation. A 2019 study and health policy brief from the UCLA Center for Health Policy Research shows 87% of parents of children aged 0 to 5 recognize the messages of this campaign, understanding that engaging with their children in these simple, cost-efficient ways will increase their brain capacity and better prepare them for school and life. Parents who have seen the *Talk. Read. Sing.*® messages are nearly three times more likely to read to their children three or more times per week, and twice as likely to sing to their children three or more times per week. Per this survey, nearly 90 percent of parents read and sing to their children 3 times or more per week.

TOBACCO CESSATION

First 5 California strives to promote the health of children 0 to 5 by targeting practices that pose serious risks to children. A major health risk to young children is exposure to nicotine, tobacco smoke, and e-cigarette liquid and vapor. The California Smokers’ Helpline (Helpline) has been funded by First 5 California since the enactment of Proposition 10 to help parents and caregivers of young children quit smoking, educate the public about the harms of tobacco use, and reduce the likelihood babies and

young children will develop tobacco related health problems. With the advent of e-cigarettes, First 5 California has expanded the scope of services provided by the Helpline to include cessation and education on e-cigarette dangers to young children.

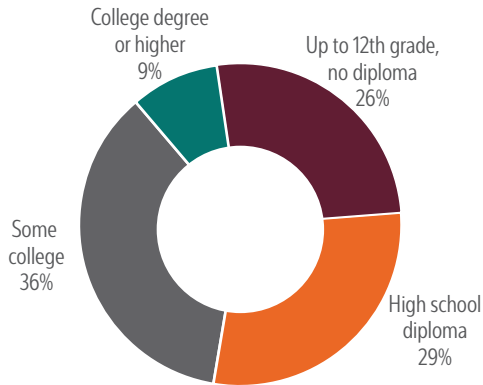
Parental smoking and exposure to secondhand smoke can cause a multitude of health problems in babies and young children. Smoking and/or vaping during pregnancy exposes the developing baby to nicotine which increases the risk of health problems that can include preterm birth, low birth weight, and birth defects, and can damage a developing baby’s brain and lungs. Similarly, exposure to secondhand smoke is particularly dangerous for babies and young children whose lungs are still developing. Health problems that can result in children exposed to secondhand smoke include weakening of their lungs, making them more likely to have ear infections, and breathing problems. Additionally, newborns exposed to secondhand smoke are at an elevated risk for Sudden Infant Death Syndrome (SIDS).

The Helpline provides one-on-one telephone counseling through their toll-free Helpline (1-800-NO-BUTTS for smokers and at 1-844-8-NO-VAPE for vape users). Helpline counselors utilize scientifically validated protocols that have been shown to double the odds of callers quitting smoking successfully. Chat counseling support is available through www.nobutts.org. Participants also are provided self-help materials, referrals to local resources, and free nicotine patches, sent directly to their homes. Nicotine patches were sent to 2,549 participants in Fiscal Year (FY) 2018–19. Services through the Helpline are available in English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese.

In FY 2018–19, the Helpline provided services to a total of 3,050 participants. With the completion of the Helpline’s development and piloting of the counseling protocol for callers who want to quit vaping, 91 callers enrolled and received counseling to quit vaping. Fact sheets that explain the health consequences of exposing young children to e-liquid and e-cigarette vapor were disseminated and are available as a resource on the Helpline website. The charts below provide a breakdown by education and race/ethnicity of participants.

Exhibit 10 represents the educational levels of participants. The total number of participants was 3,050, of whom 52 did not report their educational level. Of the total, 26 percent had not received a high school diploma, 29 percent had received a high school diploma, 36 percent had some college, and 9 percent had completed a college degree or higher.

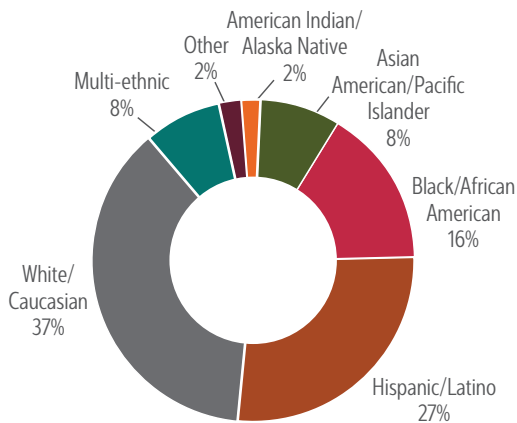
**Exhibit 10: California’s Smokers’ Helpline—
Education Level of Participants in FY 2018–19**



Source: California Smoker’s Helpline, October 2019

Exhibit 11 represents the race/ethnicity of participants. The total number of participants was 3,050, of whom 31 did not report their race/ethnicity. Of the total, 2% were American Indian/Alaska Native, 8% were Asian American/Pacific Islanders, 16% were Black/African American, 27% were Hispanic/Latino, 37% were White/Caucasian, 8% were Multi-Ethnic, and 2% were other race/ethnicities.

**Exhibit 11: California’s Smokers’ Helpline—
Race/Ethnicity of Participants in FY 2018–19**



Source: California Smoker’s Helpline, October 2019

Nationally, there has been a steady decrease in the number of smokers calling state quitlines, a trend that has been true for the Helpline as well. Expanding the range of services to include vaping and new modalities, such as text and chat, allows tobacco users to access services using the modality that suits them best.

First 5 California funding also supports training of child care providers, preschool teachers, and other classroom staff about the importance of quitting smoking and protecting children from exposure to secondhand smoke. The online tobacco training module, *Kids and Smoke Don’t Mix*, is available on the Helpline website and continues to be used by clients and providers. For the year, a total of 178 individuals completed the online training.

In FY 2018–19, First 5 California continued to support the Clinical Effort Against Secondhand Smoke Exposure (CEASE). CEASE trains pediatric practices to screen patients for secondhand smoke exposure and to help smoking parents quit. CEASE has champions at each of four University of California Medical Centers (UC San Diego, UC Davis, UC Los Angeles, and UC San Francisco’s Benioff Children’s Hospital). These champions oversee ongoing training for pediatric residents to identify and intervene with parents and caregivers who smoke, prescribing quitting aids, and making referrals to the Helpline. During FY 2018–19, the CEASE project generated 337 proactive referrals to the Helpline. During the year, CEASE champions also recruited nine additional outpatient clinics, conducted four webinars or lectures, presented two research abstracts to the American Academy of Pediatrics, and published one article based on this work.



Teacher Effectiveness Focus

TRAINING AND TECHNICAL ASSISTANCE INFRASTRUCTURE DEVELOPMENT

High-quality early childhood education depends on the effectiveness of its workforce. To ensure every educator has access to well-qualified coaches and trainers, First 5 California awarded a \$12 million contract (March 2017 through June 2020) to WestEd to partner with state and national experts to promote evidence-based training and continuous quality improvement practices and ensure sustainability within the long-term vision of California's early learning system. In 2018–19, this funding enabled:

- Zero to Three, i3 Institute, and University of Florida to train and provide ongoing support to 69 local, regional, and state leaders on how to facilitate Communities of Practice (CoP) protocols and processes. CoPs are designed to strengthen integrated systems of communication, promote collaborative partnerships, and advance the implementation of innovative practices to support and sustain equitable child and family outcomes.
- University of Florida, University of Washington, and WestEd to draft a rubric for coaching competencies based on the Early Childhood Educator Competencies for coaching, as well as input from 78 coaches statewide. The rubric and certification process will be piloted in 2020 along with training to support coaches' capacity to meet the standards and improve educators' practice.
- WestEd and First 5 California Environment Rating Scales (ERS) Master Anchors to certify 57 regional Anchors on the ERS family of tools, and facilitated an ongoing virtual peer-to-peer learning community.
- Brazelton Touchpoints Center to develop the first of several storyboards, simulations, and modules for a family engagement toolkit. By early 2020, F5CA expects to launch all five modules of this multi-media, online, research-based professional

development toolkit designed to promote caregiver-parent relationships that improve child and family outcomes, and help educators build support for families' protective factors into their everyday practice.

SUPPORT FOR EFFECTIVE INTERACTIONS

Research consistently shows children have positive social-emotional and academic outcomes when they are cared for by educators with specialized training to provide higher quality interactions. First 5 California continued its partnership with Teachstone to help regions build local capacity to offer training on the Classroom Assessment Scoring System® (CLASS®) tool. In 2018–19, 77 trainers became CLASS-certified to support stronger interactions in infant, toddler, and/or PreK early childhood classrooms and nearly 290 observers were certified or recertified to observe interactions using the CLASS tool. In addition, the CLASS-Based Coaching (CBC) program entered its final year and engaged 17 new coaches from across the state to focus on effective adult-child interactions, using CLASS as their coaching lens and language. As a result of this three-year investment, a total of 69 coaches increased their competency to support center-based teachers and administrators, family child care providers, and other coaches. The CBC uses a cohort model where coaches can learn from the wisdom of their peers and Teachstone Specialists provide specific, actionable, and practice-embedded feedback and support using research-based competencies that parallel the CLASS Secondary tool. The program continued to receive accolades from coaches: more than 90 percent reported the CBC program helped increase their confidence and competency as a coach.

First 5 County Commission Highlights

Alameda

First 5 Alameda County uses Results-Based Accountability to measure our contribution to two population-level results, namely, children enter kindergarten ready to learn, and children are free from abuse and neglect. To achieve these results, we focus on creating a more user-friendly early childhood system that addresses structural inequality and socio-economic challenges for families, leverages parent leadership, and supports capacity building for family service providers. Likewise, our strategies recognize the interplay between equity, place, adult health, and child well-being, and our investments represent a whole-family approach to improving outcomes for children, families, and neighborhoods.

- Neighborhoods Ready for School served more than 2,610 children and caregivers, added or improved more than 9,880 square feet in family-friendly spaces, and added or enhanced nearly 40 early childhood programs or services.
- Help Me Grow helped facilitate nearly 34,000 developmental screenings in pediatric practices, early childhood education (ECE) settings, and community-based organizations, nearly a 60% increase from 2017 to 2018.
- 230 Quality Counts ECE sites served over 10,500 children. 100% of the nearly 140 State Preschool Program sites participated in Quality Counts.



- The Developmental Understanding and Legal Collaboration for Everyone (DULCE) project, a collaboration with the Center for the Study of Social Policy, served nearly 610 children, parents, and other family members.
- To help address families' basic needs, a diaper pilot at two sites distributed 1,350 diaper kits to the families of 230 children. Of children who experienced at least one diaper rash before enrolling in the pilot, nearly 70% had no or less frequent diaper rashes after enrollment.
- More than 600 people attended the Fatherhood Summit at Merritt College.
- Nearly 70 trainings were attended by 1,040 unique providers from the early childhood workforce. Nearly 80% of respondents reported implementing best or promising practices.
- A longitudinal study found that Kindergarten Readiness scores are important predictors of 3rd grade achievement.

Alpine

The First 5 Alpine County Children and Families Commission invests in a variety of services aimed at supporting children prenatal through age five and their families. Primary investments include: Alpine Early Learning Center: The Alpine Early Learning Center (AELC) is the only licensed childcare center serving Alpine families. It provides early care and education to children as young as 8 weeks old, and continues to serve them until they enter transitional or traditional kindergarten.

- In FY 18-19, the program served 28 children ages 0 through 5, and 22 primary caregivers. Busy Bears Playschool: The Busy Bears Playschool is a non-licensed early care and education program serving children as young as 3 months old, all the way through kindergarten. The program offers

childcare to working families as well as preschool education to young children to prepare them for successful kindergarten entry. The program operates year-round, and partners with other community service providers to support parent/child craft activity nights, and field trips for the families it serves.

- In FY 18-19, the program served 13 children ages 0 through 5. Choices for Children Parent Education Project: The Choices for Children Parent Education Project provides learner-centered education to parents and caregivers. Workshops center on increasing the knowledge amongst parents and caregivers about research-based children rearing and child development practices, establishing a connection between parents and caregivers within the community, and increased understanding of available community resources.
- In FY 18-19, the program served 28 children ages 0 through 5, and 18 primary caregivers, 5 other family members, and 2 early care and education providers.

Amador

First 5 Amador supports parents as their child's first teacher, investing in early literacy, developmental screening, and overall well-being (dental, physical and mental health). As a result of First 5 Amador's investments in 2018-19, many families of newborns received effective support through a home visit, perinatal mood and anxiety disorder screening and services, and a home literacy program that served more than 60% of age-eligible children in the county. In order to sustain lasting improvements in the lives of the county's youngest, First 5 Amador partners with community organizations, private and public agencies, and caregivers to promote the importance of the first five years,

expand services, and mobilize support for children and their families.

- Bringing back a local collaborative (Kids in Common) to align goals and share lessons learned has re-energized and engaged educators from the pre-K and K-12 systems.
- Amador's family resource centers, located in the unincorporated areas of the county, provide opportunities such as home visiting / case management, food security programs, early learning programs including playgroups and support groups such as the Hispanic Women's Group.
- First 5 Amador continues to spearhead the Amador / Calaveras Perinatal Wellness Coalition, Dental Transformation Grant, and is an active member of the Mental Health Services Act (MHSA) teams, Family Violence Reduction - Child Abuse Prevention and Domestic Violence.
- First 5 Amador's Dad and Me program continues to be a favorite of the community engaging dads, grandfathers, etc. in early learning activities and experiences.
- First 5 Amador manages MHSA funding that supports services for children, ECE providers and families; perinatal wellness screening and clinical services; and community education to address stigma.

As First 5 Amador looks to the future, work will continue to be done in partnership with local organizations and community leaders as we all work to improve the health and development of Amador's young children.

Butte

On November 8, 2018 the deadly and catastrophic Camp Fire began raging through Butte County, consuming the communities of Paradise, Magalia, Concow and Butte Creek Canyon. The fire burned more than 153,000 acres, destroyed nearly 19,000 buildings, and stole 85 lives. The devastation of this tragedy, and the fortitude of the people who survived, will be passed down in storytelling for generations to come. First 5 Butte County is proud of the role it played in

helping to support and begin to heal the communities it serves.

While the fire was still raging, First 5 staff brought all available grantees together around a kitchen table at a home in Chico to mobilize efforts to reach out to families with young children. Grantees were provided with a standardized assessment tool to track and record the location and needs of all families on any program roster. First 5 Butte staff quickly revised all grantee scopes of work temporarily, so that program staff would be reassured of continuity of funding, and encouraged partners to work off-scope in the interest of reaching out, and providing crisis support services, to any affected family with young children, regardless of program model or enrollment. First 5 Butte County staff then fanned out across the community to provide support wherever possible. Staff assisted partners and community by:

- Updating the 211 database
- Working at the Local Assistance Center
- Providing logistics support for Public Health in emergency shelters
- Partnering with American Red Cross to fund and coordinate 10 Community Resilience Model workshops
- Attending the Long-Term Recovery Group to coordinate disaster case management
- Convening a child care task force

In the first few months following the disaster, First 5 Butte contributed over \$150,000 in program and staff time. The impact of this event has and will alter the funding and programmatic priorities of First 5 Butte, solidifying the focus on trauma responsive and healing centered systems integration.

Calaveras

First 5 Calaveras continues to partner with local and state agencies to strengthen the systems that serve young children. Local Strengthening Families efforts based on the Five Protective Factors continued through partnerships with Prevent Child Abuse Calaveras and Behavioral Health Services (MHSA- Prop 63 funding). Ages & Stages Questionnaire (ASQ)



developmental screenings were provided for children in the child welfare system and staff participated in Child Family Team Meetings. First 5 Calaveras stood strong as the voice for young children in the initial conversations/ meetings that were held focused on prevention services collaboration with Child Welfare Services and other key community partners.

- First 5 joined the newly formed Calaveras Care Team and the Prevention Steering Committee.
- 70 no-cost training sessions for 378 adults were provided for parents, educators, and service professionals on topics centered on resilient and healthy families and trauma-informed practices.
- 164 hours of no-cost counseling was provided to 23 at-risk parents with insurance barriers to assist with their child's emotional/ behavioral development.
- First 5 led the efforts to secure the Cal Works Home Visiting Initiative which awarded funds for a Home Visitor to join the home visiting network of Early Head Start and the First 5 funded Raising A Reader Home Visiting Program (which expands access to quality early education and provides developmental assessments for 30 children that had preschool enrollment barriers).
- Talk Read Sing Calaveras shares messaging through home visitors, library leaders, and early learning providers.
- 1,840 quality books were distributed through Little Free



Libraries, early learning sites, and community events.

- A mini grant supplied two health clinics with books to kick off their Reach Out and Read Program.
- Little Leapers Early Literacy Program engages libraries in providing science, technology, engineering, arts, and math (STEAM) themed activity kits for check out.
- Weekend interactive workshops for parents and children were provided.

Colusa

In FY 2018–2019, First 5 Colusa Children & Families Commission co-facilitated a series of prevention forums with the Colusa County CAPC program. More than fifty participants, representing county agencies, civic leaders, law enforcement, school district leaders and parents, converged together to address the issues facing children and families in Colusa County. Together, they developed a sustainable and viable action plan to address the issues identified. As part of the action plan, First 5 Colusa was identified as a viable source for implementation of the Strengthening Families Framework. First 5 Colusa provided county-wide training on the framework, as well as provided support to twenty-six individuals that

became certified as Parent Café Leaders. Parent Cafés will be launched county-wide in FY 2019–2020.

Contra Costa

Following on the previous year’s development of a trauma curriculum for providers serving young children, First 5 Contra Costa continued to support a “community of practice” for the cohort of 14 Trauma Fellows representing 12 agencies who completed the training module in the previous year. The Trauma Fellows now practice their new skills through staff development in their agencies, and through local and regional presentations.

- First 5 Contra Costa’s Community Engagement program continues to advocate for healthy, safe and equitable communities, particularly in the City of Richmond, where West County Regional Group (WCRG) members in one day assessed 25 Richmond parks on safety, play equipment, maintenance, innovation, and accessibility. The City used the WCRG’s assessment results to solicit Prop 68 funds, and to guide the city council and staff in ongoing park improvement priorities. In the City of Concord, the Central County Regional Group joined a broad coalition of community advocates to promote housing security for families with young children.
- The Quality Matters program continues to elevate the quality of early learning programs in the county and welcomed 48 additional sites during this program year.
- First 5 Contra Costa held its second annual Coffee and Kids Policy Breakfast in May with special guest Kris Perry, California Health and Human Services Agency Deputy Secretary and special advisor to the Governor. Over 100 agency and business leaders convened to hear about the new Governor’s priorities for early childhood and families in his first proposed budget. Congressman Mark DeSaulnier also updated the gathering on advancements at the federal level.

- First 5 Contra Costa completed extensive renovations on the site of the new East County First 5 Center in Pittsburg. The new Center, one of six locations across the county, will provide developmental playgroups, parent education, literacy promotion, and other activities for over 500 families each year.

Del Norte

First 5 Del Norte had an exciting year across multiple program areas in our efforts to promote and enhance the health, development, and wellness of children and families.

- We were able to bring Teaching Pyramid training to Del Norte early childhood care and education providers. Multiple sites, representing over 150 students, participated in this social and emotional learning training. The training-coaching cycle was appreciated by providers and we are continuing to increase capacity for this program.
- First 5 Del Norte transferred ownership of the Wonder Bus, a long-term mobile early learning program, to a community partner last year. The Wonder Bus is much-loved, but not evidence-based. First 5 Del Norte remains a minor funding partner for the program. To replace this valuable early literacy programming, First 5 Del Norte became an affiliate of Dolly Parton’s Imagination Library in late May. In just the last two months of the fiscal year, we enrolled 183 children (over 10% of our 0 to 5 population) in the evidence-based program. Enrollment continues to increase and early feedback from families has been positive.
- In 2019-20, First 5 Del Norte received our first of three years of funding from Mental Health Services Act Innovation fund to develop a parent-support texting program. Working with ParentPowered, we are adapting their existing texting program, Ready4K, to provide connections to local programs and resources; encourage community connections; and boost mental

health and protective factors messaging. The new content for parents of children aged 0 to 12 months launched in December, 2018, with the remaining four years to launch in fall, 2019. The goals of the project are to increase parent capacity to support their child's social-emotional development and school readiness; increase parental resilience, self-care, and access to mental health services; and connect parents to their community and community resources. This project was developed in partnership with parents and service providers as a solution to indirect barriers to early literacy identified in community-based research that began in 2016.

El Dorado

The First 5 El Dorado Children and Families Commission has invested in areas of practice that support parents as their children's first teacher. These investments include:

- Ready to Read at Your Library, an early literacy program operated by local libraries,
- Together We Grow, a program directed at providing families with structured activities to support their child's optimal development,
- High 5 for Quality, a program focused on ensuring early care and education providers have the support needed to increase their quality of care, and
- Children's Health, a program that utilizes health advocates to support access to health and dental care for children and families.

Each of these programs are required to operate within the structure of Community Hubs and to provide services which are aligned with the Strengthening Families Protective Factors framework.

During 2018-2019, a total of 6,445 (duplicated across programs) individuals were provided with First 5 funded services, resulting in the following accomplishments:

- Children from birth through age 5 are read to on a daily basis. Seventy-four percent (74%) of parents served who completed a

family survey reported that they or another family member reads with their child each day.

- Children are receiving preventive health care. Ninety-five percent (95%) of parents served who completed a family survey reported that their children ages 0 through 5 had received timely well child visits.
- Children are being screened for developmental delays. A total of 654 children received either an ASQ or ASQ:SE developmental screening.
- Providers are focused on quality early care and education service provision. The High 5 for Quality program supported more early care and education providers this year than last, and of those that participated, 16 sites realized an improvement in their Quality Rating and Improvement System rankings.

Fresno

At First 5 Fresno County we believe that children thrive when their families thrive. This past fiscal year we invested in a number of crucial efforts to support young children and their families including:

Blue Ribbon Equity Panel: In response to the long-standing inequities facing Fresno County African American families, we partnered with the community to create a cross-system, multi-sector Blue Ribbon Equity Panel (BREP) to address larger societal issues that historically have led to African American infant mortality.

- The BREP convened to formulate a plan of action to influence policy and practice changes at multiple layers within families, neighborhoods, larger institutions and social structures which impact the wellbeing of African American families.
- The work and commitments of the BREP shape our underlying approach to community investments, as we seek to lift up and address the challenges unique to African American families, while applying what we learn toward the way we serve all families.

Unified Framework for Success (UFS): In an effort to enhance the broader Fresno County early childhood system of care, we partnered with three key agencies serving young children and families to increase the effectiveness of their internal service systems.

- Through these partnerships, Fresno Unified School District and Fresno County Superintendent of Schools developed action plans to align multiple departments to improve service delivery to families.
- This included piloting a Mid-Level Developmental Assessment model to facilitate early identification of children's needs as well as appropriate linkages to services.
- In addition, our partnership with Fresno County's Department of Social Services expanded the number of Neighborhood Resource Centers (NRCs), with a focus on communities with disproportionately higher rates of child maltreatment. NRCs serve as a hub of prevention and early intervention activities, increasing the access families have to community support.

Glenn

The First 5 Glenn County Children and Families Commission invests in a variety of services under the umbrella of its Little Learners Program. These services support children prenatal through age five and their families. Little Learners: The Little Learners Program provides universal access to





preventative and supportive services designed to increase the skills of parents, and increase healthy social interaction of families. The program has multiple service components, including parenting instruction, supervised visitation, playgroups, oral health services and education, case management for families with complex needs, developmental assessments using the Deveraux Early Childhood Assessment (DECA), referrals to community resources, and trainings for county teachers and professional caregivers.

First 5 Glenn County joined heroic measures in rescuing families from Butte County during the CAMP fire of 2018. Materials and services for displaced families consisted of: vehicles and help in evacuating, housing, tents and setup, phones, gas and transport, meals, formula, bottles, toiletries, clothes, diapers, shoes, blankets, beds, and child activities. Support measures consisted of parent support group; grief, trauma, and loss counseling; child playgroups; grandparents/parenting coffee meetings, increased Adult Education/Parenting During Crisis groups, dental screenings/referrals, medical referrals for injuries suffered in fire and in effort to keep children current on vaccinations and medication replacements. First 5 Glenn also assisted in assessing/recommending schools

for children in need of new schools and education. Partnering with other local agencies created a nurturing and supportive environment of which families were able to find comfort and healing. A year later, many have stayed and continue services with First 5 or other Glenn County agencies and some have moved on.

Glenn established the Pilot Diaper Program=Success!

Humboldt

First 5 Humboldt continued to focus on Adverse Childhood Experiences (ACEs) and resilience promotion work. In 2018, the Humboldt County Board of Supervisors agreed to fund the First 5 Humboldt and Humboldt County Department of Health and Human Services (DHHS) ACEs Collaborative Partnership through the County General Fund on an ongoing basis. The Partnership consists of:

- First 5 Humboldt projects focused on strengthening the county's ability to address and prevent ACEs and promote resilience among children ages 0-5 and their families including the co-coordination of the Humboldt County Counting on Community Symposium.
- DHHS grantee projects focused on serving pregnant women and youth ages 0-8 and their families to help prevent, increase the

awareness of and mitigate the impacts of ACEs in the county.

Project evaluations showed that local young children, families, and service providers did benefit from the efforts funded by the Partnership. First 5 Humboldt Early Childhood Mental Health Specialists provide direct support to families at First 5 Humboldt Playgroups in part as a way to help prevent ACEs and promote resilience. At Playgroup, Specialists answer questions caregivers have about their child's development and behavior, conduct informal screenings of children's behavior, provide resources and referrals, and conduct assessments at the request of parents or caregivers. More intensive family support is provided on an as-needed basis via office and/or home visits. The support can include providing assessments, infant massage, addressing sleep issues, and more individualized support. 2018 Playgroup Survey data show that parents who talked with a Specialist at Playgroup had, among other things: learned more about behaviors typical for their child's age, dealt better with parenting issues, felt more supported as a parent, and felt less stress than parents who hadn't talked with a Specialist. Results were statistically significant—results range from $p=3.59 \times 10^{-11}$ to $p=1.69 \times 10^{-34}$.

Imperial

First 5 Imperial funded programs to support the well-being and development of children. Programs ranged from lactation education to advocacy support for children under the custody of the juvenile court.

One investment related to strengthening families was the Early Asthma Education Project. A trained nurse provided case management for 86 families that have a child with asthma/asthma-like symptoms.

- Of families participating in asthma case management, 87% of parents expressed feeling confident about their ability to manage their child's symptoms.
- Services included environmental assessments for all enrolled families, of which 78% were able to implement strategies that could

help reduce, avoid or eliminate at least two triggers identified in the assessment.

- Staff reported that success was primarily due to the individualized asthma plan and one-on-one education provided to the child and their family.

Another accomplishment was the extensive child literacy activities achieved by the Literacy and Mobile Book Services Project; a mobile library that completed 728 storytime events with 3,337 children through multiple visits in over 50 preschool centers.

- During storytime events library staff used a talk, read and sing model to support child literacy, in addition to engaging in arts and crafts, assigning a take-home activity, and realizing a book give away estimated to have provided over 12,000 books to contribute to each child's home library.

One program addressed the issue of overweight/obesity by targeting children from 10 early care and education sites with cooking classes, gardening, training for providers and parents.

- Taste-testing activities on 11 vegetables and herbs before and after implementing activities showed meaningful gains. For example, there was an overall increase of 35% in the proportion of children stating that they "liked" the taste of all items at the post-intervention, and the proportion that were not willing to try vegetables decreased by 67%.

Inyo

Fiscal Year 2018-19 was a year of building the early childhood systems and supports needed to ensure Inyo County's young children are healthy, safe and ready to succeed.

- The First 5 Inyo Commission adopted a new Strategic Plan in June 2019, guiding investments for the next five years. The plan identified access to maternal mental health and substance use services as one of the challenges facing new parents. In response, First 5 Inyo convened the Inyo County Perinatal Taskforce, to strengthen the perinatal

infrastructure through systems-level impacts leading to better collaboration among agencies and services to families. The Taskforce has seen initial success with 19 staff from 10 agencies participating.

- First 5 Inyo supports the NEST (Newborn Evaluation Support and Teaching) program at Northern Inyo Hospital (NIH) to provide breastfeeding support, childbirth classes, and a weekly moms group. As part of these activities, NIH was designated a Baby Friendly Hospital in September 2018. Seen as the golden standard for maternity practices worldwide, Baby Friendly designation signifies that NIH has joined a network of healthcare facilities striving to promote, protect, and support breastfeeding.
- Lastly, First 5 Inyo strengthened families through the Inyo County Triple P Network. The Triple P Positive Parenting Program is a multi-tiered system of evidence-based supports for parents and caregivers of children. In Level 1, Positive Parenting Awareness Month was celebrated in January 2019. Media strategies included a proclamation from the Board of Supervisors, workshops and classes, and a Summit to re-engage local leadership and practitioners. In Level 2, staff trained in Seminars, offering workshops reaching an additional 64 parents. In Level 3, First 5 Inyo hosted a Primary Care training for 20 staff in June 2019.

These collective efforts resulted in a stronger, engaged network, improving parenting practices and children's well-being.

Kern

Through its funding strategies and collaborative efforts, First 5 Kern strives to promote and accomplish its vision that "all Kern County children will be born into and thrive in a supportive, safe, loving homes and neighborhoods and will enter school healthy and ready to learn". In the Fiscal Year 2018-19, the fourth year of a five year funding cycle, First 5 Kern:

- Funded 43 programs across three focus areas, Health and Wellness, Parent Education and Support Services, and Early Childcare and Education. The funded programs provided valuable services to 19,328 children and 10,271 primary caregivers.
- With continued commitment of systems change efforts, First 5 Kern continued to support Trauma-Informed Care trainings through a second cohort, which included 17 agencies and 94 providers from across the county. The trainings included the support of previous participants returning as coaches to share successes and lessons learned of adopting a Trauma-Informed lens within their programs and agencies.
- Began a new partnership with Kern Behavioral Health and Recovery Services to expand the Help Me Grow program. With the help of community partners, Ages and Stages Questionnaire screenings will be made available to more Kern County children through a coordinated county effort allowing families to request screenings through a centralized system. Families will be supported by a telephone access point, text messaging platform and an online database system. The goal of the



countywide partnership is to give more children the opportunity to be screened, identify developmental delays and link families to community resources.

Kings

During this past fiscal year, one of the most significant accomplishments of First 5 Kings County was the First 5 Kings County Family Resource Centers. The Kings County Family Resource Centers provided Early Childhood Education, Home Visitation, Developmental Screening, Parent Education and Referral services to 1,641 children 0-5 and 1,532 parents, with a total number of 27,306 services delivered. First 5 Kings County also supported a variety of quality childcare and early childhood education programs, as well as a Spanish-translation of the 211 database, to further inform the community of the services available in their native language. Below are some examples of First 5 Kings County-supported success areas:

- Parent and me programs serving children at risk for developmental delays filled a critical gap, providing developmental screenings to 233 unduplicated children and serving an increasing proportion of children 0-3 years of age.
- School readiness programs implemented at 16 public elementary schools provided kindergarten transition services across 60 classrooms reaching a potential pool of 1,320 enrolled kindergarten children. All schools reached were Title 1 schools serving a high proportion of



socio-economically disadvantaged children and families.

- Family resource centers reached 2,040 children and their parents or caregivers offering an array of health, education, childcare, and family support services in community-based settings. Participants served by FRCs were diverse and representative of the communities and programs targeted for services.
- Kings County CARES About Quality (KCCAQ) enrolled 54 active agencies, including 80 center-based or Family Child Care Home (FCCH) sites, and 162 classrooms or ECE sessions. Children served through participating programs represent approximately one-third of the county population, or 4,465 children 0 to 5 years of age.

Lake

In 2018-19, First 5 Lake completed a new strategic plan with input from the community. The plan, which can be found at www.firstfivelake.org, highlights some of Lake County's many unique assets (e.g., an involved tribal community, collaborative spirit, close knit community of families, etc.) as well as its challenges (e.g., natural disasters, social isolation, child abuse and neglect, etc.). The Commission drew on past evaluation findings as well as external data, such as the California County Health Rankings the plan. First 5 Lake will focus on equity to ensure that parents and children, particularly those in crisis or in isolating circumstances, have what they need to be successful.

- In addition to developing the strategic plan and selecting new grantees based on the plan, First 5 Lake was very active in envisioning and facilitating the development of two collaborative projects. Together with the "Smart Start Collective," a group of early childhood advocates and service providers, the First 5 Lake executive director worked with a volunteer to create a birth-to-five resource website (www.smartstartlakecounty.org) to help families with young children learn about and access needed services in the community.

- The second collaborative project facilitated by First 5 Lake and Building Resilient Lake County is the development of a report and public awareness materials describing the "State of our Children" in Lake County. These materials will be released in 2019-20 and used to educate the public and decision-makers on primary, secondary and tertiary prevention measures and the cost-savings and public benefit involved in focusing more attention on primary prevention. Building Resilient Lake County will make recommendations to the community about prioritizing prevention and the needs of the next generation. These efforts position the county to begin using common definitions and frameworks when addressing family resilience and equity and meeting the outcomes defined in the strategic plan.

Lassen

The First 5 Lassen County Children and Families Commission's primary strategy in realizing its vision and fulfilling its mission is through the Pathways Home Visiting Program. During Fiscal Year 2018-2019, First 5 Lassen County investments in home visiting resulted in the following accomplishments:

- Families are receiving the services and support they need through home visiting services.
- A total of 92 families, many of which are high-risk, were provided with intensive home visiting services.
- A total of 1,595 home visits were conducted by home visitors in which the bulk of the services they provided were centered on supporting a families basic needs.
- Additionally, 64 referrals were made to community resources and 48 children were screened for developmental delays using the Ages and Stages Questionnaire (ASQ).
- Families are stronger as a result of home visiting services.
- Families participating in the

program experienced gains (as measured by the Life Skills Progression tool) related to their relationships, their education and employment, their access to health and medical care, as well as the ability to meet their family's basic needs.

- Additionally, children experienced growth in the areas of communication, gross motor and fine motor skills, problem solving, social-emotional development, self-regulation, and breastfeeding.

Families are satisfied with the content and quality of home visiting services. The overwhelming majority of parents who completed the participant satisfaction surveys were very satisfied with the content and quality of the services they received. 100% of program participants either agreed or strongly agreed that their home visitor explains things to them about the program, arrives on time to visits, and responds professionally to questions and concerns. 100% of program participants either agreed or strongly agreed that they feel more confident in their role as a parent as a result of what they learned from their home visitor.

Los Angeles

First 5 Los Angeles had more than 100 success stories from investments during the 2018-19 Fiscal Year!

First 5's funding of 211 at Children's Court helped ensure that a family was able to connect to resources that allowed them to secure a safe and stable living environment. A mother and her 4-month-old son came into the Children's Court 211 office after just filing a restraining order against her husband due to domestic violence. She needed to get into a shelter as soon as possible to prevent her 4-month-old from being detained and removed from her custody. The Community Resource Advisor (CRA) obtained permission to contact domestic violence shelters on her behalf. They were able to locate placement for the mother and her 4-month-old. Navigating the court process can be overwhelming for families especially when they are at risk of having their children detained. Being able to act quickly to meet the court's requirements

is of the essence so that families can remain together or ultimately reunite.

Another success story comes from the Kindergarten Readiness Assessment Initiative Grant. There was a 99% Early Development Instrument (EDI) completion rate for teachers who opted-in to participate in the grant. This represents 81% of kindergarten teachers at EDI schools. The EDI helped teachers to recognize the need for the shift to provide instruction that addresses the needs of the whole child. School's teams expressed eagerness to be part of a system that supports prevention at multiple levels (within the community, at the early centers, and in elementary). EDI completion was significant due to the climate within LA Unified in the spring semester of 2019. Teachers had just returned from a strike in LA Unified, and among concerns expressed by the union was the amount of time spent on assessments. Schools opted-in to participate in the kindergarten readiness data collection because they wanted to better support the needs of their youngest students and their families.

Madera

During the 2018-2019 fiscal year, prompted by the changing landscape of First 5 Madera County and related funding, the Commission published its 2020-2024 Strategic Plan. The Strategic Plan reflects First 5 Madera County's commitment to investing into mission-driven direct services through innovative pilot projects, employing strategic partnerships, and sustainability. The Strategic Plan was developed over several months and reflects feedback from Commissioners, Commission staff, local agencies, and a variety of stakeholders and parent groups. A two-pronged approach to assessing local needs was implemented: 1) data-set reviews, and 2) community focus groups.

- Data sets were used from local strategic partners. First 5 Madera County also facilitated focus groups throughout Madera County to collect parental voices from major geographic areas and subcultures of the county. The parental perspective was used to develop Focus Group Findings. The



result is the 2020 Strategic Plan that captures a refreshed vision and direction for First 5 Madera County.

- During the fiscal year, First 5 Madera County also dedicated efforts towards refining the data evaluation processes for the First 5 Family Resource Centers (FRC) towards capturing its impact in the areas of family strengthening opportunities, improving and monitoring parental knowledge growth, and enhancing quality of early education. For example, 72% of parents surveyed suggested that attending FRC activities and/or accessing the services available resulted in learning experiences for both parent and child. Parents also indicated increased feelings of comfort and acceptance in the community.
- Finally, during the 2018-2019 fiscal year, in partnership with Fresno and Merced First 5s and Valley Children's Hospital, First 5 Madera County initiated the Tri-County Cannabis Convening. Moving forward, First 5 Madera County intends on raising awareness around the harmful effects of cannabis use on pregnant and nursing mothers.



Marin

First 5 Marin convenes community partners each month with public policy discussions in a series we call the “Marin Communications Forum.”

- Hunger Action Month—this forum brought together all the public and private agencies who work to feed families in need, improve childhood nutrition, and better coordinate the food systems throughout our county. Often named as the “wealthiest county in California,” there is a misperception that there is no one in need. In reality, about 35% of families in Marin can’t afford to make ends meet without public or private assistance.
- Children’s Health and Well-Being —this event was a “live-action dashboard” of data and statistics about young children and their families throughout Marin County. Children Now presented their “Scorecard of Children’s Health and Well-Being” and Kidsdata.org featured some of the more detailed data and local statistics that can be found on their website. The forum not only presented a snapshot about children and

families in our county, it also taught our community partners how to capture and utilize the data for public information and outreach, governmental relations and community advocacy.

- All About Autism—this forum brought a new set of parents, educators, non-profits and government agency together. The presentations were extremely informative and captivating. This event had a particularly robust question and answer session, and the guests were particularly thankful for the wealth of information, ideas and resources shared.
- Education Equity—this event was the most well-attended to date, with over 450 guests. We had excellent presentations about real-life experiences from local students, and we were also pleased to welcome Tony Thurmond, the California State Superintendent of Public Instruction, as our keynote speaker. Our guests appreciated a place to openly discuss issues related to race and ethnicity and inequities in Marin. The Forum continues monthly; free to attend.

Mariposa

During this past year, one of the most significant accomplishments of First 5 was the School Readiness Program, funded for \$190,471. The School Readiness Program serves two preschools (Catheys Valley and Lake Don Pedro) located in Mariposa County. The two preschools provide an outstanding play based program that prepares the children for kindergarten. The facilities, curriculum and activities are creative, educational and focus on developmentally appropriate activities using Science, Engineering, Technology and Math (STEM curriculum).

Another funded program that was highly successful was the Children’s Dental Health Program. The program was funded for \$25,000 for 2018-2019. This program provided dental education by the Dental Hygienist, dental services for children with severe dental problems, and dental screenings. Two local dentists provided reduced cost dental services.

Another funded program that was highly successful was the instructional aide hired to work in the Mariposa Elementary School Transitional Kindergarten classroom. The program was funded for \$18,481 for 2018-2019. The instructional aide worked with the reading program/assessments, and she provided extra assistance to children who were having difficulty. Having the aide in the classroom also provided time for the teacher to work with the children individually. The class had 22 TK students who ranged in age from 4 through 6 years and having an aide made it possible for the students to work on enrichment projects and technology.

Mendocino

During the past fiscal year, First 5 Mendocino continued to support 8 geographically dispersed Family Resource Centers (FRCs) to promote 0-5 resources and services, including providing Triple P groups, bilingual playgroups, and First 5 Mendocino resources.

- First 5 Mendocino offered nearly double the amount of Triple P groups throughout the county, including Transitions a parenting group most utilized by the courts.

Additionally, the County of Mendocino recognized January as Positive Parenting Awareness Month for the second consecutive year.

- In November, First 5 Mendocino held its first annual State of the Child, utilizing First 5's 20th Anniversary as a kicking off point. This event brought together local businesses, policy makers, and community-based organizations to talk about the effects that family friendly business policies on the community. Guest speaker, Kelly Hardy, from Children Now presented on the 2018 County Score Card data. Two community members were presented with the Child Champion Award: Anne Molgaard the founding Executive Director; and Dr. Jeremy Mann a founding commissioner. Ukiah City Councilwoman Maureen Mulheren closed the event by issuing a call to action, asking her fellow business owners to join in supporting families with family-friendly workplace policies.
- First 5 Mendocino geared up to celebrate Imagination Library's 10 year anniversary in Mendocino County. This program provides high quality, age-appropriate books to children under the age of 5, free to the family. First 5 Mendocino is grateful to First 5 California for support of this program through a special one-time funding, as the local commission was forced to make funding cuts to this program due to declining revenue. Currently, Imagination Library has saturated the community with books in roughly 73% of the homes with young children. The program continues to grow and flourish with the positive word-of-mouth from parents throughout the county, and the participation and support of local organizations such as the Special Supplemental Nutrition Program for Women, Infants, and Children, local hospitals, libraries and family resource centers.

Merced

First 5 Merced County spent approximately \$1.4 million to support services for more than 7,000 children, caregivers, and providers to build and enhance the 5 protective factors that promote optimal development, and enhance the system of effective family support/strengthening programs.

- The funded family-strengthening direct services include parent classes and support (Adverse Childhood Experiences Overcomers, Parents Helping Parents, and Be Strong Families), intensive family screening, home visiting, and mental health services (Sierra Vista Child and Family Services), cultural connection for families (Hmong Culture Camp), and in-school services (Deaf and Hard of Hearing Services Center).
- First 5 Merced County supported innovative, quality systems-level interventions for family support that result in long-term change to an organization's culture, professional norms, policies, or procedures, or increase systems efficiencies that impact young children and their families. These funded initiatives include Afya Maternal/Child Church-based Health Network, Nurturing Hmong Families, and Caring for Our Black Children. First 5 Merced County coordinated convenings focused on Help Me Grow (early screening and intervention) and cannabis, as part of its policy and advocacy work.
- Efforts to improve the quality of early care environments include funds for First 5 IMPACT, Early Educator's Institute, and stipends for a Child Development and Care Certificate program at UC Merced. Broader activities, including the Children's Summit, the Week of the Young Child event, local program/event sponsorships, and Hands on Heroes, aim to increase awareness and advocacy for early childhood, while also increasing access to high-quality environments for families.

Modoc

First 5 Modoc continues to support a comprehensive system of early intervention services to ensure the optimal health, development, and well-being of children age 0 through 5 and their families. It is important to First 5 Modoc to closely collaborate with local agencies to provide our rural population with sustainable, systemic investments. During Fiscal Year 2018-19, a total of 564 individuals were provided services through grant-funded programs. Fiscal Year 2018-19 highlights included:

- Modoc County Office of Education Special Education Local Plan Area (SELPA) "Early Mental Health Services" provided 12 families access to home-based psychotherapy using a modified Cognitive Behavioral Therapy evidence-informed model. Families successfully completed a total of 86 family-focused therapy sessions, meeting individual treatment goals and objectives. 4 Families were connected and referred to additional mental health resources through local agencies (e.g. Early Head Start, Public Health, Behavioral Health, school districts). Families concluded therapy sessions with an overall average of 77% positive self, close relationships/family, work/social/friendships, and overall well-being. This program increased





collaborative systems change efforts by increasing mental health access to families prior to school-age entry, the program benefited 21 children and 28 adults.

- Two programs, TEACH, Inc. “Budding Tree—School Readiness Preschool Program” and Surprise Valley Joint Unified School District “SVCDC—Strong Start for Children and Families” offered high-quality early education and care environments to families not eligible for State subsidized programs; 20 children were served. The program facilitated parent meetings stressed family engagement, school readiness, health/hygiene, reading at home (Talk. Read. Sing.), and tobacco-use prevention. Both programs assessed students using the Desired Results Developmental Profile (DRDP) tool; 100% of students showed increased aptitude. Results were shared with parents and transitioning teachers to facilitate school readiness.

Mono

First 5 Mono programs served the following number and percent of the 0-5 population (numbers for each program are unduplicated, but across programs numbers include duplicates):

- Improved Family Functioning
 - Home Visiting: 148, 21%
- Improved Child Development
 - CDBG Preschools: 12, 2%
 - Childcare Quality System: 465, 65%

- Footsteps2brilliance 505, 70%
 - Peapod Playgroups: 192, 27%
 - Raising A Reader: 237, 33%
 - Summer Bridge 73, 10%
- Improved Child Health
- Oral Health: 119, 17%
 - Safe Kids: 229, 30%
- Family Area of Residence:
- Benton, Chalfant, Paradise: 4
 - Mammoth Lakes, Crowley Lake, Sunny Slopes: 102
 - June Lake, Lee Vining, Mono City: 10
 - Bridgeport, Walker, Coleville, Walker, Topaz: 9

Key Findings:

- Home Visiting: Participating families have improved parental knowledge, understanding, and engagement in promoting their children’s development and physical and mental health; most enrolled children received developmental screenings; 54% mothers participating in First 5 Mono Home Visiting have increased breastfeeding rates compared to California mothers.
- Oral Health: Children at kindergarten entry have a high percentage of untreated carries, 30%.
- Peapod Playgroups: Participating families are receiving child-development and parenting education.

Due to the data, findings, and conclusions herein, First 5 Mono County will continue to fund its currently funded programs while implementing measures to improve quality. First 5 Mono will also continue to work with community partners to leverage supports around investment areas and the well-being of children birth to five and their families. The Commission will consider implementing changes to funding allocations with this data during the 2018-19 Strategic Planning process.

Monterey

First 5 Monterey County invested \$6.14 million in Fiscal Year 2018-19, providing services to more than 36,000 young children, parents, and providers.

- First 5 Monterey County deepened work in mental health, by adding an Infant Family and

Early Childhood Mental Health training solely in Spanish to the existing English cohorts. The Spanish-language cohort supports providers whose first language is Spanish and who are providing services in Spanish. Approximately, 170 providers participated in the trainings. Evaluations show participants connect to valuable information about early relationships, social emotional development and early mental health.

- First 5 Monterey County partnered with the Monterey County Department of Social Services to expand home visiting services to CalWORKs families. First 5 Monterey County was seen as a natural partner for the project. Over 100 CalWORKs families will be receiving visits each year.
- In Fiscal Year 2017-18, surveys and in-person meetings identified early childhood development and mental health as priorities for the use of cannabis revenue. During the Fiscal Year 2018-19 county budget process, First 5 Monterey County worked with stakeholders to support funding. One of those partners was Bright Beginnings, an early childhood development collective impact initiative of the Monterey County Children’s Council. First 5 Monterey County serves as the fiscal agent and one of the lead partners. As a result of the collaborative advocacy efforts, The Monterey County Board of Supervisors unanimously approved the use of \$340,000 from cannabis funds to support the work of Bright Beginnings, including the local maternal mental health task force.
- First 5 Monterey County celebrated 20 years of championing childhood by partnering with organizations to create MY Town, a free, hands-on children’s museum for the whole county hosted at the National Steinbeck Center. Close to 6,000 children and adults visited the exhibit which emphasized the importance of playing with children. It was designed to be a traveling exhibit and several

communities are interested in continuing the learning through play.

Napa

In Fiscal Year 2018-19, First 5 Napa invested in systems-level change by forming the First 5 Napa Network, a network of leaders committed to moving the needle on the most intractable problems facing Napa County's children 0-5 and families.

- The inaugural First 5 Napa Network cohort—comprised of 17 cross-sector leaders—was convened over a 6 month period to build leadership skills, increase collaboration and connectivity, and utilize human-centered design and systems thinking strategies to identify the challenges that face Napa County children 0-5 and families and create experiments to address them.
- First 5 Napa Network members were given design challenges with an overall lens of “moving towards an equitable, socially just and inclusive community for children and families.” The design challenge highlighted here was “creating ways for parents and caregivers of young children to better access, engage in and benefit from services available to them.” Through empathic interviews, First 5 Napa Network members found that many parents feel alone in their experiences and do not receive respectful or appropriate care when accessing services in Napa County. The design team then hosted a session with 6 LGBT family members that revealed the following themes about what Napa County LGBT families need: to feel visible and supported by the community; safety; and connection with other LGBT families and allies.
- Within two months, these LGBT parents led civic action that resulted in the Rainbow Flag flying for the first time at 4 city halls and 2 Napa County offices. 5 flag policies were adopted. To build connections, LGBT parents hosted a Rainbow Play Date for Pride Month. 120 people (including

41 children 0-5 and 61 parents) attended. Rainbow Play Dates now continue monthly. Parents felt more connected to LGBT families and more supported by their community after attending the Play Dates. The momentum of these efforts led to the creation of the Rainbow Action Network to continue system level efforts to support the LGBTQ community.

Nevada

Evaluation findings reported in Fiscal Year 2018-19 pertained to Fiscal Year 2017-18. Highlights from that year include: Four Family Resource Centers (FRCs) served 926 parents and 1,013 children 0–5 years. The FRCs delivered many services that helped families increase their Five Protective Factors including: 441 in structured play groups for parents and children, 1,044 referral contacts were made to community resources, and parent information was shared with 106 parents. Foothill Truckee Healthy Babies Home Visiting Program provided intensive support as an accredited, evidence-based Healthy Families America program to 273 parents of 139 children, delivering a total of 2,151 home visits in Fiscal Year 2017-18. Home visitors:

- Provided 767 referrals for additional local resources
- Screened all eligible mothers with the Edinburgh Postnatal Depression Scale, identified 28% of these mothers who screened

positive for depression and successfully connected 100% of these mothers to services for their depression

- Screened 97% of target children with the Ages & Stages Questionnaire (ASQ) and ASQ - Social-Emotional health (ASQ-SE) developmental screenings, identified 11% of children who had suspected developmental delays and connected 100% of these children to further assessment and services for their delays. Moving Beyond Depression Program provided evidenced-based delivery of in-home therapy to mothers in home visiting programs who were diagnosed with depression. Therapists delivered 200 therapy sessions to 21 clients.
- 86% of clients showed a reduction in their Edinburgh Postpartum Depression Scores over the course of the program
- 100% of clients had coordinated care provided by their therapist and home visitor. The Step Up to Kindergarten Summer Program served 96 5-year-olds with the enrolled children showing growth in an average of 2.3 out of 10 measured school readiness skills over the course of the 3-week program. The number of children showing mastery of more than half of the items (6 or more) increased by 26% from entry to end of program.



Orange

Strategic Plan—First 5 Orange County updated its strategic plan, holding meetings with Commission members and stakeholders and conducting targeted community outreach and public study sessions to develop measurable objectives in three areas that align with statewide early childhood goals: Resilient Families, Quality Early Learning, and Comprehensive Health and Development. Adopted in April 2019, the 2019-2024 Strategic Plan acknowledges a shift of priorities from the creation of new services to better integration and coordination of services and agencies that support young children and families. It also includes the new branding of First 5 Orange County which now aligns with the network of First 5 Commissions throughout the state.

- Prenatal to Three—First 5 Orange County received Pritzker Children’s Initiative funding to work on shaping early childhood systems that will lead to increased investments in core services for infants and toddlers. A Pritzker fellow began work in August 2018, convening partners to strategize how to increase access to high quality services for children from birth to age 3 and their families, with the ultimate goal of improving kindergarten readiness. As a participating county in the National Collaborative of Infants and Toddlers, First 5 Orange County is

contributing to the national effort to strengthen early childhood systems and drive policies toward investment in core services for infants and toddlers.

- Home Visiting – The newly created California Work Opportunity & Responsibility for Kids (CalWORKs) Home Visiting Initiative set aside funding to expand access to home visitation services throughout the state. First 5 Orange County’s Bridges Maternal Child Health Network provided the platform for implementation of CalWORKs-funded expansion of home visiting services, leveraging several Bridges program assets including comprehensive screenings for women and babies, the established and evaluated local home visitation programs, and subject-matter expertise for the targeted local families in need.

Placer

First 5 Placer is committed to investing in the county’s youngest children. In Fiscal Year 2018-19, over \$2.9 million were spent focused on child abuse and neglect; oral health; maternal and child health; and early literacy reaching nearly 8,000 children, parents, family members, and providers through its funded programs. Nearly 40% of children and parents were Latino; 36% spoke a primary language other than English; and 58% of children were enrolled in Medi-Cal.

Two key accomplishments in 2018-2019 by First 5 Placer include efforts to 1) increase children’s access to oral health and 2) increase maternal and child health.

Oral Health: More First 5 Placer children had been to the dentist or dental hygienist in the past year, compared to previous years. (68% in 2018-2019 compared to 48% in 2016/17 and 59% in 2017/18). The Placer County Oral Health program provided the following services to children and families receiving WIC:

- 474 children received an oral health assessment and tooth brushing demonstration
- 342 children received a fluoride varnish to prevent cavities
- 77 children who were identified as not having a dental home or needing further dental services received follow-up information and support
- The Placer County Oral Health Alliance convened 11 times and continues to expand its partner network.

Maternal and Child Health: More women engaged in services through First 5 Placer received prenatal care in the first trimester in 2018-2019, compared to previous years (79% in 2018-2019 compared to 66% in 2016/17 and 63% in 2017/18). With support of First 5 Placer:

- 52 women received support from promotores to access prenatal and postnatal care (Latino Leadership Council)
- 61 mothers received counseling for perinatal or postpartum depression (Insights Counseling)
- 163 children and caregivers received weekly home visits using Parents as Teachers (KidsFirst)
- 97 mothers received substance abuse treatment and child development support (Granite Wellness)

Plumas

The First 5 Plumas County Children and Families Commission’s primary strategy in realizing its vision and fulfilling its mission is through the support of home visiting services. Currently, the Commission funds



four direct service grants that provide home visiting services to families (including foster parents) who have children ages 0–5. All programs utilize the Strengthening Families™ Protective Factors framework to support and measure success. During Fiscal Year 2018-19, First 5 Plumas County investments in home visiting resulted in the following accomplishments:

- Families are engaged in home visiting services.
- A total of 98 families were provided with home visiting services.
- A total of 717 service contacts were made by home visitors in which 4,391 services were provided.
- 64 children were screened using the Ages and Stages Questionnaire (ASQ), while 5 were screened using the Social-Emotional (ASQ:SE) version of this tool.

Families are stronger as a result of home visiting services. All of the home visiting programs identify outcomes achievement related to each of the five Strengthening Families™ Protective Factors. In each of the protective factors, there was an increase in parental perception of skills, supports, and knowledge after having received home visiting services.

- 93% of parents agreed that the program has helped them improve their parenting skills.
- 92% of parents agreed that the program has helped them reduce the stress in their life. Families accessing services report a high level of satisfaction. The overwhelming majority of parents who completed the questions related to client satisfaction at the end of the Protective Factors survey were very satisfied with the home visiting program.
- 96% of parents agreed that their overall satisfaction with services was very good, while 100% indicated that their ideas and opinions are welcomed and included in the program.

Riverside

First 5 Riverside continued to focus on strategies and planning framework to align with the First 5 California system. Much of the work

supported systems and capacity building through the development of strategic partnerships with local and state organizations and private/public agencies. A focus on sustainability of First 5 has led to increased leveraging of outside grant opportunities including CalWORKs Home Visiting Program, Dental Transformation Initiative (DTI) and match funding with Nurse Family Partnership and LENA Start. Additionally, First 5 Riverside has endeavored to sustain strategic and regional partnerships such as Help Me Grow—Inland Empire and DTI to build strong and aligned systems to support children and families. Much work has been dedicated through QSRC to increase access to quality early learning settings and foster professional development for ECE providers.

HealthySteps, an evidence-based pediatric primary care model, was implemented at 5 Federally Qualified Health Centers and 3 pediatric clinic sites changing the structure of pediatric care through an integrated seamless system of care comprised of universal services, short-term supports, and comprehensive services. HealthySteps Specialists ensure families have access to expertise and personalized support to better navigate the health care system.

First 5 Riverside increased its focus on building resilient communities to strengthen protective factors with an expansion of home visitation using a variety of models. Increasing families' access to services and resources to support family resilience, build provider capacity to support families in caring for their children, and educate parents to have the skills and tools to help their children achieve their fullest potential, are the main tenants of this initiative. First 5 Riverside consistently explores mechanisms for further expansion through strategic partnerships and funding opportunities.

Sacramento

First 5 Sacramento funded an evaluation of developmental playgroups to gather formative data about the programmatic elements in use across First 5 Sacramento's nine partner school districts.



- Nearly half of 9 sites received scores that indicated their practices were exemplary.
- Curriculum: Playgroup sites that scored highest on curriculum offered playgroup curricula that were engaging, thematic, culturally responsive through language, and provided take-home supplemental activities for families.
- Classroom Environment: The most effective classroom environments utilized shared resources to benefit both classroom environment and coordination/accessibility of resources and referrals to participating families. The location of playgroups on preschool or elementary school sites provided a pipeline toward school readiness. Next-best classroom environments created safe, warm spaces with curriculum-driven stations, regardless of whether the location was mobile or in a shared space setting.
- Schedule: Overall, schedule satisfaction correlated with classroom location. Sites that were less satisfied with their schedule desired to expand sites with an ideal location that offered a successful classroom environment while reducing sites with less ideal locations that offered more challenging classroom environments. While playgroup communities face multiple barriers, the two most common barriers were: 1) lack of awareness of program offering/program value, and 2) transportation.
- Staffing/Infrastructure: Staffing provides the frontline assurance of playgroup quality and connection,

while infrastructure provides the baseline strategy for overall family support. District sites with enthusiastic, intentional staff that practice engaged parent support, employ Multi-Disciplinary Teams, and administer the Ages and Stages Questionnaire tool to all registered families, reflect preventive, as opposed to reactive, approaches to participation and engagement, and overall family support.

San Benito

First 5 San Benito provided services, supports, and resources to children, families, and providers that addressed the First 5 California four result areas. Outcome highlights related to these results are summarized below.

- According to pre-post survey results, parents participating in Family Wellness Court parenting classes demonstrated significant improvement in family functioning, particularly in family members' ability to express their needs and feelings to one another listen and communicate clearly and positively, make decisions together, and handle changes well as a family.
- Parents as Teachers home visiting participants said that the program greatly improved their knowledge



of child development and how to meet children's social and emotional needs.

- Participants in Raising a Reader reported a significant increase over time in their child's reading engagement, and 99% of participants in Story Time said this program gave them ideas about how to make reading fun at home.
- To address Improved Child Development, First 5 San Benito enrolled 33 Early Childhood Education (ECE) providers in the Quality Counts program and provided professional development and coaching, and 12 ECE providers attended California Preschool Instruction Network classes in the county. Additionally, the Pre-Kindergarten Observation Form (P-KOF) was administered to children in Quality Counts programs help ECE providers better understand and support their students' readiness for kindergarten.
- Child health was addressed through the inspection of 30 car seats for safe and appropriate installation and the distribution of 25 new car seats.
- Finally, to contribute to Improved Systems of Care, First 5 San Benito organized and facilitated a multisector collaborative of local leaders to guide the development of a Family Impact Center to integrate service systems in the county and it helped form the Tri-County Central Coast Early Childhood Advocacy Network to advocate for policies and systems that benefit young children and their families.

San Bernardino

One of the most significant investments by First 5 San Bernardino was the continued building and implementation of a Quality Rating Improvement System (QRIS).

- For Fiscal Year 2018-2019 reporting, there were 234 early care and education sites participating which resulted in 10,087 children served. Since launching Quality Start San Bernardino (QSSB) in

Fiscal Year 2015-2016, QSSB participants have made progress in increasing the quality of their programs.

- Fiscal Year 2018-2019 was the program's first year with sites receiving a re-rating. Out of the 60 sites that were re-rated, 42 had an increase in their total rating points and 24 had an increase in their overall tier rating.

A QSSB participant success story worth noting is that of a Family Child Care (FCC) provider. This provider signed up to participate in 2017. Upon enrollment, the provider had recently obtained a valid Family Child Care license and attended Early Childhood Education classes through Child Care Resource Center (CCRC). The assigned QSSB Coach explained the rating process and by June 2017, the provider received a tier rating of 2-Rising Quality. The provider was determined to work with her coach to increase the quality of her center for the benefit of the children in her care. During the first two years of participation in QSSB the provider completed her Bachelor's Degree in Child Development, completed 21+ annual hours of Professional development, and set up requirements for physician's reports and/or doctor's exams for children ages 5 and under. The provider became a certified Early Head Start Provider and set up the center environment in compliance with Family Child Care Environment Rating Scale (FCCRS). She also attended ASQ and DRDP training and began to implement the use of these tools successfully. In 2019, the site was rated for a second time and increased from a tier rating of 2-Rising Quality to a tier rating of 4-Emerging Quality.

San Diego

This year, a total of 49,359 San Diegans received supportive services via First 5 San Diego initiatives. These include health and dental services, quality preschool, targeted home visiting, parent education workshops and much more. Thousands of additional young children and their parents benefited from communitywide services such as the Kit for New Parents, the NEW First 5 San Diego mobile app,

the First 5 Warmline, community health screenings and ongoing community outreach and parent education campaigns.

- This year, Oral Health providers screened 22,818 children and pregnant women and treated 16,481 for oral health needs. Several First 5 San Diego initiatives offer developmental screenings, assessments and treatment services to address the needs of young children. It is First 5 San Diego's goal to expand screenings across multiple settings, such as pediatrician offices and preschools, to ensure that all children in San Diego County have regular developmental checkups before entering Kindergarten.
- First 5 San Diego providers screened 12,731 children, identified 1,497 children with behavioral concerns and provided treatment for 3,191 children, which includes those who were referred from outside of our network. Drawing on recommendations from early education research and emerging best practices, First 5 San Diego funds two early learning initiatives: Quality Preschool Initiative and Mi Escuelita Therapeutic Preschool.

In total, 12,138 children in San Diego County received high-quality early education and targeted services through these initiatives. We are excited to announce that we adopted a 5-year Strategic Plan for Fiscal Years 2020-25! As we look to our emerging future, our declining revenue calls for us to consider a greater focus on our investments. This provides us with a unique opportunity to function as a convener, as an expert leader and thought partner to continue improving the overall system of care for children from birth to 5 years old throughout San Diego.

San Francisco

First 5 San Francisco advances systems of support for early childhood education, family well-being, and early intervention to ensure that all young children thrive in supportive, nurturing, and loving families and communities.

Investments in the Quality Connections Quality Rating and

Improvement System now reach a total of 8,452 children in 429 participating early education programs and family support centers. More than 2,600 providers received Quality Connections professional development, including more than 14,000 hours of in-depth coaching instruction. As a result, percentages of programs meeting quality benchmarks continue to rise in the areas of instructional support (63% meeting quality cut-off scores) and environments (94% meeting quality cut-off scores).

San Francisco's network of 26 Family Resource Centers (FRCs) are in their 10th year of implementation. In Fiscal Year 2018-19 they supported just under 14,000 parents and children through an array of services intended not only to prevent child abuse and neglect, but to also provide parents with the tools and resources they need to give their children the best start toward school and life success. Across services, pre- and post-surveys indicate that after three to four months of participation, FRC parents are:

- More knowledgeable in child development
- More confident in parenting
- Increasing use of positive parenting practices
- Perceiving child's behavior as more manageable
- More frequently interacting with their children
- More frequently interacting with others in their communities.

San Francisco's Help Me Grow (HMG) Initiative continued to expand early identification and intervention efforts in Fiscal Year 2018-19 with approximately 6,000 children receiving a developmental screen. The HMG team also provided intensive supports within the classroom setting to over 300 parents and preschool children with low to moderate developmental risk, to ensure a more positive early learning experience in preparation for kindergarten.

San Joaquin

First 5 San Joaquin continues to focus on leveraging additional resources and partnerships in order to bring services to the community. Two

programs are highlighted here:

- IMPACT served 51 Family Child Care Homes and 62 Centers in 2018-19. The most successful strategies included a marketing campaign to raise awareness about Raising Quality! (RQ!) and encourage enrollment in preschool, and printed guides to help parents find quality care and parent-friendly toolkits about Infant/Toddler/Preschooler development and resources.
- The newest component of IMPACT is the Peer Mentor Program that equips mentor providers to assist their peers in creating developmental screening systems within childcare settings. Other successes included the Provider Appreciation event held in March 2019 to honor over 100 early care and education providers, with Camille Maben as motivational keynote speaker. And in July 2019 family child care provider José Chavez gave compelling testimony at the First 5 California meeting at which IMPACT funding was subsequently approved for the next three years.
- First 5 San Joaquin also implemented the CalWORKs (CW) Home Visitation Program locally known as FamilyWORKs. By June 2019, 118 families were served in FamilyWORKs. The acceptance of state funding tripled the local home visitation budget and supported training to over 700 CW employees on local resources for children under the age of five. FamilyWORKs includes an early childhood consultant service through the San Joaquin County Child Abuse Prevention Council for behavioral health case consultation. Partnerships with the Family Resource & Referral Center Help Me Grow Call Center and SJ TEETH oral health care coordination services leverage community-based services designed for very young children to strengthen systems for families participating in the CW programs.



San Luis Obispo

Our early-literacy arm extended its reach even further, with more than 30 Raising A Reader sites serving upwards of 500 children across the county.

- Community collaboration brought the family-engagement program to vulnerable populations at ECHO (El Camino Homeless Organization) and 40 Prado, two local centers that provide shelter and support services for individuals in crisis, many of whom are young parents and children.
- Raising A Reader is also brightening days and boosting minds at the Sierra Vista Hospital Pediatric Unit, where young patients and their parents receive book bags for precious story and bonding time together!
- As San Luis Obispo County prepared for the launch of the Help Me Grow system, we engaged local pediatricians in conversations on Developmental Screenings. First 5 San Luis Obispo hosted the “Pediatric Town Hall: Strengthening Our Developmental Screening & Referral Practices” in November 2018. It offered Continuing Medical Education (CMEs), which contributed to the amazing turnout of 23 local physicians from across the county. The event featured a number of speakers, including Dr. Edward Curry, AAP-Chapter 2

Immediate Past President, as well as a provider panel and resource fair.

- In early 2019, a group of local stakeholders began laying the groundwork for a town hall focused on addressing childcare challenges in San Luis Obispo County.
- May 2019’s “Where’s the Care?” convening received tremendous community support, with over 140 attendees. The event hosted speakers from all over the state, including Camille Maben (First 5 California Executive Director), Rene Mendez (City of Gonzales City Manager), and Sheryl Shushman (Patagonia Director of Global Family Services), representing the private sector and government side of addressing childcare needs. There was equal time to explore the challenges and begin problem solving through breakout sessions and brain storming. The event created public awareness, government attention and business engagement that still continues.

San Mateo

During Fiscal Year 2018-19, First 5 San Mateo County maintained its multi-faceted investments in programs supporting all aspects of a child’s early years, including Early Learning; Child Health & Development; Family

Engagement; and Policy, Advocacy, and Communications. Supported by \$6.1 million in community investments, our funded partners served over 10,000 children, parents, and providers, and distributed 2,802 Kits for New Parents. First 5 San Mateo County has also engaged diverse stakeholders in many areas critical to the health and well-being of young children. Examples include:

- Build Up for San Mateo County’s Children: First 5 San Mateo County is leading a cross-sector, public-private partnership to expand awareness of the child care gap, mobilize advocates, increase the number of child care spaces, and generate funding. Build Up has secured three years of operational funding, hired full-time staff, and received donations of over \$300,000 to seed the Build Up Capital Fund. Thus far the partnership has saved 610 spaces from closure, supported the creation of 550 new spaces through repurposing existing structures, and ensured that more than 1,000 new spaces are included in upcoming development projects.
- Help Me Grow: In bringing Help Me Grow to San Mateo County, F5SMC has committed to enhance sustainability through expanded funding partnerships.

In addition to our own contributions, this year Help Me Grow was supported by nearly \$500,000 from other funders, including private foundations and public agencies. These resources went towards the full continuum of services for children with or at risk for special needs and their families and communities, such as outreach, the HMG call center and website, screening and assessments, referrals and service linkage, care coordination, and health provider engagement.

Santa Barbara

In Fiscal Year 2018-2019 First 5 Santa Barbara County invested \$2,864,685 in programs and services for 2,446 children and 2,604 families. Investment strategies included Family Resource Centers, Quality Counts, Early Care

and Education spaces and Systems Improvement. First 5 Santa Barbara County achieved several noteworthy results that improved the quality of child care setting for children which include the development of twilight preschool classrooms across six school district campuses. This First 5 Santa Barbara County funding partnership with school district funding increased access to quality preschool for 96 children and is an exemplary model of innovation and the power of leveraged funding. A total of 139 sites participating in Quality Counts and of those sites 64 centers and 24 Family Child Homes also maintaining nationally accredited. The development of a strong cadre of Quality Counts center based and family child care coaches that are certified or highly trained in Classroom Assessment Scoring System (CLASS), Center on the Social and Emotional Foundations for Early Learning (CSEFEL), Trauma Informed Care, Dual Language Learners, Family Child Care Environment Rating Scale (FCCERS), Ages & Stages Questionnaire (ASQ) and National Association for the Education of Young Children (NAEYC) and National Association for Family Child Care (NAFCC) accreditation. First 5 Santa Barbara County provided first time funding to St. Vincent's Family Strengthening Program (FSP), a drug and alcohol-free, transitional housing program (up to 27 months), designed to assist homeless single mothers with one or two children birth to 5 years old. FSP offered a supportive, communal environment where young women and their children were able to access the life-tools and services they need to become self-sufficient and thrive. FSP is funded in part by First 5 Santa Barbara County, which provided the following services to 28 mothers and 29 children, with 24,455 transitional housing days:

- Ongoing case management using the Family Development Matrix tool
- Weekly evidence-based parenting classes
- Early childhood education and assessments
- Weekly counseling with Marriage and Family Therapists (MFT) and behavioral health support

- 92% of mothers in stable housing post FSP
- 58% of mothers obtain higher paying jobs
- 57% of mothers received free legal assistance.

Santa Clara

As part of our commitment to sustainable systems of quality early education, First 5 Santa Clara County finds creative pathways to increase teachers' professional development, educational goal attainment, retention and leadership development in the field. In working towards assisting educators with achieving their educational goals First 5 offered 15 full scholarships to earn a master's degree from Pacific Oaks College in Human Development with a concentration in Leadership in Education & Human Services. Participants focused their thesis on improvements to the ECE field, such as the benefit of intergenerational programs for children and elders, impacts of quality teamwork on educators, barriers and facilitating factors to Latino parent engagement, and the impact of inclusive childcare sites. The participants also shared what they learned with the Quality Matters communities of practice. In focus groups throughout the program, participants reported that the master's program was a major life undertaking as they balanced the programs' demands with those of their full-time jobs and families, but it was a transformative experience for them. They learned more about the early learning field, as well as a deeper understanding of social inequities, privilege and oppression, and inclusion practices. They also gained the building blocks of leadership, including presentation skills, listening skills, ability to voice their opinions, and to make decisions. Indeed, the master's cohort participants said they felt a sense of responsibility to improve the quality of early childhood education in their communities, and some had already begun this by hosting Family Childcare Network meetings, discussing QRIS ratings with other teachers, mentoring co-teachers, and advocating for funding for a pilot co-op program. Ultimately, all 15 educators supported by FIRST 5 were awarded their master's degree.

Santa Cruz

First 5 Santa Cruz County is helping preschool children get critical early vision screenings through its VisionFirst Program. Following the completion of First 5's successful pilot program in 2015, VisionFirst has now been integrated into First 5's Santa Cruz Reading Corps program, which has increased the program's reach into a total of 69 classrooms. VisionFirst provides children as young as 6 months old with a simple and efficient vision screening using the Spot Vision Camera that quickly detects common vision problems. Parents of children found to have possible vision issues are assisted in getting a full vision exam for their child with a local optometrist. Of the 1,115 children screened in 2018-19, 171 (15%) had possible vision problems identified, and to date 127 of those children have received a full vision exam. Of these children, 114 (90%) have been prescribed eye glasses or are being monitored. Due to this success, some local partners purchased their own Spot Vision cameras to provide on-going screenings.

First 5 Santa Cruz County is connecting newborns to medical care through the Baby Gateway Newborn Enrollment Program. The goals of First 5's Baby Gateway Program are to visit mothers who have given birth in local hospitals and provide: health insurance enrollment assistance, First 5's Kit for New Parents, and information on using primary care appropriately. In 2018-19, this program reached 90% of all mothers while in the hospital. Baby Gateway also assisted 98% of all mothers who had Medi-Cal births to complete a Medi-Cal application for their newborns, and 99% of these mothers identified a preferred primary care provider or clinic for their child before discharge from the hospital. This program may also be having an effect on the use of the Emergency Department (ED) for very young infants, and particularly those who are covered by Medi-Cal. Since the launch of this program, the number of infants (under age 1) on Medi-Cal who visited the ED at one hospital has dropped 49%.

Shasta

First 5 Shasta's 2018-19 highlights include:

- Established a new 5-year strategic plan with the following goals: Adverse Childhood Experiences (ACEs) are reduced and prevented in the Shasta County 0-5 population; All children 0-3 in Shasta County have healthy beginnings and optimal development; All children in Shasta County will be prepared for and enter school ready to learn.
- Launched Help Me Grow Shasta (HMG) with community event, in collaboration with the Shasta County Office of Education and the United Way. HMG leverages local resources to increase public awareness of the need for developmental screening, offers screenings, and provides referrals and care-coordination for early intervention services.
- Provided \$21,000 for Wildfire Recovery Grants to help childcare providers rebuild and children/families recover from trauma after the devastating wildfires of 2018.
- Continued work with community partners around ACEs education, prevention and intervention.
- Provided NICU and families of newborns with books to read to their infants, which provides exposure to language and opportunities for attachment in a stressful environment.
- The Bridges to School Success program provided evidence-based mental health services and behavior supports to 137 children at risk of preschool/childcare expulsion and 261 parents/caregivers.
- Supported the Healthy Babies Program, which provides mental health services for 87 pregnant women and mothers of children age 0-2 experiencing depression or anxiety brought on or exacerbated by pregnancy or during the postpartum period.
- First 5 Institute delivered training and educational activities for 624 children, 425 parents/caregivers via activities including professional

development, library story times, and professional training.

- Summer Safety projects focused on outdoor safety and drowning prevention served 1,492 children and more than 2,000 family members.
- Coordinated 22 Week of the Young Child Events.
- Distributed more than 18,000 children's books.

Sierra

The vision of First 5 Sierra is to ensure a continuum of appropriate and integrated health, education and recreational support services from prenatal to old age for a balanced and sustainable Sierra County community. First 5 Sierra's strongest and most successful achievement continues to be its preschool tuition subsidy program. This program supports working families, most of whom would not be able to send their children to preschool without tuition assistance. In 2018-19 First 5 Sierra continued to achieve an amazing 90% rate of children attending preschool prior to entering kindergarten. Investing in a program where all local children can attend preschool ensures that all Sierra County children will start kindergarten with the most optimal preparation and with the least disparity in readiness possible.

First 5 Sierra continues to seek innovative ways to support the resilience of our families. First 5 piloted a Back to Preschool Night which introduced parents to service providers from the schools, Community-Based Organizations and county Health and Human Services, and included a fascinating presentation on positive parenting from an expert behavior specialist. The event was well attended and received overwhelmingly positive feedback from parents, with high interest in future events. In our remote, rural community there are few to no opportunities or spaces for parents of babies and very young children to connect, socialize and support each other—there are no community centers, no recreation programs and only two very small coffee shops in the entire county. First 5 Sierra sponsored a family-friendly summer Music in the Park

series to provide parents with a venue for social connections and program outreach. The events were well received in the community, resulting in parents meeting other parents, distribution of our favorite Potter the Otter materials, as well as increased program registration and visibility for the needs of young children and their families.

Siskiyou

In Fiscal Year 2018-19, First 5 Siskiyou provided unique breadth, scale, and quality of programs that enabled successful reach to community members, including the following:

- Seventeen communities served 8 Family Resource Centers (FRCs) throughout Siskiyou County.
- Over 10,000 hours of drop-in help are available at FRCs.
- Playgroups are conducted once per week for 48 weeks, across 288 sessions, reaching over 700 children.
- First 5 family literacy efforts included book distributions from C/FRCs, Dolly Parton's Imagination Library, Red Scarf Society, Reach Out and Read, Fairchild Medical Center, and Read Across Siskiyou Starts at Pregnancy. Over 22,000 books were distributed to children ages birth to 5.
- Evidence based parenting education classes and workshops reached caregivers across the 5000 square miles, and out of 128 caregivers surveyed, 43% reported experiencing abuse by a person inside their family, while 34% reported experiencing abuse by a person outside of their family.
- First 5 launched its 2018-19 kindergarten readiness assessment in 25 classrooms across the county. Teachers used the Kindergarten Observation Form to assess the readiness skills of 420 children, and 227 of their parents completed a Parent Information Form, providing rich detail about family demographics, access to early education, basic health, and social services, as well as family protective factors.
- First 5 ensured quality of services by training all grantees on the

Strengthening Families framework, and completing the Strengthening Families provider self-assessments. Rich menu of high quality PD Trainings were provided. Agency-wide, First 5 created a strategic evaluation framework which identified priority indicators for each goal area and related programs, as well as evaluation tools and reporting procedures. An Annual Strategic Plan was also created in Spring 2019 which summarized strategies through which First 5 seeks to impact and measure the indicators outlined in its strategic framework.

Solano

First 5 Solano continued to implement its high-quality programs in the Priority Areas of Health & Well-Being, Early Childhood Learning & Development, Family Support & Parent Education, and Systems Change. Accomplishments of Fiscal Year 2018-19 included:

- The launch of an Annual Grants program to provide a regular opportunity for the Commission to fill community gaps, pilot new or innovative ideas, and address time sensitive community needs. Through the first year of funding, seven grantees provided services to close to 700 children and families. Several agencies were able to sustain their project beyond the initial funding, seeding important work in our community.
- With blended funding from the First 5 Solano and Mental Health Services Act, the evidence-based Triple P Positive Parenting Program was implemented as a parenting education strategy. A total of 38 practitioners, representing eight local agency providers participated in extensive Triple P training across four levels of intervention and received accreditation. Providers began offering parenting education services to parents in Fall 2018 with over 1,000 parents receiving services in the first year.
- In early 2018, the Commission made a decision to establish a First 5 Center in the City of Vallejo

due to the high-risk factors in that city. During Fiscal Year 2018-19, First 5 Solano identified a location within a census tract with 58% child poverty, and close to neighborhoods with even higher rates of poverty. Construction began with an estimated timeline for opening the Center in December 2019.

- The First 5 Center will be a one-stop location to provide a full range of dual-generation services to support healthy behavior, social and emotional development, and school readiness of children, as well as provide parents the tools they need to develop positive parent child relationships and connect to other families. All services will be family-centered and trauma-informed to build resilience and strengthen families.

Sonoma

In Fiscal Year 2018-19, the First 5 Sonoma County Commission's top priorities included increasing equitable access to quality early care and evolving the Commission's organizational structure to promote the sustainability of its mission and stewardship of public funds.

It is no longer the case that one parent works and one stays home. Childcare is essential to support parents' ability to work and further their skills through education. Affording childcare is difficult in Sonoma County and is a barrier for employers to attract and retain workers. Locally, a family earning the median household income spends 20% on childcare, and the cost is over 60% for a parent earning minimum wage.

In the 2017 wildfires 15 licensed childcare programs were lost, displacing 444 children and leaving many parents unable to work. First 5 Sonoma County launched the Employer-Supported Child Care initiative, partnering with the Santa Rosa Metro Chamber, Sonoma County Office of Education, employers, childcare operators, the Child Care Planning Council, and the Community Child Care Council to leverage private sector resources to make child care more affordable.

The Commission partnered with elected officials and County of Sonoma and City of Santa Rosa planning and economic development departments to set up a soft pipeline of housing development projects over the next five years to co-locate childcare facilities within affordable housing.

Stanislaus

2018 was a pivotal year for First 5 Stanislaus. The organization completed a name change from the Stanislaus County Children & Families Commission to First 5 Stanislaus. We adopted a new logo and new website to reflect our energy and progressive nature. We also created a new digital report to the community to replace its previous print newspaper version. This report featured video testimonials that highlighted the impact of First 5 work in the lives of community members. Probably the most significant accomplishment in 2018-2019 was the completion of a major community-based, strategic direction and planning process involving multiple stakeholders. The result of the work included a new mission statement, values, priorities and strategies to move forward.

Improved Family Functioning:

- The parents of 9,328 children received family support services through countywide Family Resource Centers or other programs.
- 1,660 received more intensive services focused on improving child abuse risk factors.
- The parents of 1,469 children attended parenting classes to increase parenting skills and knowledge.
- Of the 1,427 children 0-5 whose caregivers were screened for depression, 353 children 0-5 had a caregiver referred for mental health services as a result.

Improved Child Development:

- The families of 782 children 0-5 increased the time spent reading with their children at home after receiving literacy services.
- 1,048 children 0-5 were screened for educational developmental issues and 73 were reported as being referred for further assessments or services.

- 119 children participated in the Kindergarten Readiness Program at school sites across the county that helped prepare them for Kindergarten.

Improved Health:

- 130 infants were born term after their mothers participated in a healthy birth program.
- 92% of the mothers initiated breastfeeding.

Improved Systems of Care:

- Families of 5,839 children have increased knowledge and use of community resources.

Sutter

In partnership with the Sutter County Maternal, Child and Adolescent Health (MCAH) program and with the assistance from the Yolo County Perinatal Mental Health Collaborative, Sutter County Children & Families Commission implemented the universal symbol for Maternal Mental Health into a live Traveling Blue Dot in celebration of Maternal Mental Health Month (May 2019). The live Blue Dot travelled to multiple agencies throughout Sutter County during the month of May to actively engage both traditional and nontraditional colleagues in a social media campaign. Photos of agencies were taken with the Blue Dot and were featured on the Commission's Facebook page. The purpose of the photos taken was to promote awareness about maternal mental health and the need for developing a system of care. The Blue Dot Campaign successfully engaged agencies to initiate conversations about their critical role in addressing maternal mental health. The social media photos made a statement in the community that they care about mothers and baby's health. The campaign started necessary conversations, established relationships and begun to decrease stigmas around perinatal mood and anxiety disorders.

Some of the stakeholders included urgent care, family resource centers, the Sutter County Sheriff and Yuba City Police Department, Sutter County Public Health, Adventist Health, Children's Museum, Yuba-Sutter-Colusa United Way, Sutter County Library and the Yuba-Sutter Chamber of Commerce. The project also received proclamations

from both the Yuba City Council and the Sutter County Board of Supervisors, along with the policymakers taking a photo with the Blue Dot.

Sutter County Children & Families Commission continues to work with partners to strengthen resources to link mothers to the care required when experiencing mental health disorders and develop a comprehensive resource guide that will support healthcare providers, Help Me Grow staff, WIC and the community-at-large.

Tehama

First 5 Tehama continued to be a visionary leader in the county for building sustainable systems to support families with young children. At the countywide level, First 5 Tehama supported the Pregnancy to Preschool Partnership (P2P), a collaboration of publicly-funded agencies to streamline referral and data sharing processes, and ensure that every child that comes to the attention of partner agencies has access to a high quality early learning opportunity. In Fiscal Year 2018-19, 216 families were given referrals from 21 agencies through the P2P network. First 5 Tehama also funded the School Readiness Initiative, a program that serves families from pregnancy to age 5, without income eligibility or medical necessity. Upon referral, resource visits were conducted with 304 families to understand needs, conduct developmental screenings, and refer to home visitation, playgroups, parent cafés and any other early learning and parent supports needed. Evidence-based home visitation (Parents as Teachers) was provided to 358 families to help them learn more about child development, positive parent-child interactions and to help children meet health and developmental milestones. Parents praised the home visiting program, with 88% of parents reporting an increase in knowledge of their child(ren)'s development. At the end of program, 99% of children had medical and dental health coverage, and 86% of children were up-to-date on medical visits, 63% on dental visits, and 88% on immunizations. Parents felt that parent cafés were extremely valuable for social networking and building

protective factors; 98% were satisfied or very satisfied with their experience. In Fiscal Year 2018-19, one hundred playgroups provided developmentally appropriate activities for 915 children without prior early learning experience. In post surveys, nearly all parents reported increases in knowledge of child development (96%), social-emotional competence of children (93%), and access to community resources (96%).

Trinity

The First 5 Trinity County Children and Families Commission invests in a variety of services aimed at supporting children prenatal through age five and their families. Primary investments include:

- **School Readiness Playgroups:** First 5 Trinity partners with the Trinity County Office of Education (TCOE) to provide pre-K programs at various locations throughout the county. The pre-K school readiness program offers structured playgroups aimed at preparing kids for kindergarten. In Fiscal Year 2018-19, the program served 62 children ages 0 through 5, and 41 primary caregivers.
- **Parent Nursery School Program:** The Parent Nursery School program partners with parents to provide engaging enrichment activities. In Fiscal Year 2018-19, the program served 17 children ages 3 through 5, and 30 primary caregivers.
- **Welcome Baby Program:** The Welcome Baby Program offers new parents a lifeline to support, information and community resources. New parents are visited in their home by a family advocate that provides information about what to expect as a new parent, coaching about creating a safe home environment, and information about resources. In Fiscal Year 2018-19, the program served 12 infants, and 26 primary caregivers.
- **Children's Garden:** The Children's Garden Project aims to teach young children the fundamentals of gardening as well as to provide basic guidance on healthy

nutrition. In Fiscal Year 2018-19, the program served 93 children ages 0 through 5, and 94 primary caregivers.

- **Trinity Smiles:** Trinity Smiles is a program that provides mobile and dental services at various school sites, with a focus on providing care to underserved children in the county. Services include oral evaluations, extractions, cleanings, oral hygiene instruction, x-rays and fillings. In Fiscal Year 2018-19, the program served 58 children ages 0 through 5, and 79 other family members.

In addition to the primary investments described above, First 5 Trinity supports smaller community projects.

Tulare

First 5 Tulare County's vision is that all Tulare County children will thrive in supportive, safe, loving homes and neighborhoods and will enter school healthy and ready to learn. This was the first year of implementing the new Strategic Plan.

In 2018-2019, funded programs served 30,345 parents and children. Each of First 5 Tulare County programs are unique. This year First 5 Tulare would like to highlight two programs: Save the Children Early Steps to School Success and Altura Centers for Health Breastfeeding Friendly Clinics.

First 5 Tulare County's partnership with Save the Children Federation Inc. Early Steps to School Success has been crucial to reaching hard-to-reach populations. The program partners with six of the counties rural school districts to ensure children and their parents have access to high quality literacy education via home visitation to expectant families, families with infants and toddlers, and families with 3 to 5 year olds. The families of expectant mothers focuses on prenatal health care and baby's developmental progress. Families with infants and toddlers are provided with services to build strong, loving relationships with their children and create supportive environments. Parent education is offered to cover topics such as communication, child safety, and children's health and

development. Books are brought to each visit to help families build their home libraries. Growing up in a house full of books has been strongly linked to academic achievement. Families that participated in the program demonstrated an increase in books in their home and on average read together 10 times per month. 100% of the children 0-3 that were identified as having a concerns via the Ages and Stages Questionnaire received referrals for treatment.

First 5 Tulare County has expanded their partnership with Altura Center for Health Breastfeeding Friendly clinics. Through this first year of implementation they served 236 women that were seen by the International Board of Lactation Consultant Examiners.

Tuolumne

First 5 Tuolumne provides leadership and support for programs to achieve the vision that all children are healthy and ready to learn. First 5 Tuolumne County invested \$726,982 in Fiscal Year 2018-19, providing services to over 2,622 young children, parents, and providers. Of those receiving services, most were served by Health programs (80 percent) such as the Smile Keepers dental program, Public Health Outreach, and developmental screenings. Our main focus areas are:

- **Improved Family Functioning:** Primary Caregivers obtained the supports and resources they need to be their child's first and best teacher. 254 parents, caregivers, and providers participated in programs for improving family functioning such as in-home support, group parenting classes, as well as training to improve their ability to provide for their families such as GED and ELL classes.
- **Improved Child Health:** Our Smile Keepers Oral Health program provided oral health screening, fluoride varnish, and education to 1,028 children and 569 parents. This was the first year First 5 Tuolumne offered the Ages and Stages Questionnaire for Social-Emotional Development (ASQ-SE) at all our county kindergarten registrations.

- **Improved Child Development:** Tuolumne County invested \$259,259 to improve the quality of our early care and education sites. This was done by investing in professional development stipends for providers who participate in continuing education and/or coaching as well as investing in training to provide the ASQ-SE to parents. This was the first year First 5 Tuolumne has invested in the Imagination Library. Since 90% of a child's brain develops before the age of 5, we know it is vital to invest in families and encourage them to talk, read, and sing to their children every day. We are confident the Imagination Library will help.

Ventura

In Fiscal Year 2018-19, First 5 Ventura County implemented the third funding year of its five-year strategic plan that was adopted in June 2015. For funding years one through three, investments largely remained the same as the Commission utilized its Sustainability Fund to maintain funding levels. With the depletion of the Sustainability Fund in June 2019, First 5 Ventura County prepared to shift its strategic investments for years four and five towards advocacy, capacity building and system change efforts, that promote parent engagement, build best practices and quality standards, engage partners in cross system governance and increase the alignment of resources for improved outcomes for young children. Significant modifications to implementation models for First 5 Ventura County's investments in quality preschool, Help Me Grow, and Neighborhoods for Learning (NfL) initiative, a nationally recognized, community-based service delivery model were finalized and contractor selections occurred so that services were ready to begin on July 1, 2019.

During Fiscal Year 2018-19. The NfLs brought together early learning, health and family support resources for families in their neighborhoods and piloted a standardized approach for delivering Parent and Child Together (PACT) classes. Programs funded under Countywide Specialized Strategies delivered regional-based family

strengthening, early intervention, and health-focused programming, such as oral health services and Triple P. Help Me Grow streamlined the process of accessing support for families of young children with developmental and behavioral concerns. Quality early learning opportunities continued through the funding of preschool spaces and quality improvement activities. First 5 Ventura County championed the Take 5 and Read To Kids campaign to raise awareness about the importance of early childhood literacy and launched a new parent engagement strategy built upon a national model, in collaboration with the Center for the Study of Social Policy's Early Childhood Learning and Innovation Network for Communities (EC-LINC).

Yolo

As the first year of a new Strategic Plan, Fiscal Year 2018-19 was a year of significant movement in First 5 Yolo's direction to focus on prevention and deeper investments in systems transformation efforts. Funded program highlights include:

- Helping families avoid the need for entry into CWS and supporting positive parenting
- Increasing access to early mental health screens and supports
- Engaging families in early learning
- Piloting a systems transformation effort, The CHILD Project.

Starting in Fiscal Year 2018-19, First 5 Yolo acted as co-founder and lead agency for city cannabis-related revenue

invested in a pilot project for higher-risk families, prenatal-3 yrs. This pilot set the foundation for an innovative and expansive project in support of pregnant women and mothers of infants.

All programs are increasingly coordinated and targeted to systems transformation. The Commission anticipates substantial strides in this regard in Fiscal Year 2019-20 with the launch of a large initiative, The CHILD Project: Road to Resilience (R2R), co-funded with California Department of Social Services Office of Child Abuse Prevention and built on the foundation of the earlier pilot project. R2R is a systems improvement designed to prevent conditions that contribute to child maltreatment, prevent or mitigate adverse childhood experiences, and provide a system for improved health, safety, and early experiences. The Project identifies high-risk mothers and infants and provides intensive, evidence-based home visiting to substantially mitigate the risk for child maltreatment and future trauma.

In the support of these efforts, First 5 Yolo invested time and attention in its local "Thrive by Five" strategy, advocating for the dedication of new revenues to early childhood prevention and intervention efforts. This has catalyzed leading edge policies in cities and at the County, resulting in the inclusion of early childhood in a County cannabis tax expected to help fund First 5 activities in Fiscal Year 2019-20, and dedicated funding from cities.

Yuba

In Fiscal Year 2018-19, First 5 Yuba awarded nearly \$60,000 in mini-grant funds to fourteen different community based organizations, public entities, and private agencies that addressed all First 5 California result areas. Mini-grants supporting Improved Child Health, included continuing education for medical professionals related to breastfeeding. A gas card program supported families traveling out of the area for pediatric specialty care, and local kids' yoga classes totaling over 103 children 0-5 and their families.

In relation to Improved Child Development; both center and home based day cares received support in curriculum development and sustainable facility improvements. Notable was the establishment of a school readiness preschool program at a remote charter school in the rural areas of Yuba County. Modeling a nearby existing First 5 funded school readiness program, the charter school currently serves 12 children 0-5 and their families. Overall, seven agencies were funded, reaching 114 children.

Mini-grants linked to Improved Family Functioning included an emergency homeless shelter supporting 11 children 0-5 and their families during the winter months. A child's bereavement program engaged 37 children through therapeutic art expression on local school campuses. Lastly, an Air Force Base managed family resource center provided opportunities for military families to participate in a variety of social groups and activities to connect families on base and to their community. In less than a year attendance at play groups, field trips, and engagement in social programs tripled. While mini-grants are respectively smaller awards in relationship to our major funded partners, the impact and reach of these programs and services is monumental. By investing in small agencies, providers, and community based organizations, mini-grants help to build local capacity by providing a variety of services to a large geographical area in non-traditional settings.



Appendix A: Number of Services and Expenditures by Result Area and Service Type, FY 2018-19¹

IMPROVED FAMILY FUNCTIONING										
Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers and Providers	Total Number of Services	Percent of Services in Result Area	Percent of Total Number of Services	Total Expenditures for Services	Percent of Service Expenditures in Result Area	Percent of Total Expenditures ²
General Family Support	196,418	313,282	4,096	317,378	513,796	91%		\$42,544,136	53%	-
Targeted Intensive Family Support	23,119	26,472	1,242	27,714	50,833	9%		\$37,023,994	47%	-
Total Improved Family Functioning	219,537	339,754	5,338	345,092	564,629	100%	7%	\$79,568,130	100%	25%
IMPROVED CHILD DEVELOPMENT										
Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers and Providers	Total Number of Services	Percent of Services in Result Area	Percent of Total Number of Services	Total Expenditures for Services	Percent of Service Expenditures in Result Area	Percent of Total Expenditures ²
Quality Early Learning Supports	186,913	34,748	29,461	64,209	251,122	70%		\$77,032,351	66%	
Early Learning Programs	45,207	57,925	2,330	60,255	105,462	30%		\$39,658,966	34%	
Total Improved Child Development	232,120	92,673	31,791	124,464	356,584	100%	32%	\$116,691,317	100%	36%
IMPROVED CHILD HEALTH										
Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers and Providers	Total Number of Services	Percent of Services in Result Area	Percent of Total Number of Services	Total Expenditures for Services	Percent of Service Expenditures in Result Area	Percent of Total Expenditures ²
General Health Education and Promotion	31,880	59,793	4,515	64,308	96,188	18%		\$8,354,458	7%	
Prenatal and Infant/Toddler Pediatric Support	3,675	2,674	116	2,790	6,465	1%		\$2,297,787	2%	
Perinatal and Early Childhood Home Visiting	40,947	57,515	233	57,748	98,695	18%		\$60,775,533	48%	
Oral Health Education and Treatment	116,800	34,747	617	35,364	152,164	28%		\$13,759,888	11%	
Early Intervention	134,109	45,932	13,025	58,957	193,066	35%		\$40,922,043	32%	
Total Improved Child Health	327,411	200,661	18,506	219,167	546,578	100%	61%	\$126,109,709	100%	39%
Total	779,068	633,088	55,635	688,723	1,467,791		100%	\$322,369,156		100%
IMPROVED SYSTEMS OF CARE										
Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers and Providers	Total Number of Services	Percent of Services in Result Area	Percent of Total Number of Services	Total Expenditures for Services	Percent of Service Expenditures in Result Area	Percent of Total Expenditures ²
Policy and Public Advocacy								\$32,767,831	40%	
Program and Systems Improvement Efforts								\$50,077,096	60%	
Total Improved Systems of Care								\$82,844,927	100%	
GRAND TOTAL	779,068	633,088	55,635	688,723	1,467,791			\$405,214,083		

¹ Colusa and Kings counties are not included.

² Totals may not equal 100 percent due to rounding.

Appendix B: First 5 California Result Areas and Services

Result Area: Improved Family Functioning

Providing parents, families, and communities with relevant, timely, and culturally appropriate information, education, services, and support.

General Family Support

Programs providing shorter-term, non-intensive instruction on general parenting topics, and/or support for basic family needs and related case management (e.g., meals, groceries, clothing, emergency funding or household goods acquisition assistance, and temporary or permanent housing acquisition assistance). Supports may include referrals to family services such as Family Resource Centers (FRCs) and other community resources, adult and family literacy, and fatherhood programs. In general, these programs are designed to provide less intense and shorter term support services and classes for families by paraprofessional staff. Program models or initiatives may include Abriendo Puertas, Avance, family resource core support, and the Positive Parenting Program (Triple P).

Targeted Intensive Family Support Services

Programs providing intensive and/or clinical services by a paraprofessional and/or professional, as well as one-to-one services in family support settings. Programs are generally evidence-based and designed to support at-risk parents and families prenatally or with young children to increase knowledge and skills related to parenting and improved family functioning (e.g., counseling, family

therapy, parent-child interaction approaches, and long-term classes or groups). This also is the category for reporting comprehensive and/or intensive services to special populations (i.e., homeless, teen parents, foster children, special needs). Program models or initiatives may include Incredible Years, Nurturing Parenting Program, and Triple P.

Result Area: Improved Child Development

Increasing the quality of and access to early learning and education for young children.

Quality Early Learning Supports

Programs designed to enhance early learning programs such as professional development for early educators, or implementation and integration of services. This service category may include quality rating and improvement system investments as part of First 5 Improve and Maximize Programs so All Children Thrive and Quality Counts California. This service category covers Early Childhood Education (ECE) settings efforts, most commonly by licensed care providers, and may include interagency collaboration, facility grants and supply grants to providers, support services to diverse populations, and database management and development. Non-ECE settings work is included under General Family Support. Program models or initiatives include Quality Counts California.

Early Learning Programs

Early learning programs for children 0 to 5 years old may include

preschool programs, kindergarten transition services, and early learning programs for all ages. Early learning programs for primary caregivers and their children together may include playgroups primarily focusing on 0 to 3 year-olds. Programs may include child-related early literacy and Science, Technology, Engineering, and Math programs. Programs may include extra supports in early learning settings for homeless children, Federal Migrant or Tribal Child Care programs, and children receiving Alternative Payment vouchers for childcare. Program models or initiatives include facility grants, playgroups, preschool/childcare reimbursement, and summer programs.

Result Area: Improved Child Health

Promoting optimal health through identification, treatment, and elimination of the risks that threaten children's health and lead to developmental delays and disabilities in young children.

General Health Education and Promotion

Programs promoting children's healthy development, including nutrition, fitness, and access to health/dental/vision insurance and health services. Programs also may focus on increased awareness of information about child safety seats, fire, safe sleep, and drug/alcohol/tobacco education. Program models or initiatives include nutrition/breastfeeding, safe sleep, safety education, smoking or tobacco cessation.

Perinatal and Early Childhood Home Visiting

Home visiting is a primary service delivery strategy for inter-generational family-centered supports. Home visiting services are provided by qualified professionals with parents, prenatally and/or with children birth to age three. These voluntary programs are tailored to meet the needs of individual families and offer information, guidance, and support directly in the home environment. While home visiting programs vary in goals and content of services, in general, they combine parenting and health care education, early intervention, and early learning supports for young children and their families. Home visits focus on linking pregnant women with prenatal care, promoting strong parent-child attachment, coaching parents on learning activities that foster their child's development, and supporting families during the pivotal window of pregnancy through early childhood.

Program models or initiatives include Early Head Start, Healthy Families America, Nurse Family Partnership, Parents as Teachers, Home Instruction Program for Preschool Youngsters, Maternal, Infant and Early Childhood Home Visiting, and local models.

Prenatal and Infant/Toddler Pediatric Support

Out-of-home programs that may include prenatal care and follow-up for healthy development-related services during the first three years of a child's life. These programs are designed to improve the health and well-being of women during and after pregnancy, and the infant or young child by a paraprofessional and/or professional outside of

the family home, including, but not limited, to pediatric or clinical environments. Programs may provide comprehensive support, including parenting education, health information, developmental assessments, providing referrals, and promoting early learning.

Program Models or initiatives include Developmental Understanding and Legal Collaboration for Everyone, Healthy Steps, and local models.

Oral Health Education and Treatment

Programs providing an array of services that can include dental screening, assessment, cleaning and preventive care, treatment, fluoride varnish, and parent education on the importance of oral health care. This may include provider training and care coordination of services.

Early Intervention

Programs providing screening, assessment, and diagnostic services, including referrals or follow-up to needed services. Programs including early intervention or intensive services to children with disabilities and other special needs, or at-risk for special needs. May include strategies targeting language and communication skills, social and emotional development, developmental delays, related parent education, and Mental Health Consultations in ECE settings. Program models or initiatives include care coordination and mild-to-moderate supports.

Result Area: Improved Systems of Care

Implementing integrated, comprehensive, inclusive, and culturally and linguistically appropriate services to achieve

improvements in one or more of the other Result Areas.

Policy and Public Advocacy

Policy and Public Advocacy includes community awareness, public outreach and education on issues related to children 0 to 5 and their families. This also may include work focused on policy change, work with local and statewide stakeholders, policy development, related efforts, and Town Halls.

Initiatives include resilient families and communities, child health, early learning, and revenue.

Program and Systems Improvement Efforts

Efforts to improve service quality, connections between programs, infrastructure support, and professional development. This also may include activities such as strategic planning, business planning, grant writing workshops, sustainability workshops, and assistance in planning and promoting large community conferences or forums. These improvement efforts should result in improved outcomes for children ages 0 to 5 years of age. Improvements could be geared toward creating a well-trained workforce with shared professional standards and competencies, creating strong and effective linkages across particular system components, or leveraging funding to sustain the system of care. This also may include database management and other cross-agency systems evaluation support. Initiatives include early identification and intervention, health systems, family strengthening, *Talk. Read. Sing.*[®], and Trauma Informed Care/ Adverse Childhood Experiences.

References

¹ Educare <https://www.educareschools.org/>

² Center on the Developing Child at Harvard University. (2007). A Science-Based Framework for Early Childhood Policy: Using Evidence to Improve Outcomes in Learning, Behavior, and Health for Vulnerable Children.

³ Shonkoff, J. and Phillips, D. (2000). *Neurons to Neighborhoods: The Science of Early Childhood Development*. Washington, D.C.: National Academy Press.

⁴ Yazejian, N., Bryant, D., Freel, K., Burchinal, M., and the Educare Learning Network (ELN) Investigative Team. (2015). High-quality early education: Age of entry and time in care differences in student outcomes for English-only and dual language learners. *Early Childhood Research Quarterly*, 32, 23-39.

⁵ Educare California at Silicon Valley. <http://educaresv.org/>

⁶ Educare Los Angeles at Long Beach. <https://www.educareschools.org/schools/los-angeles-long-beach/>



Our Vision

California's children receive the best possible start in life and thrive.



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To: First 5 Alameda County Commission

From: Kristin Spanos, Chief Executive Officer

Date: April 16, 2020

Subject: FY 2020-21 Strategic Plan – First Reading

ACTION REQUESTED

Review the draft FY 2020-21 Strategic Plan.

BACKGROUND

The FY 2017-22 First 5 Alameda County Strategic Plan must have an annual review by the Commission prior to the release of state funds for FY 2020-21. Changes are highlighted in red text in the attached draft and listed below:

- Page 1 (cover) and 9, change 2017-2021 to 2017-2022
- Page 5, 18 and 32, Agency-Level Headline Measures:
 - Change #3. “% of children with concerns touched by F5AC programs and investments who have developmental improvements” to “% of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes*”
- Page 20 and 21:
 - Add 2021/22 column for each strategy, with allocation amount the same as 2020/21
 - Add new section for ‘Covid-19 Community Resilience Fund’ with allocations for 2019/20 at \$1,000,000, for 2020/21 at \$2,000,000
- Page 22, Parent Engagement and Support:
 - Add performance measure “% of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes*”
- Page 23, Early Identification:
 - Add performance measure “% of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes*”
 - Change performance measure “% of children linked to services by Help Me Grow” to “% of families linked to services by Help Me Grow”
 - Change performance measure “% of providers who know how to identify and refer for concerns that impact development*” to “% of providers with increased ability to connect or refer children and families to HMG services”
- Page 24, Quality Early Childhood Education:
 - Change performance measure “% of programs with improved teacher/child interactions and ECE environments” to “% of programs with improved teacher/child interactions or ECE environments”

- Delete performance measure “% of early care and education providers who utilize best practices*”
- Change performance measure “% of childcare site providers who report they received what they needed to improve their practice*” to “% of providers who report they received what they needed to improve their practice*”
- Page 25, Fatherhood:
 - Change performance measure “# of school boards, city councils, or other public entities engaged by F5AC who institute components of the fatherhood policy platform” to “# of school boards, city councils, or other public and community based entities engaged by F5AC who have implemented components of the fatherhood policy platform”
- Page 26, Neighborhoods Ready for School:
 - Change performance measure “% of children who are ready for kindergarten within a neighborhood*” to “% of children who are ready or on track for kindergarten within a neighborhood*”
 - Add performance measure “% of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes*”
- Page 28, Policy, Planning, and Evaluation:
 - Change performance measure “# of agencies that make administrative policies and practices changes based on F5AC policy agenda” to “# of agencies that make administrative policies and practices changes consistent with First 5’s policy priorities”
 - Change performance measure “% of evaluations and data analysis contributing to policy change and informing practice*” to “# of evaluations and data analysis contributing to policy change and informing practice*”
 - Add performance measure “% of internal First 5 staff using tools from Results Based Accountability”
- Page 29, Training and Capacity Building:
 - Move performance measure “% of internal First 5 staff using tools from Results Based Accountability” to Policy, Planning, and Evaluation strategy
- Page 30, Communications:
 - Change performance measure “% of target audience that reported they took action as a result of communication efforts*” to “% of target audience that took action as a result of communication efforts*”
 - Change performance measure “% of evaluations and data analysis contributing to policy change and informing practice*” to “# of evaluations and data analysis contributing to policy change and informing practice*”
- Page 32, Strategies and Performance Measures:
 - Edit according to changes by Strategy outlined above.

FISCAL IMPACT: The goal, as per the long-range financial plan, is to keep the program funding level relatively constant for the entire five years of the plan.

RECOMMENDATION: That the Commission review and provide any suggested edits to the Strategic Plan in preparation for the final reading on June 18, 2020.

Submitted by:

DocuSigned by:
Lisa Forti
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Lisa Forti
Director of Policy, Planning and Evaluation

Reviewed by:

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Kristin Spanos
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Kristin Spanos
Chief Executive Officer



STRATEGIC PLAN 2017-2022



ACKNOWLEDGMENTS

First 5 Alameda County would like to thank:

Parents and families for sharing their experiences, strengths, and struggles to inform our work.

Partners for providing valuable insight and recommendations.

Staff for contributing countless hours and energy to thoughtful dialogue and decision-making.

F5AC Commissioners for their guidance and support.

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Executive Summary



As we look to the future of First 5 Alameda County (F5AC), we are faced with both the challenge of declining tobacco revenue and the opportunity of increasing awareness and support around early childhood. Since 2000, Proposition 10 (Prop 10) allocations for Alameda County have declined by approximately 40 percent. This plan outlines how we will use the limited resources with which we've been entrusted in the most effective and impactful way to contribute to the early childhood movement in Alameda County and beyond. This means a shift away from direct service provision to a stronger embrace of our role as a catalyst, collaborator, capacity builder and policy advocate.

In recent decades there have been significant advances in understanding the critical role of the early childhood system of care as a preventive/early intervention strategy for supporting health outcomes, prevention of child abuse and neglect, and school readiness. As a result, early childhood best practices addressing those issues have been established. However, there is growing acknowledgement that if we are to have lasting impact on children and families, we need to support families around workforce, financial resources, housing stability, and ensure their basic needs are met. Consistent with these findings, we are expanding our work to focus on eliminating the persistent inequities and disparities in our communities, particularly those impacted by poverty, which undeniably keeps children from reaching their optimal health and wellbeing.

Currently, F5AC funds and staffs direct service programming. While we will continue to seek opportunities for external funding to help sustain our direct service efforts, the fiscal realities of Prop 10 necessitate strategic decisions to ensure the optimal impact of our work despite declining resources.

Moving forward we will work hand in hand with F5AC commissioners and partners to assure that the services and supports established over the last 15 years will be sustained. Most importantly, making sure families have what they need to help their children succeed and live in healthy communities. The continued evolution of this work may require new ways of thinking, new resources, and better support for and recognition of the existing strengths and social capital in our neighborhoods.

Limited Prop 10 dollars means that F5AC needs to distinguish our accountability to the children and families we directly touch through our programs (agency level results) from those investments that reach the entire 0-5 population and their families (population level results). F5AC adopted the Results Based Accountability (RBA) framework that provides scaffolding for implementation, monitoring, and continuous improvement. After an extensive ten month planning period that engaged staff, partners, F5AC commissioners and parents, we developed the following population and agency level indicators that will enable us to track our impact.

POPULATION-LEVEL RESULTS & INDICATORS:

THE COUNTY-WIDE MEASURES TO WHICH F5AC, AND MANY OTHER PARTNERS, CONTRIBUTE.

- **Children are ready for kindergarten, and can later achieve success in the third grade**
 - + Baseline INDICATOR: In 2015, 44 percent of children at 47 schools across Alameda County were fully ready for kindergarten.
- **Children are free from abuse and neglect**
 - + Baseline INDICATOR: In 2015, the incidence of substantiated allegations of abuse and neglect per 1000 children 0-5 in Alameda County is 3.8; the incidence of allegations is 29.4.

AGENCY-LEVEL RESULTS:

THE GOALS THAT GUIDE OUR WORK.

1. F5AC programs and investments support and strengthen parents/primary caregivers, families, and neighborhoods to create environments and relationships where children thrive.
2. F5AC programs and investments increase access and opportunity, particularly for children living in poverty, to quality early experiences that prepare children for school and help them reach their optimal developmental outcomes.
3. F5AC programs, investments, and policy advocacy support a system of care that is coordinated, accessible, and responsive, delivered by knowledgeable and caring providers.

AGENCY-LEVEL HEADLINE MEASURES:

THE MEASURES BY WHICH WE WILL HOLD OURSELVES ACCOUNTABLE TO OUR VISION, MISSION, AND RESULTS.

1. % of families touched by F5AC programs and investments who have what they need to support their child's growth and wellbeing
2. % of children touched by F5AC programs and investments ready for kindergarten
3. % of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes
4. % of providers touched by F5AC programs and investments that increase capacity to deliver best or promising practices
5. # of local policy and administrative changes made to support early childhood via F5AC programs and investments

We selected the following strategies to act as levers to achieve our agency results.

PROGRAMS AND INVESTMENTS

- Parent Engagement and Support
- Early Identification
- Quality Early Childhood Education
- Fatherhood
- Neighborhoods Ready for School
- Innovation

CAPACITY BUILDING & SUSTAINABILITY

- Policy, Planning, and Evaluation
- Training and Capacity Building
- Communications
- Administration, Information and Technology

This represents an annual Prop 10 investment of approximately \$14.8 million. In order to operationalize the strategic plan, F5AC will develop an implementation plan with timelines, responsibilities and internal deliverables.

The Future of First 5 Alameda County

ELEVATING STRATEGIC PARTNERSHIPS TO SUPPORT FAMILY WELLBEING AND TO ADDRESS POVERTY AND INEQUITIES



First 5 Alameda County (F5AC) is an innovative public entity created by the passage of Proposition 10 (Prop 10) in 1998, which added fifty cents per pack of cigarettes to help fund early childhood education and development related services for children ages birth to five. Over the last 15 years, F5AC has evolved from a start-up to a major early childhood voice in state and local policy, as well as a funder and provider of services. F5AC assets include deeply knowledgeable staff, flexible funding, a broad cross discipline perspective that supports systems integration, and strong relationships with our community partners. As a result, we have developed, administered and evaluated multiple initiatives and programs to enhance the early childhood system of care.

OUR VISION

Every child in Alameda County will have optimal health, development and wellbeing to reach his or her greatest potential.

As we look to the future of F5AC, we are faced with both the challenge of declining tobacco revenue and the opportunity of increasing awareness and support around early childhood. Since 2000, Prop 10 allocations for Alameda County have declined by approximately 40 percent. This plan outlines how we will use the limited resources with which we've been entrusted in the most effective and impactful way to contribute to the early childhood movement in Alameda County and beyond. This means a shift away from direct service provision to a stronger embrace of our roles as a catalyst, collaborator, capacity builder and policy advocate. We will also broaden our focus to address issues such as poverty and equity that directly impact child and family outcomes.

Currently, F5AC funds and staffs direct service programming. While we will continue to seek opportunities for external funding to help sustain our direct service efforts, the fiscal realities of Prop 10 necessitate strategic decisions to ensure the optimal impact of our work despite declining resources. Our options include:

- Leveraging our investments with key partners
- Working on state and local policy changes to sustain critical services
- Transitioning F5AC internal programs to the community and partners
- Discontinuing some programs

OUR MISSION

In partnership with the community, we support a county-wide continuous prevention and early intervention system that promotes optimal health and development, narrows disparities and improves the lives of children 0 to 5 and their families.



In recent decades there have been significant advances in understanding the critical role of the early childhood system of care as a preventive/early intervention strategy for supporting health outcomes, prevention of child abuse and neglect, and school readiness. As a result, early childhood best practices addressing those issues have been established. However, there is growing acknowledgement that if we are to have a lasting impact on children and families, we need to support families around workforce, financial resources, housing stability, and ensure their basic needs are met. Consistent with these findings, we are expanding our work to focus on eliminating the persistent inequities and disparities in our communities, particularly those impacted by poverty, which undeniably keeps children from reaching their optimal health and wellbeing.

EQUITY STATEMENT

Equity is just and fair inclusion into a community and society in which all, including all racial and ethnic groups, can participate, prosper, and reach their full potential. **Equity** means giving everyone what they need to be successful; in contrast, **equality** means treating everyone the same. Equity gives all children 0-5, families and communities the best opportunities in life despite historic patterns of racial and economic exclusion. In public policy, equity is operationalized by focusing programs and investments on the people and places that face the greatest barriers.



First 5 Alameda County is committed to promoting and operationalizing public policy that seeks to achieve equity. Specifically, F5AC intends to take an active role in the movement to eradicate poverty as a means to achieving our mandate that all children in Alameda County are born healthy and reach their full potential. This requires the strategic and creative use of our investments, programs, partnerships, engagement with parents and communities, and advocacy for policy and systems change.

F5AC WILL ADVANCE OUR ROLE AS A CATALYST, COLLABORATOR, CAPACITY BUILDER AND POLICY ADVOCATE BY:

- 1 Leading and participating in key initiatives in Alameda County and the state by serving as an intermediary and convener for local funders and stakeholders around early childhood policy, fund development and systems change.
- 2 Supporting an integrated early childhood system of care that contributes to school readiness including family support, promotion of child development and early identification, and quality early care and education.
- 3 Supporting the sustainability of programs by seeking “matching funds” from county and community agencies to continue effective services F5AC has supported over the past 15 years. We will work with our partners to seek additional funding and/or realign existing funding to support programming and policy efforts.
- 4 Targeting our work by developing partnerships with neighborhoods and providing a variety of early childhood and two generation family supports. This may include cultivating parent leaders who will explore new ways to make their neighborhoods, both the built environment and services, child friendly.
- 5 Advocating for legislation and policy changes at the national, state and local level that lead to additional funding for the early childhood system of care and allows programs to go to scale. This could include advancing efforts for a local tax that supports early childhood efforts, developing a Pay for Success model, or other creative financing approaches that are long term and sustainable.
- 6 Infusing early childhood and family practices into those agencies and organizations beyond the early childhood field. This includes: faith based organizations, private business, criminal justice system, housing, city services and planning, school districts, workforce programs, and parks.
- 7 Investing in, piloting, and evaluating innovative approaches for supporting families that will advance the field as funding allows.
- 8 Working with partners to leverage all of the disparate data collection efforts, to support community wide benchmarks, common data collection, GIS mapping, policy and programmatic analyses, and to engage in collaborative evaluations to monitor short and long-term impact across the county and to identify gaps for future policy work.

Moving forward we will work hand in hand with F5AC commissioners and partners to assure that the services and supports established over the last 15 years will be sustained. Most importantly, making sure families have what they need to help their children succeed and live in healthy communities. The continued evolution of this work may require new ways of thinking, new resources, and better support for and recognition of the existing strengths and social capital in our neighborhoods.

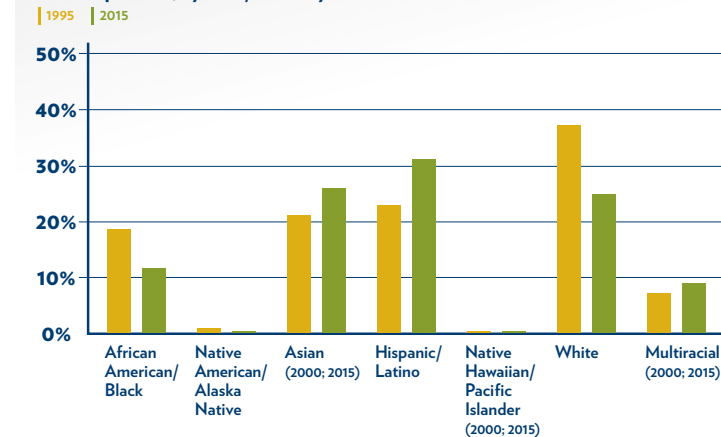
Working Together to Meet the County's Needs

As we present our 2017-2022 strategic plan, we recognize that although First 5 Alameda County's (F5AC) investments and resources are substantial, they are not adequate to meet the needs of our County's families and children. For example, one in seven children in Alameda County lives below the federal poverty line (24,300 for a family of 4), and for children of color that number is even greater¹; it is estimated that less than half of children enter kindergarten ready². To better support children's development, we seek to strengthen existing partnerships in the early childhood field, and forge new ones with public, private and non-profit sector entities, including those who may not see early childhood as a core part of their mission. Working together, we can build and sustain healthy, prosperous families and communities where all children can thrive.

THE COUNTY'S CHILDREN



Child Population, by Race/Ethnicity: 1995–2015 ALAMEDA COUNTY⁶



CHILD OUTCOMES

44% of Alameda County Children are **READY for KINDERGARTEN** in 2015 ⁷



The Opportunity Gap for Children of Color ⁸

Our systems are largely failing children of color, so that by the time they reach kindergarten, only 25% of African American and Latino boys and 34% of Latina girls are assessed ready for school. Countywide, only 44% of all children are ready. F5AC is committed to working with partners to close the opportunity gap by preparing systems to better serve children of color, investing in them, their families, and their neighborhoods.



In 2015 the incidence of abuse and neglect of children 0-5 in Alameda County. ⁹



FINANCIAL REALITIES OF FAMILIES

In 2014 the US Census 5 year estimate finds that



The Gaps

2014 CA-ALAMEDA COUNTY SELF-SUFFICIENCY STANDARD:¹¹
The amount of income families need to meet basic needs

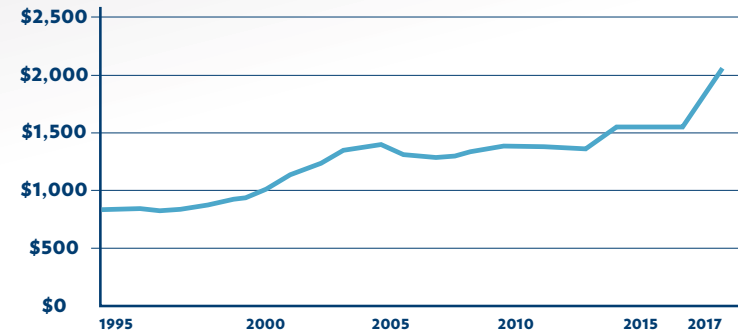


\$24,300¹² 2016 FEDERAL POVERTY LEVEL FOR A FAMILY OF 4

\$41,600¹⁵ 2 FULL TIME WORKERS AT 2016 CA MINIMUM WAGE

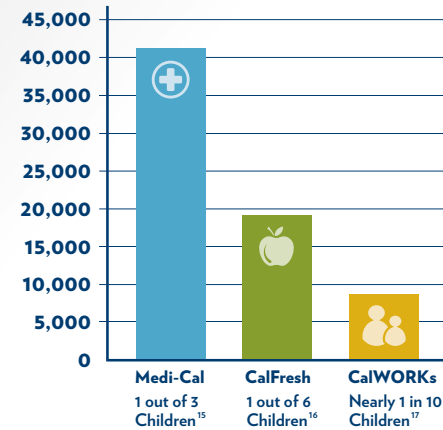
FINANCIAL REALITIES OF FAMILIES CONTINUED

Fair Market Rent for 2-Bedroom in Alameda County¹⁴

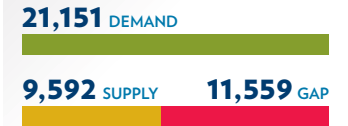


Public Benefits Enrollment

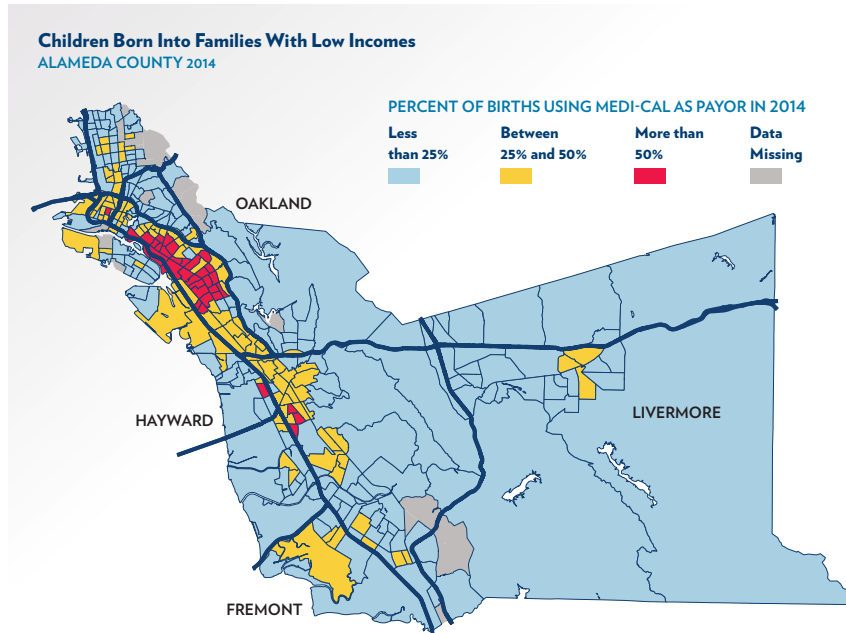
NUMBER OF CHILDREN 0-6 RECEIVING BENEFITS IN ALAMEDA COUNTY JULY 2016
115,012 total



Number of Children 0-4 Eligible for Subsidized Childcare¹⁸



COUNTY BIRTHS¹⁹



Total Births in 2014	19,600
Births that use Medi-Cal as payor	5,070 26%
Babies born with low birth weights	1,668 9%
Babies born to teen-aged mothers	569 3%
Average age of mother	31 years old

Over the Last Five Years:

- 52% decline in births to teen-aged mothers
- 20% decline in births to mothers younger than 30
- 11% increase in births to mothers older than 30

RACE/ETHNICITY OF MOTHERS WHO GAVE BIRTH IN 2014

ALAMEDA COUNTY 2014

MOTHER'S RACE OR ETHNICITY	PERCENT OF ALL BIRTHS	PERCENT OF MOTHERS BY RACE OR ETHNICITY WHO HAVE LOW BIRTH WEIGHT BABIES
African-American	10%	11%
American Indian and Alaska Native	0%	4%
Asian/Pacific Islander	33%	8%
Hispanic/Latino	33%	7%
White	24%	4%
Withheld	1%	5%

NOTE: Race and ethnicity does not identify where mother reports multiple races. Hispanic/Latina ethnicity is considered a race for purpose of this table.

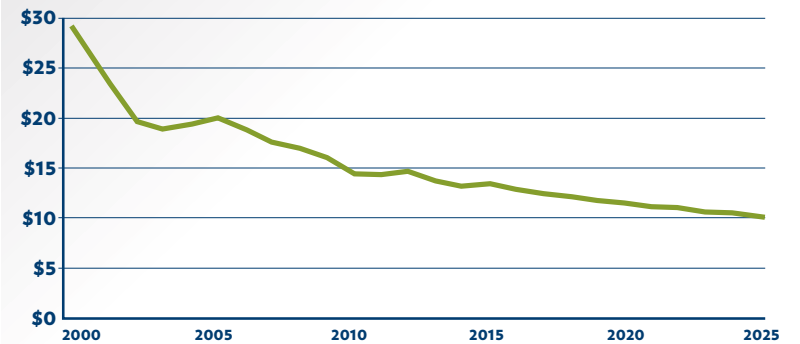
Sustainability Plan

The sustainability of systems and supports provided through First 5 Alameda County (F5AC) investments for the wellbeing of children and families in Alameda County is a priority. Future annual allocations are expected to continue to decline at an annual rate of three percent. To date, the F5AC commission has managed declining fiscal resources through the establishment and use of a sustainability fund, leveraging of federal and state dollars, and foundation funding. A financial chart, included below, illustrates the Prop 10 fiscal landscape since 2000 and projections for the next 10 years. In this strategic plan, F5AC is starting with an annual Prop 10 allocation of \$12.1 million, which is expected to decline to \$10 million by 2025.

Given our fiscal reality, in this strategic plan we reduced funding for some direct services operated and funded by F5AC. The reduced revenue forecast also gave us an opportunity to assess investment approaches and impact given our resource constraints. As a result we are choosing to enhance our policy and system change capacity, while also evolving our approach to family and child programming in an effort to more effectively address the complex needs of children and families living in poverty. Keeping with our vision, the latter will allow us to further invest in a broad range of parent engagement and support strategies led by parents and community members. In that spirit, we are building investments in new areas (e.g. Neighborhoods Ready for School, Policy and Evaluation, Parent Engagement/Parent Support).

F5AC will continue to work with other county leaders and partners to proactively pursue new opportunities to obtain or leverage resources that support the early childhood system in Alameda County. These resources may fund F5AC or other partners, which would help institutionalize early childhood programs among community agencies.

First 5 Alameda County Prop 10 Tobacco Tax Revenue (Millions) – History and Projections



Planning Process

This strategic plan is a blueprint that First 5 Alameda County (F5AC) will use to develop a detailed implementation plan. The planning process was completed using Results Based Accountability (RBA). RBA is a widely accepted and practiced method to plan and measure the effectiveness and impact of programs, service systems, and population-level interventions. RBA is simple, concrete, and creates a common language so that everyone can contribute. RBA is powerful because it starts with the “ends”, the result or goal we wish to achieve, and works backwards towards the “means”.

THE PLAN WAS DEVELOPED THROUGH A COMPREHENSIVE 10 MONTH PARTICIPATORY PROCESS THAT ENGAGED:

- **Community partners and stakeholders**

- + F5AC sent a survey to over 2,200 community partners, and received over 400 responses.
- + F5AC conducted over 20 in-depth interviews with policy leaders to identify needs in the community

- **F5AC Commissioners**

- **F5AC staff, supervisors, managers and leadership**

- **Parents**

- + Three parent focus groups were conducted:
 - ° Help Me Grow Parent Advisory Committee members
 - ° Alameda County Early Childhood Policy Committee parent leaders
 - ° Fathers Corps providers/fathers

We also leveraged the research and data of public systems partners and elected officials, and incorporated learning from F5AC’s own evaluations and data. A data development and measurement plan will monitor the performance of F5AC investments to ensure accountability and achievement of goals.

TOP THEMES ACROSS STAKEHOLDER INPUT²⁰

- Access to childcare/ cost of quality childcare
- Lack of affordable housing/ high cost of living /financial stress
- Access to more peer support, leadership and engagement opportunities
- Access to resources about early childhood development and school readiness

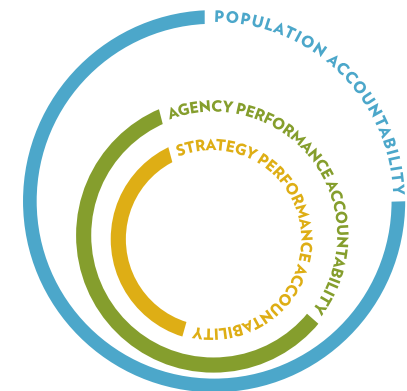
For a full summary of stakeholder feedback, see www.first5alameda.org

Measuring Success

First 5 Alameda County (F5AC) has a responsibility to all children 0-5 and their families in Alameda County. Many of our efforts are universal, such as improving the systems that serve children and families, something done with collaborative partners. With limited Prop 10 dollars, we need to distinguish our accountability to the children and families we directly touch through our programs and investments from that of the entire county’s early childhood population. Results Based Accountability helps us to see how F5AC programs and funded partners all contribute to the population-level goals:

RESULTS BASED ACCOUNTABILITY

helps us separate **POPULATION ACCOUNTABILITY**, the wellbeing of whole populations, from Performance Accountability, the wellbeing of client populations for programs, agencies, and service systems. At F5AC, we distinguished **AGENCY** performance accountability and **STRATEGY** performance accountability.



RBA METHOD FOR IDENTIFYING PERFORMANCE MEASURES

All performance measures fall in to three categories:

- How much do we do?
- How well do we do it?
- Is anyone better off?

Performance measures were then refined and prioritized:

Headline Measures are the most important measures for which we currently have good data.

Data Development Agenda are the important measures for which we need to obtain good data.

Population-Level Impact

CHILDREN ARE READY FOR KINDERGARTEN, AND CAN LATER ACHIEVE SUCCESS IN THE THIRD GRADE.

WE MEASURE THE SUCCESS OF THIS COUNTY WIDE EFFORT WITH THE FOLLOWING POPULATION-LEVEL BASELINE INDICATOR:

In 2015, 44% of children at 47 schools across Alameda County were fully ready for kindergarten.²¹

STORY BEHIND THE DATA

Kindergarten readiness is a predictor of long-term health and wellbeing outcomes, as well as higher education attainment and economic stability. Being ready for kindergarten is more than knowing letters and numbers. It is comprised of readiness in all 4 Building Blocks: 1) Kindergarten Academics (letters, numbers, shapes), 2) Self-Regulation (follows directions, plays cooperatively), 3) Social Expression (expresses empathy, needs, curiosity), 4) Motor Skills (coordination and fine motor skills like use of a pencil).²²

The 2015 School Readiness Assessment, funded and supported by F5AC in partnership with the Alameda County Interagency Children's Policy Council and Applied Survey Research (ASR), revealed that access to preschool or early education experiences, parent engagement, family socioeconomic status, health and adequate nutrition, and stable housing are all factors that contribute to kindergarten readiness. The report also showed that boys, African American and Latino children, children with special needs and English Learner families are less likely than their peers to be ready for kindergarten. F5AC is committed to preparing systems to better serve these children, their families, and their neighborhoods in an effort to "turn the curve" on kindergarten readiness in our County.



PARTNERS WHO HAVE A ROLE TO PLAY IN OUR POPULATION LEVEL EFFORTS:

- Businesses and Financial Institutions
- Community Based Organizations
- Child Care Providers and Settings
- Cultural Institutions
- Faith Based Organizations
- Families/Caregivers
- Family, Friend and Neighbor care
- Foundations/Funders
- Medical Field
- Neighborhood Partners
- Policy Makers
- Public Safety
- Public Systems (City and County)
- School Districts



Population-Level Impact

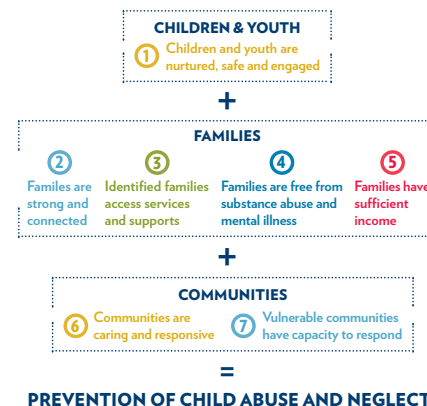
CHILDREN ARE FREE FROM ABUSE AND NEGLECT.

WE MEASURE THE SUCCESS OF THESE COUNTY-WIDE EFFORTS WITH THE FOLLOWING POPULATION-LEVEL BASELINE INDICATOR

In 2015, the incidence of substantiated allegations of abuse and neglect per 1000 children 0-5 in Alameda County is 3.8; the incidence of allegations is 29.4²⁴

STORY BEHIND THE DATA

Scientific breakthroughs in the past 15 years have deepened our understanding of the negative long-term effects of toxic stress, such as abuse, neglect, exposure to violence, and the accumulated burdens of family economic hardship on a child's developing brain and body.²⁵ This is supported by data on a national level that shows children with a family income below 75% of the official poverty level are at greater risk of maltreatment than children from families with higher incomes.²⁶ Within Alameda County, children ages 0-5 whose births were covered by public insurance were at a greater risk of substantiations of child abuse and neglect than those whose births were paid for by private insurance.²⁷ This reality is compounded by the fact that abuse and neglect rates for children ages 0-1 are much higher in Alameda County than for older children (8.6 out of 1000 substantiated cases of abuse/neglect, and 36.9 out of 1000 allegations).²⁸ For these reasons, we must continue to evolve the early childhood system of care to support new or expectant parents by assisting them with basic needs, knowledge of child development and social connections.



TO "TURN THE CURVE" ON OUR POPULATION RESULTS, F5AC PARTICIPATES IN THE FOLLOWING EXISTING COLLABORATIVES:

- Alameda County Birth to Eight Initiative
- Alameda County Committee on Children with Special Needs
- Alameda County Early Childhood Policy Committee
- Alameda County Fathers Corp*
- Alameda County Home Visiting Program
- Alameda County Interagency Children's Policy Council
- Alameda County Public Health Department Building Blocks Collaborative
- Alameda County Touchpoints Collaborative*
- Alameda County Trauma Informed Care Collaborative
- All-In Alameda County
- Bay Area Quality Early Learning Partnership
- Byrne Criminal Justice Innovation Grant
- CA-QRIS State Consortium
- Castlemont Prenatal to 8 Collective Impact Initiative
- Center for the Study of Social Policy's EC LINC Project
- Deputy Sheriff's Activities League
- Early Childhood Mental Health Community Meeting
- First 5 State Association
- Havenscourt Healthy Community Collaborative
- Hayward Promise Neighborhood
- Help Me Grow Alameda County*
- Help Me Grow California
- Help Me Grow National Network
- Learning Communities* (Shelter Learning, Strengthening Families, Early Childhood Mental Health Consultation, Neighborhood Partnership)
- My Brother's Keeper
- Oakland Achieves Partnership
- Oakland Joint Power Authority
- Oakland Promise/Brilliant Baby
- Oakland Reads
- Oakland Starting Smart and Strong
- Oakland Thrives Leadership Council
- Oakland-Alameda County Alliance for Boys and Men of Color
- Quality Counts*
- Talking is Teaching: Talk Read Sing
- Union City Kid's Zone

*Indicates a collaborative that F5AC leads

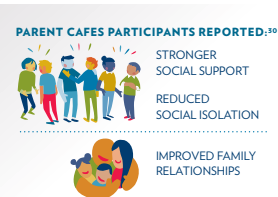
Agency-Level Results

Our Agency-Level Results and Headline Measures articulate First 5 Alameda County's unique role and responsibility. They serve as our guideposts for what we want to achieve, how we will measure our progress, and continuously improve upon our efforts. We are using existing data as a proxy for each Headline Measure. We will refine and develop data collection methods that will allow us to gauge our success.

AGENCY RESULT 1: F5AC programs and investments support and strengthen parents/primary caregivers, families, and neighborhoods to create environments and relationships where children thrive.

HEADLINE MEASURE 1: % of Families touched by F5AC programs and investments who have what they need to support their child's growth and wellbeing

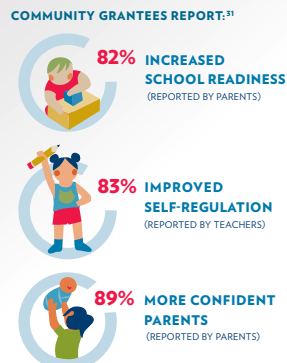
We know that addressing the needs of parents and caretakers improves children's outcomes; paying particular attention to populations or neighborhoods experiencing long-term disinvestment can have a big impact on the wellbeing of families.



AGENCY RESULT 2: F5AC programs and investments increase access and opportunity, particularly for children living in poverty, to quality early experiences that prepare children for school and help them reach their optimal developmental outcomes.

HEADLINE MEASURE 2: % of children touched by F5AC programs and investments ready for kindergarten

We know that there are deep disparities in readiness stemming from poverty, systemic racism and disinvestment manifesting in unequal opportunities for early learning and development that prepare children for school. Our work is to address those inequities and disparities by giving children, particularly those living in poverty, early life experiences that set them on a trajectory for success, and supporting conditions where they can thrive.



HEADLINE MEASURE 3: % of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes

We know that early intervention can make a world of difference. We also know that a child's overall wellbeing can impact their development, and thus we are using a broad definition of concern to include hunger, housing insecurity, and exposure to violence, among other risk factors.



AGENCY RESULT 3: F5AC programs, investments, and policy advocacy support a system of care that is coordinated, accessible, and responsive, delivered by knowledgeable and caring providers.

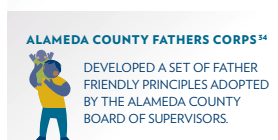
HEADLINE MEASURE 4: % of providers that increase their capacity to deliver best or promising practices

We know that cultivating an early childhood workforce of providers who represent the communities they serve will strengthen the overall field. F5AC is committed to capacity building and creating space for professional development so that providers have the knowledge, tools, and support to deliver the utmost in quality.



HEADLINE MEASURE 5: # of local policy and administrative changes made to support early childhood via First 5 programs and investments

Prop 10 resources are limited to meet the needs of children and families in our community. Therefore, we are committed to ensuring that existing resources are directed to programs and investments that have the greatest impact, addressing systems barriers for families, and increasing funding for early childhood.



PROGRAMS AND INVESTMENTS

PARENT ENGAGEMENT / PARENT SUPPORT



Provide a continuum of parent engagement and supports in line with Strengthening Families Protective factors, and inclusive of parent leadership. This includes outreach and support of Alameda County Public Health Department's home visiting programs, and referrals to other programs and services for families.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000

EARLY IDENTIFICATION



Support parents and caregivers in accessing resources that will improve their child's development. Increase parent and provider knowledge of child development.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000

QUALITY EARLY CHILDHOOD EDUCATION



Build the capacity of providers and childcare sites through rating, coaching and professional development to increase the quality of early childhood education programs. Provide information for consumers about childcare quality.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$2,000,000	\$2,000,000	\$1,500,000	\$1,500,000	\$1,500,000

FATHERHOOD



Incorporate Father Friendly Principles into all programs, and F5AC's policy platform. Collaborate with public systems to improve the experiences and representation of men and fathers. This strategy is a "through line" and will be highlighted in all our strategies.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000

NEIGHBORHOODS READY FOR SCHOOL



Investment in neighborhoods with the highest need in service of families and community. The intention is not to "adopt" specific neighborhoods, but rather to support neighborhood-based, resident-led strategies, and link with other neighborhood efforts.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$2,500,000	\$2,500,000	\$3,500,000	\$3,500,000	\$3,500,000

INNOVATION



Broaden the landscape of early childhood support with new partners, and seed program or systems connectivity as proof of concept for policy change and/or sustained funding.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$500,000	\$500,000	\$200,000	\$200,000	\$200,000

CAPACITY BUILDING AND SUSTAINABILITY

POLICY, PLANNING, AND EVALUATION



Focus on local policy and systems change in order to bring proven programs and practices to scale. Support an early childhood system of care that is a network of coordinated and responsive organizations that improve outcomes for children age 0-5.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$2,100,000	\$2,100,000	\$2,100,000	\$2,100,000	\$2,100,000

TRAINING AND CAPACITY BUILDING



Continue to serve as a "go to" staff training resource for community partners for topics relevant to supporting families with children ages 0-5. Develop trainings that complement F5AC priorities.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$700,000	\$700,000	\$700,000	\$700,000	\$700,000

COMMUNICATIONS



Develop campaign strategies that align with F5AC priorities.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$350,000	\$350,000	\$400,000	\$400,000	\$400,000

ADMINISTRATION, INFORMATION & TECHNOLOGY



Upgrade technology to support staff and partner business functions, data tracking and performance management. Efficiently and effectively manage F5AC resources (financial, human and technology to enhance productivity and impact.)

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21	2021/22
	\$3,000,000	\$3,000,000	\$3,200,000	\$3,200,000	\$3,200,000

COVID-19 COMMUNITY RESILIENCE FUND



Provide resources in partnership with public agencies, philanthropy, community leaders, and families, in support of a countywide response to COVID-19.

Prop 10 Investments	2019/20	2020/21
	\$1,000,000	\$2,000,000

How We Will Achieve Our Agency Results

Our strategies were selected based on what we know about best practices, community, and staff input. They are the levers to achieve our agency level results. We are committed to coordinating and connecting strategies across our agency to increase impact and efficiently use our resources.

PROGRAMS AND INVESTMENTS



PARENT ENGAGEMENT AND SUPPORT

Provide a continuum of parent engagement and supports in line with Strengthening Families Protective Factors, and inclusive of parent leadership. Provide outreach for Alameda County Public Health Department's home visiting programs, and referrals to other programs and supports for families.

APPROACH

- Continue support of Alameda County Department of Public Health in home visiting outreach efforts.
- Explore options to support linkage and navigation to community supports upon discharge from intensive home visiting programs.
- Engage in a cross agency effort to identify ways to more efficiently and effectively outreach to parents.
- Provide or invest in early childhood education and training programs for parents.
- Invest in parent engagement and leadership opportunities, particularly in disinvested neighborhoods.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Parent Engagement and Support, and aggregate to our broader Agency Headline Measures.

- % of families who have what they need to support their child's growth and wellbeing
- % of children ready for kindergarten*

Additional measures that Parent Engagement and Support may use to tell the story of performance:

- ▶ # of families enrolled in home visiting through direct outreach
- ▶ % of children reached through new referral partners
- ▶ % of agencies that adopt and implement parent engagement principles
- ▶ % of parents who report being supported and respected
- ▶ % of participants who successfully enrolled in at least one support program (including public benefits) *
- ▶ # of parents with leadership and advocacy skills and the opportunities to use them*
- ▶ % of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes*

*indicates Data Development Agenda item



EARLY IDENTIFICATION

Support parents and caregivers in accessing resources that will improve their child's development. Increase parent and provider knowledge of child development.

APPROACH

- Engage in a cross-agency effort to increase outreach to targeted populations.
- Increase early identification of concerns that impact children's development and school readiness.
- Support parents and caregivers in accessing resources, and increase parent knowledge of child development.
- Broaden the scope of screening and linkage to include factors other than developmental and socioemotional, including basic needs.
- Work with partners and policy makers to improve the effectiveness of referrals and transitions.
- Engage in evaluation efforts to determine whether families are "better off" as a result of F5AC's investment in this strategy.
- Plan for the sustainability of Early Identification (Early ID) and Help Me Grow.

Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Early ID, and aggregate to our broader Agency Headline Measures.

- % of families who have what they need to support their child's growth and wellbeing*
- % of children served by Help Me Grow who have developmental improvements*
- % of providers sustaining Early ID efforts without funded Technical Assistance

Additional measures that Early ID may use to tell the story of performance:

- ▶ % of providers with increased ability to support families with their child development concerns*
- ▶ % of families linked to services by Help Me Grow
- ▶ % of families who would recommend Help Me Grow
- ▶ % of providers with increased ability to connect or refer children and families to HMG services
- ▶ % of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes*

*indicates a Data Development Agenda item





QUALITY EARLY CARE AND EDUCATION (ECE)

Build the capacity of providers and childcare sites through rating, coaching and professional development to increase the quality of early childhood education programs. Provide information for consumers about childcare quality.

APPROACH

- Provide core infrastructure support to the Quality Rating and Improvement System (QRIS).
- Ensure that service commitments to IMPACT (First 5 California funding) and the California State Preschool Program (CSPP) Block Grant are fulfilled, and that the county maintains readiness for additional funding opportunities.
- Develop “lighter touch” quality improvement models including focusing efforts on family child care cohorts and using the (Center on the Social Emotional Foundations in Early Learning) CSEFEL.
- Pursue balance between a relationship-based, client-driven best practice coaching model and a service package that is affordable and sustainable.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Quality ECE, and aggregate to our broader Agency Headline Measures.

- % of programs with improved teacher/child interactions or ECE environments
- % of children ready for kindergarten*

Additional measures that Quality ECE may use to tell the story of performance:

- ▶ % of providers who report they received what they needed to improve their practice*
- ▶ % of sites that remain high quality over time
- ▶ # of children expelled *
- ▶ % of sites that move from low quality to high quality

*indicates Data Development Agenda item



FATHERHOOD

Incorporate fatherhood and Father Friendly Principles into all programs, and F5AC’s policy platform. Collaborate with public systems to improve the experiences and representation of men and fathers. This strategy is a “through line” and will be highlighted in all our strategies.

APPROACH

- Sustain role as a convener and capacity builder for the Alameda County Father’s Corps in partnership with Alameda County Health Care Services Agency and Alameda County Social Services Agency.
- Expand to provide broad capacity building support for public agency partners and community based organizations.
- Develop a coordinated Fatherhood County Plan that aligns with the efforts of Boys and Men of Color (BMOC), My Brother’s Keeper (MBK) and other collaborations.
- Create a Fatherhood Policy Platform that links to the broader F5AC policy platform.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Fatherhood, and aggregate to our broader Agency Headline Measures.

- # of school boards, city councils, or other public and community based entities engaged by F5AC who have implemented components of the fatherhood policy platform
- % of fathers who have what they need to support their child’s growth and wellbeing*

Additional measures that Fatherhood may use to tell the story of performance:

- ▶ # of new father-specific services or programs
- ▶ % of agencies improving their relationships and engagement with fathers
- ▶ % of fathers reporting increased engagement with their children*
- ▶ % increase in men employed at F5 and by partners*

*indicates Data Development Agenda item



NEIGHBORHOODS READY FOR SCHOOL

Investment in neighborhoods with the highest need in service of families and community. The intention is not to “adopt” specific neighborhoods, but rather to support neighborhood-based, resident-led strategies, and link with other neighborhood efforts.

APPROACH

- Promote and strengthen individual, family and neighborhood protective factors through increasing social connections, community capacity building and access to needed services.
- Establish partners for this strategy through a Request for Proposals process with capacity building provided to small organizations.
- Develop funding strategies which may include:
 - + Capital Investment
 - + Outreach and Engagement
 - + Coordination and Service Integration
 - + Family, Friend and Neighbor Supports
- Determine the funding eligibility requirements for organizations and neighborhoods



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Neighborhoods Ready for School, and aggregate to our broader Agency Headline Measures.

- % of children who are ready or on track for kindergarten within a neighborhood*
- % of families who report they have what they need to support their child’s growth and wellbeing*

Additional measures that Neighborhoods Ready for School may use to tell the story of performance:

- ▶ % of providers who report being better able to serve families with children 0-5
- ▶ # of parents/caregivers with leadership and advocacy skills and the opportunities to use them
- ▶ % of parents/caregivers enrolled in at least one support program or service
- ▶ % of parents/caregivers who improve their financial wellbeing
- ▶ % of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes*

*indicates Data Development Agenda item



INNOVATION

Broaden the landscape of early childhood support with new partners, and seed program or systems connectivity as proof of concept for policy change and/or sustained funding.

APPROACH

- Develop new relationships with organizations, businesses and public agencies not typically considered part of the early childhood community with the intention of developing new and innovative ideas to address the needs of families with young children.
- Encourage and support new and innovative ideas with temporary seed funding.
- Ensure that new ideas and concepts are tracked with appropriate levels of data collection and evaluation to determine their ability to be sustained and replicated.
- Develop sustainability plans for programs showing positive results.

Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Innovation, and aggregate to our broader Agency Headline Measures.

- ▶ % of new partners who commit to working on 0-5 issues
- ▶ % of innovations replicated by F5 and providers
- ▶ % of innovation efforts that contribute to/expand our understanding/knowledge of the EC field*

*indicates Data Development Agenda item



CAPACITY BUILDING & SUSTAINABILITY



POLICY, PLANNING, AND EVALUATION

Focus on local policy and systems change in order to bring proven programs and practices to scale. Support an early childhood system of care that is a network of coordinated and responsive organizations that improve outcomes for children age 0-5. The policy approach will include an evaluation plan and a clear and consistent communications effort.

APPROACH

- Develop a local policy agenda aligned with F5AC programs and priorities around the following issues:
 - + School Readiness
 - + Child Development
 - + Family Supports
 - + Child Friendly Neighborhoods
- Work with school boards, city councils, public systems, philanthropy, faith based organizations, non-profits, and businesses to further the local policy agenda and leverage additional resources.
- Partner with parents, neighborhood associations, and base building organizations as allies in policy change.
- Partner with the First 5 Association on State and Federal legislative efforts to align with local agenda.
- Develop data sharing partnerships with other agencies.

Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Policy and Evaluation, and aggregate to our broader Agency Headline Measures.

- # of public agencies with increased investments in school readiness
- # of agencies that make administrative, policy, and practice changes consistent with First 5's policy priorities

Additional measures that Policy and Evaluation may use to tell the story of performance:

- ▶ # of partners working with F5AC on policy and systems change
- ▶ # of evaluations and data analysis contributing to policy change and informing practice*
- ▶ # of new external dollars invested in F5AC programs, priorities & strategies across systems*
- ▶ % of internal First 5 staff using tools from Results Based Accountability

*indicates Data Development Agenda item



TRAINING & CAPACITY BUILDING

Continue to serve as a "go to" training resource for community partners for topics relevant to supporting families with children ages 0-5. Develop trainings, offer technical assistance, and build capacity around content and process that complements F5AC priorities.

APPROACH

- Develop a plan that includes integration with other F5AC programs and strategies that includes:
 - + Learning Communities
 - + Workforce Development
 - + Parenting
 - + Capacity building for the Neighborhoods Ready for School and Parent Engagement/ Support strategies
 - + Core trainings for the early childhood field
- Take Training "on the road" to community based organizations and public agencies.

Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Training, and aggregate to our broader Agency Headline Measures.

- % of participants that report an increase in skills and knowledge that enable them to deliver best or promising practices
- % of participants who implement best or promising practices as a result of training*

Additional measures that Training may use to tell the story of performance:

- ▶ # of participants by demographic (race, gender, neighborhood, sector, etc.)*
- ▶ % of participants who report their learning goals were met
- ▶ % of participants reporting an increase in knowledge of community resources
- ▶ % of attendees who increase their expertise and career opportunities as a result of training*
- ▶ % of staff and partners who rate internal service delivery as high*

*indicates Data Development Agenda item



COMMUNICATIONS
Develop communications campaign strategies that align with F5AC priorities.

APPROACH

- Develop a communications plan that is aligned with F5 programs and strategies, especially highlighting our policy agenda and evaluation results.
- Participate in larger communication campaigns that further our message with collaborative partners, First 5 Alameda County Association and others when appropriate.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Communications, and aggregate to our broader Agency Headline Measures.

- % of target audience that took action as a result of communication efforts*

Additional measures that Communications may use to tell the story of performance:

- ▶ # of evaluations and data analysis contributing to policy change and informing practice*
- ▶ #/% of website visitors reporting they found the information they needed*
- ▶ % of staff and partners who rate internal service delivery as high*
- ▶ % of target audience that increased knowledge as a result of communication efforts*

*indicates Data Development Agenda item



ADMINISTRATION, INFORMATION & TECHNOLOGY

Upgrade technology to support staff and partner business functions, data tracking and performance management. Efficiently and effectively manage F5AC resources (financial, human and technology) to enhance productivity and impact.

APPROACH

- Expand and update systems to build capacity for cross data systems exchange of information.
- Expand data system agility and responsiveness.
- Improve staff and partner performance, satisfaction and productivity.
- Update electronic data sharing confidentiality and privacy practices.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Administration, Information & Technology, and aggregate to our broader Agency Headline Measures.

- F5AC effectively and responsibly manages finances in order to fulfill the strategic plan goals

Additional measures that Administration, Information & Technology may use to tell the story of performance:

- ▶ % of F5AC staff who attend professional development trainings
- ▶ Staff retention rate*
- ▶ % of F5AC staff and partners who rate data systems as effective
- ▶ % of staff and partners who rate internal service delivery as high*

*indicates Data Development Agenda item

Fitting It all Together

POPULATION LEVEL RESULTS AND INDICATORS

1) CHILDREN ARE READY FOR KINDERGARTEN – 3RD GRADE SUCCESS

Indicator: In 2015, 44 % of children at 47 schools across Alameda County were fully ready for kindergarten

2) CHILDREN ARE FREE FROM ABUSE AND NEGLECT

Indicator: In 2015, the incidence of substantiated allegations of abuse and neglect per 1000 children 0-5 in Alameda County is 3.8; the incidence of allegations is 29.4

AGENCY LEVEL RESULTS AND HEADLINE MEASURES

AGENCY LEVEL RESULT #1:

F5AC programs and investments support and strengthen parents/primary caregivers, families, and neighborhoods to create environments and relationships where children thrive.

HEADLINE MEASURE 1:

% families touched by F5AC programs and investments who have what they need to support their child's growth and wellbeing

AGENCY LEVEL RESULT #2:

F5AC programs and investments increase access and opportunity, particularly for children living in poverty, to quality early experiences that prepare children for school and help them reach their optimal developmental outcomes.

HEADLINE MEASURE #2:

% of children touched by F5AC programs and investments ready for kindergarten

HEADLINE MEASURE #3:

% of children with concerns touched by F5AC programs and investments who demonstrate better health and development outcomes*

AGENCY LEVEL RESULT #3:

F5AC programs, investments, and policy advocacy support a system of care that is coordinated, accessible, and responsive, delivered by knowledgeable and caring providers.

HEADLINE MEASURE #4:

% of providers that increase their capacity to deliver best or promising practices

HEADLINE MEASURE #5:

of local policy and administrative changes made to support early childhood

STRATEGIES AND PERFORMANCE MEASURES

PARENT ENGAGEMENT AND SUPPORT

% of children ready for kindergarten
% of families who have what they need to support their child's growth and well being

EARLY IDENTIFICATION

% of families who have what they need to support their child's growth and well being
% of children who have developmental improvements
% of providers sustaining Early ID efforts without funded Technical Assistance

QUALITY EARLY CARE AND EDUCATION

% of programs with improved teacher/child interactions or ECE environments
% of children ready for kindergarten

FATHERHOOD

of school boards, city councils, or other public and community based entities engaged by F5AC who have implemented components of the fatherhood policy platform
% of fathers who have what they need to support their child's growth and wellbeing

NEIGHBORHOODS READY FOR SCHOOL

% of children who are ready or on track for kindergarten within a neighborhood*
% of families who have what they need to support their child's growth and well being

INNOVATION

% of new partners who commit to working on 0-5 issues
% of innovations replicated by F5 and providers
% of innovation efforts that contribute to/expand our understanding/knowledge of the EC field*

POLICY, PLANNING, AND EVALUATION

of public agencies that increased investments in school readiness
of agencies that make administrative, policy, and practice changes consistent with First 5's policy priorities

TRAINING AND CAPACITY BUILDING

% of participants reporting an increase in skills and knowledge enabling them to deliver best or promising practices
% of participants who implement best or promising practices as a result of training

COMMUNICATIONS

% of target audience that took action as a result of communication efforts*

ADMINISTRATION, INFORMATION AND TECHNOLOGY

Effectively and responsibly manages finances in order to fulfill the strategic plan goals.



Data for Impact and Improvement

F5AC followed a Results Based Accountability process to identify performance measures that will help us gauge the success of our work. We were intentional in our selection of measures, have identified data sources, and are making new investment in technology. We intend to use RBA and technology tools to help us continuously measure and improve our performance. We also plan to use long-term and short-term evaluation to better understand the impacts of F5AC programs and investments, and support a policy agenda that moves towards a collective impact frame county-wide.

USING DATA TO ADVANCE EQUITY

As part of our commitment to equity, we plan to develop a standard practice and accompanying tools to look at all of our performance measures in terms of how they impact populations and places in our county that have seen the most disinvestment. This might include sorting and analyzing our performance data to ensure equitable investment and outcomes, inclusive of but not exhaustive to:

- Boys and men of color
- Racial and ethnic groups that experience disparities (e.g., African American, Latino, Asian and Pacific Islander)
- Residents of low-income neighborhoods throughout the county
- Different family types (e.g., single parents, fathers, grandparents, same-sex parents)

DATA DEVELOPMENT AGENDA

Where we do not currently have good data, we intend to invest in capturing information that is critical to our success. Certain elements will require minor resources and will be measurable in a short time frame; others will require a more intensive long-term investment. As part of our implementation plan, we will develop a detailed data development agenda.

DATA DEVELOPMENT AGENDA:

In Results Based Accountability the Data Development Agenda is a plan for collecting new or better data needed to monitor and communicate performance.

NEXT STEPS FOR IMPLEMENTATION

In order to operationalize the strategic plan, F5AC will develop an implementation plan with timelines, responsibilities and internal deliverables. This will include analysis of, and planning for:

- Organizational structure and staffing changes
- Contracting and procurement changes
- Program design and delivery
- Data and technology systems
- Data development agenda

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