Children reach their optimal developmental outcomes

Our Desired Results:

1. Parents/primary caregivers provide stable, supportive, and nurturing environments for children

2. Children are prepared for school through quality early experiences

3. Children reach their optimal developmental outcomes

4. A comprehensive, coordinated early childhood system is in place in Alameda County

So that children are ready for kindergarten-3rd grade success and are free from abuse and neglect.
Welcome to Our 2013-14 Annual Report

I am pleased to present the FY2013-2014 Annual Report covering the first year of our 2013-2017 Strategic Plan. The First 5 Alameda County Commissioners and staff, and the Alameda County early childhood community have worked passionately and collaboratively to provide high quality services to young children and their families in our community.

The Annual report is organized around our 4 result areas and reflects services and supports from each of our strategies: Home Visiting/Family Support, Healthy Child Development, Quality Early Care & Education, School Readiness, Community Grants, Place Based, Trainings @ First 5, Policy and Evaluation.

In our new strategic plan, we have expanded our focus on and integration of the Strengthening Families Protective Factors. The five protective factors, parent resilience, knowledge of parenting and child development, social and emotional competence of children, social connections, and concrete support in times of need, combine to create healthy environments for optimal child development and to lessen the likelihood for abuse and neglect. We are pleased to see the protective factors embraced by other agencies and programs, thereby supporting a common framework to address the needs of families.

As we reflect on the past year and move forward in our collaborative work, we continue to build on lessons learned during the first year of our new strategic plan and will be focusing more on parent engagement and fatherhood and supporting an early childhood system of care so families get what they need, when they need it.

We are lucky to be in the midst of a growing national and state dialogue on the importance of early childhood, which is creating both a supportive climate for our work and potential new possibilities for expansion. The Obama administration, Ready Nation, Fight Crime—Invest in Kids, and Too Small to Fail are only a few of the national campaigns which support investments in early childhood, with many similar efforts happening throughout California.

Please don’t hesitate to contact me or our staff at any time if you have questions or suggestions on how we can advance our community’s collective work to make sure that all children thrive and succeed.

Sincerely,

Janis Burger, CEO

www.First5Alameda.org
Annual Report 2013-2014

Our Commissioners:
- Pamela Simms-Mackey, Chair
- Ricky Choi, Vice-Chair
- Alex Briscoe
- Wilma Chan
- Lori Cox
- Cecilia Echeverria
- Renee Sutton Herzfeld
- Helen Mendel
- Deborah Roderick Stark

Our Funders:
- Abt Associates
- Alameda County General Services Agency
- Interagency Children’s Policy Council
- Alameda County Health Care Services Agency
- Alameda County Public Health Department
- Alameda County Behavioral Health Care Services
- Alameda County Social Services Agency
- California Department of Education
- California Department of Public Health
- Cal State University East Bay Foundation
- First 5 California
- First 5 Contra Costa
- Substance Abuse and Mental Health Services Administration: Project LAUNCH, Early Connections
- The David and Lucile Packard Foundation
- Thomas J. Long Foundation
- US Department of Education

Financial Report

Available Funds
July 1, 2013 through June 30, 2014
(in thousands)

Fiscal Leveraging
$732

Grants & Partnership Funding
$4,035

Prop 10 Tax Revenue
$13,172

Expenditures (in Thousands)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Visiting &amp; Family Support</td>
<td>$3,944</td>
</tr>
<tr>
<td>Healthy Child Development</td>
<td>$2,303</td>
</tr>
<tr>
<td>Quality Early Care &amp; Education</td>
<td>$4,120</td>
</tr>
<tr>
<td>School Readiness</td>
<td>$504</td>
</tr>
<tr>
<td>Place-Based Initiatives</td>
<td>$937</td>
</tr>
<tr>
<td>Grants for Community Support</td>
<td>$2,026</td>
</tr>
<tr>
<td>Training</td>
<td>$395</td>
</tr>
<tr>
<td>Evaluation &amp; Technology</td>
<td>$963</td>
</tr>
<tr>
<td>Policy, Advocacy &amp; Communication</td>
<td>$485</td>
</tr>
<tr>
<td>Administration</td>
<td>$1,268</td>
</tr>
<tr>
<td>Sustainability Fund</td>
<td>$1,420</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$18,365</strong></td>
</tr>
</tbody>
</table>

* Funding from investments (387,816) and miscellaneous revenue ($37,871)

To see more of our work and stay in touch with new developments, visit our website, www.first5alameda.org and sign up for our Facebook and Twitter updates.
SERVICES PROVIDED TO FAMILIES BY OUR FUNDED PARTNERS:

Parent Cafés, based on the Strengthening Families framework, are an innovative strategy designed to enhance parents’ protective factors and provide opportunities to build parent leadership. Six 6-week Parent Cafés were held in East Oakland concluding with assessments on changes in parenting behaviors among Parent Café participants.

INTEGRATING STRENGTHENING FAMILIES FRAMEWORK INTO PARENTING MEASURES

Starting in 2013-14, grantees collected measures on how services they provided supported protective factors.

2013-14 Community Grantees Reported:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>76% of parents report increased knowledge of child development/school readiness</td>
</tr>
<tr>
<td>76%</td>
<td>85% of parents reported improved social supports</td>
</tr>
<tr>
<td>89%</td>
<td>71% of parents are better able to advocate for their child’s needs</td>
</tr>
<tr>
<td></td>
<td>75% of parents increased their utilization of community resources</td>
</tr>
</tbody>
</table>

LEARNING COMMUNITIES FOR PROVIDERS

The Fathers Corps was launched this year as a collaboration between First 5 Alameda County and the Alameda County Public Health Department. It provides a 9-month learning community for male service providers working with families in Alameda County.

- The Fathers Corps held 10 trainings/meetings, attended by 35 male service providers from 21 agencies. 20 providers were awarded a Father Engagement Specialist certificate.
- A set of “Father Friendly Principles” was

10 community based grantees provided 342 parent-child playgroups in English, Spanish, Cantonese/Chinese, Vietnamese, and Mam; these were attended by 1,100 children and 1,056 parents/caregivers.

19 community based organizations provided 705 parenting education/support group meetings in English, Spanish, Cantonese/Mandarin, Vietnamese, Arabic, Mam, and Tigrinya; these were attended by 1,359 parents/caregivers.

“I sincerely enjoyed seeing our multicultural community talk and eat together discussing topics so relevant to every family... As a participant, I had an opportunity to listen to my school families and share a little about my immediate family, making me better known to the community and gave me insights to my school families.”

[Parent, Brookfield Parent Café]

Building the five protective factors of Strengthening Families is at the core of several strategies that seed family resiliency and reduce children’s risk of abuse and neglect. Not only did F5AC contractors and grantees offer services that addressed protective factors, F5AC offered trainings and provider support that integrated these factors.

Result 1: Stable, Supportive and
identified by the Fathers Corps, with the intent of publicizing the principles and encouraging their adoption by agencies serving families throughout the county.

- As a result of the Corps' successful first year, it will continue as a joint effort of F5AC, Alameda County Public Health Department, and Alameda County Social Services Agency.

The Shelter Learning Community convened staff supporting parent education/support and child development in shelters and transitional housing. 97 providers attended 7 trainings on topics such as “Helping Families Heal from Trauma,” “Introduction to Strengthening Families,” and “Introduction to the Parent Café.”

Additionally, community partners were funded to offer three consultation groups for providers serving specific cultural and linguistic communities. The Asian Community Consultation Group, Communidad, and Ujima collectively held 21 meetings, attended by 80 providers.

Providers indicated that participating in the groups:
- Increased their knowledge of child development and parenting
- Increased their social connections with other providers
- Increased their knowledge of community resources, and in some instances, enhanced their resiliency.

**Core and Emergent Training Topics for Providers**

Trainings@First5 offers free, CEU-bearing trainings on core and emerging early childhood topics.

- 22 trainings were attended by 513 participants representing more than 58 agencies and a variety of disciplines.
- Nine were on “core topics”: ASQ and ASQ: SE Screening, Breastfeeding, Child Development, Cultural Sensitivity, Domestic Violence, Mandated Reporting, Perinatal Mental Health, Substance Abuse.
- 13 trainings addressed emerging needs such as “The Complexities of Discipline: Diverse Views on Responding to Children.”

Touchpoints© is an evidence based approach that helps providers work with families using developmentally-informed and strength-based principles. F5AC supported the development of a team of Touchpoints© trainers who provided three 3-day trainings to 78 providers from multiple disciplines. Each training was followed by regular opportunities for reflective practice.

27 providers from Brighter Beginnings attended in October 2013.

- 78% of participants indicated “some” to “a lot” of change in their ability to help parents see strengths in themselves they didn’t know they had, and “some” to “a lot” of change in their ability to help parents use their own skills and resources to solve problems and address challenges.

26 providers from Hayward Promise Neighborhood attended in June 2014.

- 90% indicated “some” or “a lot” of change in understanding children’s social emotional development and their ability to talk with families if their child has a developmental concern.
- 95% indicated “some” or “a lot” of change in their ability to help parents use their own skills and resources to solve problems and address challenges.
The Fall 2013 School Readiness Assessment conducted by Applied Survey Research found that only 45% of Alameda County kindergarteners were at or near proficiency on all 4 domains of school readiness; children’s scores were lowest in the domain of self-regulation. Preschool attendance is the single most predictive factor for ensuring children’s readiness for school. F5AC is working to ensure children have access to quality early learning experiences, inside classrooms and in the community.

**Power of Summer Pre-K Camps**

While preschool attendance was the strongest predictor of a child’s readiness for kindergarten, Summer Pre-K Camps (SPK) continue to show power in boosting children’s readiness for school among children who have no prior experiences in formal child care settings. With funding from the Thomas J. Long Foundation,

- 666 children attended 4 to 6-week camps across 11 school districts.

“DS arrived in the [SPK] very shy and hesitant when interacting with peers. He often chose to pass during circle activities and generally did not express his needs out loud, though his language skills were clearly adequate for the task... Over the duration of the program, he became noticeably more comfortable speaking in front of his peers and teachers, regularly sharing and participating during circle activities, and expressing his needs and wants verbally without hesitation.”

[SPK Teacher]

**School Readiness Programs at Public Libraries & Park Systems**

Five Neighborhood Partnership grantees provided school readiness programming targeting children who are not in licensed child care. The programs expanded F5AC’s reach to Spanish-speaking families by providing Spanish-language and bilingual Spanish/English school readiness programming to 445 children and 388 parents/caregivers.

- Parents who responded to the parent survey reported increases in activities in the home to support school readiness such as reading more, asking more questions, spending more time outside, and looking for opportunities to count and talk about colors.
- Libraries grew their collections of Spanish and bilingual children’s books to further enhance family literacy activities and reduce children’s screen time.
- Teachers noted improvements in self-regulation for their 4 year old participants: staying focused, participating successfully in circle time, and following 1-2 step directions.

At the Fall 2013 California Library Association annual conference, three former Neighborhood Partnership grantees shared their experiences providing school readiness programming in Alameda County in a joint presentation on "Partners in School Readiness: Early Childhood Applications for Library Science."
F5AC is Alameda County’s lead agency for California’s Race to the Top Early Learning Challenge—Quality Rating and Improvement System (QRIS).

QRIS includes:

- A tiered rating system based on programs meeting specific standards
- Training and support for programs to assess and improve the quality of their program
- Information for parents to help make early learning program choices

By December 2014 Alameda County’s QRIS had enrolled 71 sites. Of these, 30 had completed baseline ratings.

- 15 are located in North County, 9 in South and 6 in East County, representing 101 classrooms, 226 teachers, serving 152 children ages 0-3 and 1,029 children 3-5 years.

Early results show that programs with higher regulatory requirements tend to rate higher on the Tiers.*

100 sites will be enrolled in the pilot by December 2015. All participating sites are making a commitment to quality.

Because F5AC is part of California’s Race to the Top Early Learning Challenge, 11 participants from 7 agencies in Alameda County attended a 6-day training of trainers using the nationally recognized and evidence informed curriculum from Center for the Social and Emotional Foundations for Early Learning (CSEFEL). Alameda County now has coaches and consultants certified to use the Pyramid Model for Supporting Social Emotional Competence in Infants and Young Children to help early care providers in their classrooms.

By December 2014 Alameda County’s QRIS had enrolled 71 sites. Of these, 30 had completed baseline ratings.

- 15 are located in North County, 9 in South and 6 in East County, representing 101 classrooms, 226 teachers, serving 152 children ages 0-3 and 1,029 children 3-5 years.

[*Tier Definitions: Family Child Care and Title 22 sites at Tier 2 or above are exceeding their licensing requirements. Title V sites at Tier 3 or above are meeting or exceeding their regulatory standards. Head Start /Early Head Start sites at Tier 4 and above are meeting or exceeding their regulatory standards.]*
Help Me Grow (HMG) is a cross-sector collaboration, including child health care, early care and education and family support, that serves children at risk of developmental concerns and helps families connect with community-based services and supports.

The HMG Phone Line celebrated its 4th anniversary in October 2013. 1,536 calls and referrals were made to Help Me Grow this year, a 16% increase from the previous fiscal year.

- 316 local organizations were reached, 41,000 materials were distributed.
- From January – May 2014, the AlamedaKids.org website received 18,685 unique visitors.

In January 2014, HMG launched its first marketing campaign: “Will They Grow Out of It?” to encourage families who have questions or concerns about their child’s development to call the phone line or visit a newly created website: AlamedaKids.org.

- English and Spanish advertisements were placed in high-traffic areas from Oakland to Hayward – on BART, bus transit shelters, convenience stores and laundromats.

F5AC-funded programs continue to emphasize developmental screenings as a standard of practice in pediatric offices, and in home visiting and community-based programs.

- HMG, through the Alameda County Medical Home Project, provided technical assistance to pediatric sites on the use of ASQ and MCHAT screening tools at 9-month, 18-month and/or 24-month intervals.

In Alameda County, less than half (45%) of children with special needs were identified before Kindergarten (CDE, 2012-13). Readiness Assessments reveal that many children will arrive at kindergarten with undetected concerns, missing the opportunity for early intervention.
Home visiting nurses and case managers in the Special Start Program for families of infants discharged to the Neonatal Intensive Care Unit, Pregnant and Parenting Teen Program, and Your Family Counts Pregnant and Newborn Program served 1,060 families. 81% were screened for maternal depression and 24% of those screened positive for depression.

Community based grantees reported screening with both the ASQ and ASQ-SE, identifying and connecting children with concerns with services.

<table>
<thead>
<tr>
<th>12 Grantees</th>
</tr>
</thead>
<tbody>
<tr>
<td>413 ASQ screenings</td>
</tr>
<tr>
<td>116 (28%) scored “of concern”</td>
</tr>
<tr>
<td>112 children were referred, 98 received services</td>
</tr>
</tbody>
</table>

**Early Childhood Mental Health Training for Family Support Providers**

17 family support providers from 13 agencies in Alameda County who are not mental health specialists received training to increase their skills and capacity to address the social emotional well-being of young children and their understanding of the impact of trauma, abuse and neglect.

“I will be sure to watch what feelings come up for me with client situations, process them so they don’t affect my ability to support, help and think clearly” [ECMH Trainee]

The 18-month, culturally responsive, reflective curriculum was developed through a partnership between UCSF Benioff Children’s Hospital of Oakland, SAMHSA funded Early Connections (Alameda County Behavioral Health Care Services) and family support providers. Trainees received 90 hours of training through bi-weekly sessions.

“Be respectful of the parent’s requests and empower them to take action/steps that directly affect treatment” [ECMH Trainee]

“Prior to this [program]… LS would rely on the [Arabic speaking] family completing the ASQ at home with a family member who could read and write English and hope that the family would return with the completed ASQ at the child’s next visit for them to discuss….Now LS is able to refer her patients …to this program…[thus] greatly improving the number, quality, and timeliness of her patients receiving ASQ screens. For example, AM, an 18 month old who LS referred to the program scored below the ASQ cutoff and was referred to Regional Center for further evaluation.” [Community Grantee Report]

**Ready for Success by Kindergarten...**
First 5 Alameda County works hand-in-hand with other county partners to ensure positive outcomes for children and families. Much work focused on identifying and rallying around a common set of early childhood outcomes across partners, and aligning resources to collectively improve outcomes.

**COUNTYWIDE BENCHMARK FOR BIRTH TO 8 SUCCESS**

F5AC participated in the countywide Interagency Children’s Policy Council (ICPC). ICPC helped fund the Fall 2013 School Readiness Assessment, which yielded a shared definition of the building blocks of school readiness, and provided a starting benchmark of how ready Alameda County’s children are for the first day of Kindergarten.

- Oakland Achieves Partnership leveraged this effort to craft its early childhood platform to inform the earliest years of a “cradle to college and career” framework.
- Hayward Promise Neighborhood partners serving the Jackson Triangle area used results from the assessment to report to US Department of Education.

**REGIONAL ALIGNMENT OF ECE REQUIREMENTS**

Six counties in the Bay Area region formed Bay Area Quality Rating and Improvement Systems Partnership (BAQRISP) to create a single platform to align child care quality standards, and to develop shared protocols for assessment.

First 5 California’s CARES Plus program supports access to a professional development pathway for early care and education. Alameda County’s CARES Plus program enrolled 340 ECE professionals.

- 234 students completed at least one component of CARES Plus: 141 completed a Core component which included an online course called, “Looking at CLASSrooms (Classroom Assessment Scoring System, CLASS),” 50 completed unit-bearing coursework and received professional development advising, and 43 completed a more intensive distance-learning/coaching program called, “My Teaching Partner.”
- Professional Development Advisors at three community colleges helped 117 ECE students to obtain first-time permits and 63 students to upgrade their permits.
- Twelve staff from a QRIS site are enrolled in one of the community colleges to obtain their AA degrees.

**FIRST 5 ALAMEDA COUNTY NATIONAL INITIATIVES**

F5AC is one of eight counties in the National Early Childhood Learning and Innovation Network Initiative (EC-LINC) sponsored by the Center for the Study of Social Policy. The network:

- Builds and disseminates knowledge about community-based efforts across the country
- Develops opportunities for local leaders and state and federal policymakers to work together to accelerate strategies that improve results for children and families

**A COHESIVE HOME VISITING SYSTEM**

Alameda County Public Health Department’s Family Health Services and Public Health Nursing divisions,

...in Third Grade & in Life!
in collaboration with F5AC and community-based home visiting programs, are creating a Home Visiting/Family Support System of Care for pregnant women and families with young children. The system aligns best practice models, evidence informed research and grassroots programs into an integrated, family-centered system to serve multi-stressed, high-risk pregnant women and families with children up to the age of 3.

Perinatal Hospital Outreach Coordinators (PHOCs) continued to expand a centralized enrollment and triage point of entry for several home visiting programs serving expecting and new mothers, as well as programs serving interconceptional women.

PHOCs enrolled 1,432 women from 28 different partnering hospitals and community clinics utilizing a universal intake form.

Alameda County Public Health was awarded a federal Healthy Start home visitation grant (ACHSI) allowing the county to take the first step to establishing a well coordinated system of care for pregnant African American women in the county. ACHSI will support services for high-, moderate-, and low-risk African American pregnant women, interconceptional women and their children. Services include intensive case management, care coordination, group health education and support.

**Bringing Providers Together to Network**

Connection Cafés launched in August 2013 as a new HMG strategy to create opportunities for early childhood direct service providers to network, learn about new resources, share information, and hear from speakers on various relevant topics.

- Five cafés were held in various parts of the county and attended by 141 participants, representing 61 agencies.

In September 2013, 46 family child care providers primarily from East Oakland participated in a conference hosted by F5AC through SAMHSA-funded Project LAUNCH called “Striving & Thriving in the Era of Quality.” Providers networked with each other and learned about:

- Tools and resources to support high quality care and education using classroom environment ratings, developmental screening, referral, mental health consultation and marketing their business
- How to build garden boxes with parents and children’s assistance

**Piloting A Room to Bloom**

A pilot began to co-locate supports for families with young children in the Castlemont neighborhood in East Oakland where access to resources are often disjointed, unavailable, or inaccessible. Room to Bloom, a space for early childhood programs, was created as a result of a partnership between F5AC, Youth Uprising and Lotus Bloom Child and Family Resource Center.

- The space includes a play-and-learn room for young children, a room for family gatherings and education, as well as office space for Room to Bloom and partnering agency staff.
- Since September 2013, the program served 80 families through Alameda County Public Health Department’s Boot Camp for New Dads, Oakland Fund for Children and Youth- and Rainin Foundation-funded play groups, a Youth Uprising Teen Parent Education class, and Parent Cafés.

**Advocating for Mental Health Supports**

F5AC continues to be a vocal advocate for additional mental health supports for our families through place-based work, home visiting, and in early care and education settings. Along with county partners, F5AC secured three mental health staffing positions to serve families in the home visiting system of care.
Our Funded Partners

Abode Services
Alameda County General Services Agency - Local Child Care Planning Council
Alameda County Health Care Services Agency - Joint Fund Development Office
Alameda County Library
Alameda County Medical Center
Alameda County Public Health Department - Family Health Services
Alta Bates Summit Foundation
Ann Martin Center
Applied Survey Research
Asian Community Mental Health Services
Asian Health Services
BANANAS INC.
Bay Area Council Foundation
Bay Area Hispanic Institute for Advancement, Inc. /Centro VIDA
Bay Area Parent Leadership Action Network
Berkeley Unified School District
Better World Advertising
Bright Research Group
Brighter Beginnings
C&C Advisors, LLC
Child Abuse Listening Interviewing & Coordination Center
California State University East Bay - BA Program
Castro Valley Unified School District
Center for Digital Storytelling
Center for Early Intervention on Deafness
Chabot College
Child Care Links
Children's Hospital & Research Center at Oakland
City of Berkeley Recreation Division
City of Fremont, Youth and Family Services
City Of Oakland - Office Of Parks And Recreation
City of Pleasanton
City Slicker Farms
Community Child Care Council (4C's) of Alameda County
Community Initiatives (for BANDTEC)
Consulting for Community
East Bay Agency for Children
Eden I&R, Inc.
ESL International
Family Emergency Shelter Coalition
Family Paths
Family Resource Network
First 5 San Mateo County
Focali Consulting
Fremont Unified School District
Habitot Children's Museum
Hayward Area Recreation And Park District
Hayward Unified School District
Health Reach
International Contact
Jewish Family & Children's Services of the East Bay
Jme McLean
Kadija Johnston, L.C.S.W.
La Clinica De La Raza
Livermore Area Recreation Parks Department - Preschool Programs
Las Positas Community College
Laurin Mayeno
Lawrence Hall Of Science
Leadership That Works
Lighthouse Community Charter School
Lincoln Child Center
Livermore Valley Joint Union School District
Lotus Bloom
Loved Twice
Low Income Investment Fund
Lucile Packard Children's Hospital
Marti Roach
Melanie Tervalon
Melinda Martin
Merritt College
Mills College
Mujeres Unidas y Activas
Nadine Greiner, Ph.D.
Nadirah Stills - Ujima Community Consultation
New Haven Unified School District
Newark Unified School District
NonProfit Technologies, Inc.
Oakland Parents Together
Oakland Unified School District
Ohlone Community College District
Our Family Coalition
Parent Voices
Patel & Associates
Portia Bell Hume Center
Prevent Blindness Northern California
Public Consulting Group (PCG)
Quentisha Davis
Raising A Reader, San Francisco and Alameda Counties
REACH Ashland Youth Center
Regents of the University of California
Remcho, Johansen & Purcell, LLP
Ruby's Place
Safe Passages
San Leandro Public Library
San Leandro Unified School District
San Lorenzo Unified School District
Social Interest Solutions
Through the Looking Glass
Tibetan Association of Northern Cal
Tiburcio Vasquez Health Center
Tri-Valley Haven for Women
VIVA Strategy + Communications
Wiley, Price & Radulovich, LLP
Xantrion
Youth Uprising

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www.First5Alameda.org