

Looking to the Future



FIRST 5
 **ALAMEDA
COUNTY**

**ANNUAL REPORT
2018-2019**

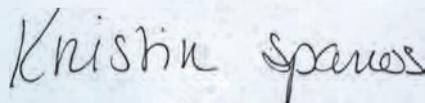
Letter from the CEO

I am pleased to present First 5 Alameda County's 2018–2019 Annual Report.

Over the past year, our staff has worked in close partnership with First 5 Commissioners and the Alameda County early childhood community to provide high-quality services to young children and families and advance our policy agenda, aimed at addressing widening disparities in the county. We know families are facing enormous economic pressure because of high costs of housing, child care, and basic necessities. We have also seen how changing immigration policies threaten the health and safety of our communities.

We remain dedicated to closing the opportunity gap for children living in poverty and affected by structural inequality. In this report, we examine two population-level results we are working toward: 1) children are ready for kindergarten and 2) children are free from abuse and neglect. By working to “Turn the Curve” on these results, we believe every child in our county can build a solid foundation to achieve their full potential and contribute to our county's future social and economic prosperity.

In partnership,



Kristin Spanos
CEO, First 5 Alameda County

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 birth to age five and their families.

OUR VISION

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

“Our role begins when babies are still in the womb and it doesn't end until we've done all we can to prepare them for a quality job and successful career.” – Governor Gavin Newsom

First 5 Alameda County is the local leading policy voice and funder of programs focused solely on young children (prenatal to age five) and the environments that promote their well-being. We are committed to advocating for and achieving equity, ensuring that all children in Alameda County are born healthy and reach their full potential. This commitment requires the strategic and creative use of our investments, programs, partnerships, and advocacy for policy and systems change.

OUR POLICY PRIORITIES ARE:

SUSTAINABILITY FOR PROVEN RESULTS



- Preserve, sustain, and scale proven and successful programs that promote child development and family well-being, such as Help Me Grow.
- Coordinate and align neighborhood and county-wide family-centered programs and investments.
- Measure school readiness in Alameda County to better understand and advocate for the family, community, and policy factors that lead to children being ready for school and schools being ready for all children.
- Partner with other systems leaders to maximize state and federal funding (such as Medi-Cal) to scale, sustain, and improve access to services for children birth to age five.

SUPPORT FAMILY ENGAGEMENT, LEADERSHIP, AND COMMUNITY WELL-BEING



- Train and support parent leaders.
- Advocate for the expansion and sustainability of parent support programs (e.g., paid family leave).
- Build capacity of providers to:
 - Promote the adoption of the Father-Friendly Principles and advocate for father-specific services.
 - Support parent leadership and advocacy.
- Create livable communities by supporting community driven improvements to the built environment and public infrastructure (e.g., parks, playgrounds, community housing developments, and transportation).

ADDRESS INEQUITY AND CHILD POVERTY



- Increase access to quality early care and education.
- Serve, advocate for, and defend the rights and safety of all families regardless of their race and socio-economic, immigration, or housing status.
- Advocate for the prioritization of pregnant people and families with young children in housing and homelessness prevention and equitable community development.
- Advocate for programs that acknowledge the strain low-income/working families experience and guarantee families have a right to basic needs (e.g., diaper banks), regardless of their ability to pay.
- Advocate for policy and practice change that ensures a sufficient social safety net with better access, improved customer service, and greater utilization.
- Increase income and assets for families (e.g., earned income tax credit and college savings accounts).
- Advocate for increased access to health, behavioral health, and dental care services.

TURN THE CURVE: Ready for Kindergarten



POPULATION-LEVEL IMPACT

Children are ready for kindergarten and can later achieve success in third grade.

BASELINE INDICATOR

The 2019 Alameda County Kindergarten Readiness Assessment showed that 44% of children in Alameda County are fully ready for kindergarten.¹

From 2017 to 2019, there were modest improvements in the percent of children Partially Ready and reductions in the percent of children Not Ready.

Why Does Kindergarten Readiness Matter?

A child's brain architecture is shaped by their experiences and environments in their first five years, starting with pregnancy.

Early childhood is a critical window of opportunity to build a foundation for all of the development and behavior that follow during a child's school years and beyond.

Factors that support school readiness are correlated with socio-economic circumstances.² Children who are ready for kindergarten are more likely to:

- (1) Be healthy, fed, and well-rested
- (2) Have previous early care and education experiences
- (3) Get early identification of developmental concerns



90% of a child's brain develops in the first five years of life.

Kindergarten readiness is a strong predictor of later academic achievement and long-term health, well-being, and financial stability.³



Being ready for kindergarten is dependent upon physical, social-emotional, and academic abilities and skills.²

What Works to Turn the Curve on Kindergarten Readiness?

Alameda County needs a well-connected early childhood system that supports all families and caregivers so children are ready to learn on their first day of kindergarten and schools are ready for all children.

Based on our longitudinal study of kindergarten readiness and third grade proficiency, we know that to “Turn the Curve” we need to:

- Address families' basic needs
- Improve children's health and well-being
- Use policy and systems change to reduce structural racism and implicit bias
- Encourage consistent school attendance
- Strengthen children's kindergarten readiness skills by improving access to high-quality early care and education and support parents and caregivers by offering community-based early learning experiences



APPROACH 1:

Quality Early Care and Education

When young children have access to high-quality early care and education (ECE), they are more likely to enter kindergarten ready to learn, and ECE programs support a parent's ability to participate in work and school. We provide a variety of supports to ECE sites and caregivers through the Quality Counts program. We also support Oakland Unified School District's (OUSD) summer pre-K program for children without previous ECE experience. Additionally, we make early childhood resources and learning materials available to family, friend, and neighbor caregivers.

FY 2018–2019 RESULTS

HOW MUCH?

9,860+ children served at **230 ECE sites** either enrolled in Quality Counts or with an active Quality Counts rating

350 children served by **230 informal care providers** participating in Quality Counts

330+ families participated in story times and checked out a backpack of learning materials at **6 partner libraries**

60 children served at **5 summer pre-K programs** funded at OUSD schools

HOW WELL?

100% of California State Preschool Program sites participated in Quality Counts

70% of parents/caregivers who checked out a backpack reported interacting differently with their children as a result (e.g., telling more stories, singing more songs at home)

60% of parents/caregivers responded "Yes" to the question, "Are you doing anything differently as a family or caregiver because of your participation in story times?"

IS ANYONE BETTER OFF?

90% of Quality Counts sites maintained or improved their rating

75% of parents/caregivers learned something new about their child's strengths/needs after checking out a backpack

65% of summer pre-K children improved on letter naming

PARTNERS WITH A ROLE TO PLAY

ECE providers; resource and referral agencies; Alameda County Early Care and Education Program; Alameda County Office of Education; Alameda County Social Services Agency; community-based organizations; libraries; OUSD staff, administrators, and educators; philanthropic supporters

POLICY AND SYSTEMS CHANGE

Since 2008, we have funded eight kindergarten readiness studies. The results have consistently shown that more than half of children, about 55%, are not fully ready for kindergarten.¹ This research informs our policy agenda and our emphasis on addressing poverty. The findings have also informed two county-wide ballot measures designed to increase access to child care and improve quality and provider wages.

APPROACH 2:

Help Me Grow and Early Identification



The earlier that developmental concerns are identified and addressed, the better a child's outcomes in school and beyond. Our Help Me Grow (HMG) program provides tools to help families and service providers improve early detection of developmental, social-emotional, and learning concerns in young children.

FY 2018–2019 RESULTS

HOW MUCH?

34,000 developmental screenings...

...a **55%** increase over 2017 to 2018

8,420 children, parents, and caregivers supported through the HMG phone line

HOW WELL?

95% of parents/caregivers would recommend HMG services and supports to family or friends with concerns about their child

IS ANYONE BETTER OFF?

1,240 families linked to one support service (e.g., health, education, and/or regional center)

400 families linked to basic needs (e.g., food, housing, and public benefits)

PARTNERS WITH A ROLE TO PLAY

Managed care plans, health care providers, parents and caregivers, ECE providers and community partners, and county agencies, such as Alameda County Social Services Agency and Health Care Services Agency

POLICY AND SYSTEMS CHANGE

This year, we created an integration and sustainability table with cross-system county leaders and participated in state conversations to inform legislation and additional funding for developmental screening and care coordination, linking families to necessary services.



APPROACH 3:

Neighborhoods Ready for School

Our Neighborhoods Ready for School (NRFS) program supports neighborhood-based strategies that promote child and family well-being, support school readiness, and inform local policy advocacy from a place-based perspective.



FY 2018–2019 RESULTS

HOW MUCH?

2,610 children and caregivers served by NRFS grantees

9,880 square feet in child- and family-friendly spaces added or improved across four neighborhoods

HOW WELL?

85% of parents/caregivers surveyed at the NRFS site ALL IN Alameda County reported that the space dedicated to children under five years met their needs

65% of respondents gave a high rating to consultation they received on early childhood programming, facility improvements, father-focused engagement, and other topics

IS ANYONE BETTER OFF?

90% of providers were better able to serve families with young children

70% of respondents reported they made changes as a result of consultation received through NRFS

PARTNERS WITH A ROLE TO PLAY

Four grantees: ALL IN Alameda County, Lincoln, Roots Community Health Center, and Union City Family Center; community-based organizations and family resource centers; families, community members, and service providers

POLICY AND SYSTEMS CHANGE

This year's California state budget made historic investments in early childhood programs. We led the development of a joint letter from First 5 and Alameda County agencies to Governor Newsom and the county delegation voicing support for the budget and highlighting how these investments will help children in our county.

“In every neighborhood, all across our country, there are good people insisting on a good start for the young, and doing something about it.” – Fred Rogers



APPROACH 4:

Alameda County Fathers Corps

Research shows that children who have greater levels of engagement with their fathers are more likely to be ready for kindergarten. Alameda County Fathers Corps (ACFC) encourages fathers and father figures to be meaningfully engaged with their children and advocates for family service providers to provide father-friendly services. In 2018, ACFC launched two new learning communities, the Father-Friendly Provider Network and the Fatherhood Partnership. In 2019, ACFC hosted the inaugural Alameda County Fatherhood Summit in Oakland.

FY 2018–2019 RESULTS

HOW MUCH?

600+ people participated in the Fatherhood Summit

250+ family service providers participated in one or more ACFC Learning Communities

HOW WELL?

95% of respondents found the Fatherhood Summit valuable

100% of respondents reported that their participation in an ACFC Learning Community helped them to be a more knowledgeable, skillful, and/or engaged provider

IS ANYONE BETTER OFF?

75% of Fatherhood Summit participants learned helpful parenting information

100% of Father-Friendly Provider Network participants reported improved success in engaging and supporting fathers

PARTNERS WITH A ROLE TO PLAY

County agencies and collaboratives, community-based organizations, faith-based organizations, and mental and behavioral health professionals

“I...[know] how to better understand and coach young fathers, helping them connect values and strengths to their journey of fatherhood.”

— Fatherhood Partnership participant





TURN THE CURVE: Free from Child Abuse and Neglect

Population-Level Impact
Free from child abuse
and neglect

Baseline indicator

In 2018, nearly 3% of all children in Alameda County under the age of six were reported to Child Protective Services as alleged victims of maltreatment and neglect. On average, there are 8.5 reports each day.⁴

What Works to Turn the Curve on Abuse and Neglect?

Our vision is that every child in Alameda County has the supports they need to develop to their full potential. We are working to advance our county's early childhood system of care to **support children and families to ensure that basic needs are met and that families with young children have access to services and supports** that can mitigate stress and support well-being.

The Importance of Addressing the Root Causes and Effects of Abuse and Neglect

When we support physical, emotional, and economic well-being, we make sure that everyone can reach their full potential and contribute to our communities.

A child's first five years, starting before birth, are a sensitive period of development. Chronic, severe stressors, such as abuse and neglect, can cause a biological response where stress hormones remain elevated over long periods, leading to toxic stress.

A growing body of scientific research has confirmed the importance of early life experiences, including adversity associated with poverty, for long-term health, development, and social well-being.⁵



Toxic stress harms children's developing brains and bodies, with long-term consequences.

Research has shown that strengthening a family's ability to access and maintain secure housing and sufficient income reduces the likelihood of being involved in a report of abuse and neglect with Child Protective Services.^{6,7}



Children in Alameda County ages birth to one year are at highest risk for substantiated cases of abuse and neglect.⁴



APPROACH 1:

Promoting Protective Factors

Children are more likely to thrive when their families have the support they need economically and socially. There are five Strengthening Families Protective Factors that promote positive outcomes for young children and their families: 1) parental resilience, 2) social connections, 3) knowledge of parenting and child development, 4) concrete support in times of need, and 5) social and emotional competence of children. We help to build these protective factors, enabling families to have what they need to support their child's growth and development.

FY 2018–2019 RESULTS

Parents and caregivers who participated in our Help Me Grow (HMG) program, one of our Neighborhoods Ready for School sites, ALL IN Alameda County, and the ACFC Fatherhood Partnership were surveyed to determine if programming affected their family's protective factors.

HOW MUCH?

23,280+ children and their families served by HMG

240+ parents/caregivers and children served at ALL IN Alameda County

12 agencies providing father-specific programming served by the ACFC Fatherhood Partnership

HOW WELL?

85% of respondents felt that HMG was "extremely" or "very" helpful in obtaining service referrals, connections to services, and information and suggestions on how to support children

90% of ALL IN Alameda County respondents were satisfied with the program

100% of Fatherhood Partnership respondents were satisfied with the program

IS ANYONE BETTER OFF?

Most surveyed families reported that they are better able to support their child's growth and well-being:

85% of HMG families

90% of ALL IN families

95% of Fatherhood Partnership families

PARTNERS WITH A ROLE TO PLAY:

Help Me Grow program, Neighborhoods Ready for School sites, Alameda County Fathers Corps, public agencies, community partners, parents and caregivers

POLICY AND SYSTEMS CHANGE

This year we hosted Dr. Nadine Burke Harris, California's first Surgeon General, at Roots Community Health Center in Oakland for a roundtable discussion on our county's challenges and opportunities for preventing and treating adverse childhood experiences.





APPROACH 2:

Family Navigation

Many of our strategies include a family navigation component, including Neighborhoods Ready for School (NRFS), Developmental Understanding & Legal Collaboration for Everyone (DULCE), perinatal health outreach coordinators, and the Healthy Teeth, Healthy Communities (HTHC) program. Family navigation includes referrals to health care services and legal counseling; coordination of services, programs, and benefits; and links to supports for basic needs, such as food, housing, and child care.

FY 2018-2019 RESULTS

HOW MUCH?

80+ NRFS community partners participated in training and coordination activities

40 early childhood programs enhanced by NRFS sites

220 children and families served by DULCE

1,840 families served by perinatal health outreach staff

HOW WELL?

DULCE families reported that their family specialist referred them most often to Medi-Cal, WIC, and CalFresh

90% of parents/caregivers at ALL IN Alameda County reported the program was respectful of their personal backgrounds

1,430 appointments scheduled by HTHC staff...

...**55%** above the target

IS ANYONE BETTER OFF?

600 NRFS parents/caregivers enrolled in at least one support or received at least one service

550+ hours of legal services provided by East Bay Community Law Center (e.g., housing, immigration, and public benefits eligibility or denial) to DULCE families

90% of appointments scheduled by HTHC staff were seen by a dentist

55% of parents/caregivers at ALL IN Alameda County improved their financial well-being

POLICY AND SYSTEMS CHANGE

We pilot programs like DULCE to springboard policy and systems change and work with partners, including the First 5 Association and the Center for the Study of Social Policy, to ensure that programs that address families' needs can be sustained by funding streams such as Medi-Cal. To further this effort, we hosted a site visit for Kris Perry, Governor Newsom's senior advisor on early childhood development initiatives, to lift up DULCE as a model of best practice.

PARTNERS WITH A ROLE TO PLAY:

NRFS sites, community-based partner organizations, local, state, and federal agencies, managed care plans, Highland Hospital, and East Bay Community Law Center

APPROACH 3:

Training @ First 5

We provide continuing education and training to professionals working with young children. Training topics focus on equity, socio-economic issues, policy change, protective factors, systems navigation, and core early childhood competencies. When appropriate, we link training topics to relevant policy proposals or changes that can address pressing issues and advance the field.



FY 2018-2019 RESULTS

HOW MUCH?

1,040+ unique attendees participated in one or more trainings

70 trainings were hosted by Training @ First 5

HOW WELL?

75% of attendees that completed a post-training evaluation reported an increase in knowledge and skills

IS ANYONE BETTER OFF?

75% of attendees that completed a post-training evaluation reported implementing best or promising practices

PARTNERS WITH A ROLE TO PLAY:

Local and national experts and family service providers reflecting the cultural diversity of Alameda County

SPOTLIGHT ON THE SHELTER LEARNING COMMUNITY

We host a Shelter Learning Community (SLC) that addresses needs of families coping with housing instability. Last year, the SLC met six times.

80% of SLC participants reported increasing their skills/knowledge and implementing best or promising practices

POLICY AND SYSTEMS CHANGE

Through trainings, we seek to enhance the early childhood system of care by focusing on equity, socio-economic issues, and systems navigation. This year we also held trainings on policy issues relevant to families such as the earned income tax credit, the effects of federal immigration policies, and the affordable housing crisis. In addition, we launched the Early Learning Communities Network that helped guide five Alameda County cities in creating Early Learning Action Plans. We provided a funding opportunity for them to implement components of their plan in 2020.



APPROACH 4:

Addressing Basic Needs — Diaper Pilot



An estimated one in three families in the United States struggles to provide enough diapers to keep their babies clean and dry. Some families “stretch” diapers by cleaning and reusing them or using them for longer periods of time. In 2016 in Alameda County, there were nearly 1,200 child clinical cases related to diaper need, 80% of which were treated in emergency rooms. This is not abuse or neglect, but an outcome of structural inequality and poverty. To help address diaper need in the county, we funded a pilot diaper distribution program.

FY 2018–2019 RESULTS

HOW MUCH?

190 families and **230+** children served at two partner sites

1,350 diaper kits (containing 135,000 diapers and 270,000 wipes) distributed over nine months

HOW WELL?

70% of children who experienced at least one diaper rash before enrolling in the pilot had no rashes or less frequent diaper rashes after enrolling in the pilot

IS ANYONE BETTER OFF?

80% of families received help obtaining additional supports

30% of families who reported stretching diapers during enrollment no longer stretched their diapers six months after participating in the pilot

PARTNERS WITH A ROLE TO PLAY:

Community Child Care Council of Alameda County, Room to Bloom, Youth UpRising, SupplyBank.org, and Help a Mother Out

POLICY AND SYSTEMS CHANGE

We are committed to supporting local and state efforts to increase access to diapers and other concrete supports, as well as highlighting community need and lessons learned through data gathering, evaluation, and program operation of diaper banks.

The program helps families meet their diaper needs.

MORE DIAPERS, LESS STRETCHING

BEFORE



45% of families not stretching diapers

55% of families stretching diapers

AFTER



75% of families not stretching diapers

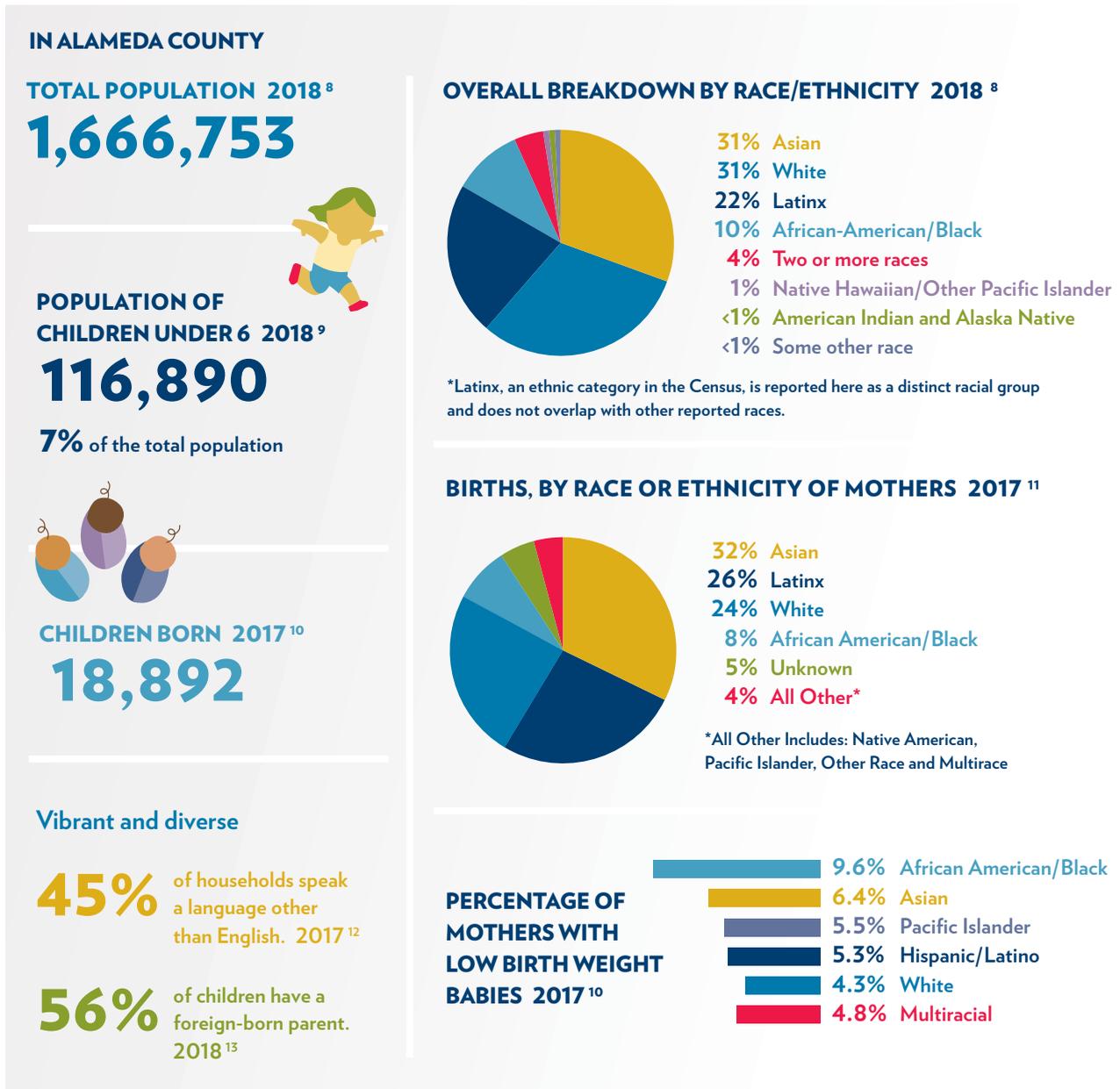
25% of families stretching diapers

Data for Action

Historic disinvestment in certain communities, the current tensions of gentrification, and the cost of living in Alameda County have resulted in persistent inequities and fewer families with children. We present data on the state of children and families in Alameda County to underscore the root causes of these disparities, highlight our responses, and present opportunities for partnership, policy, and systems change.

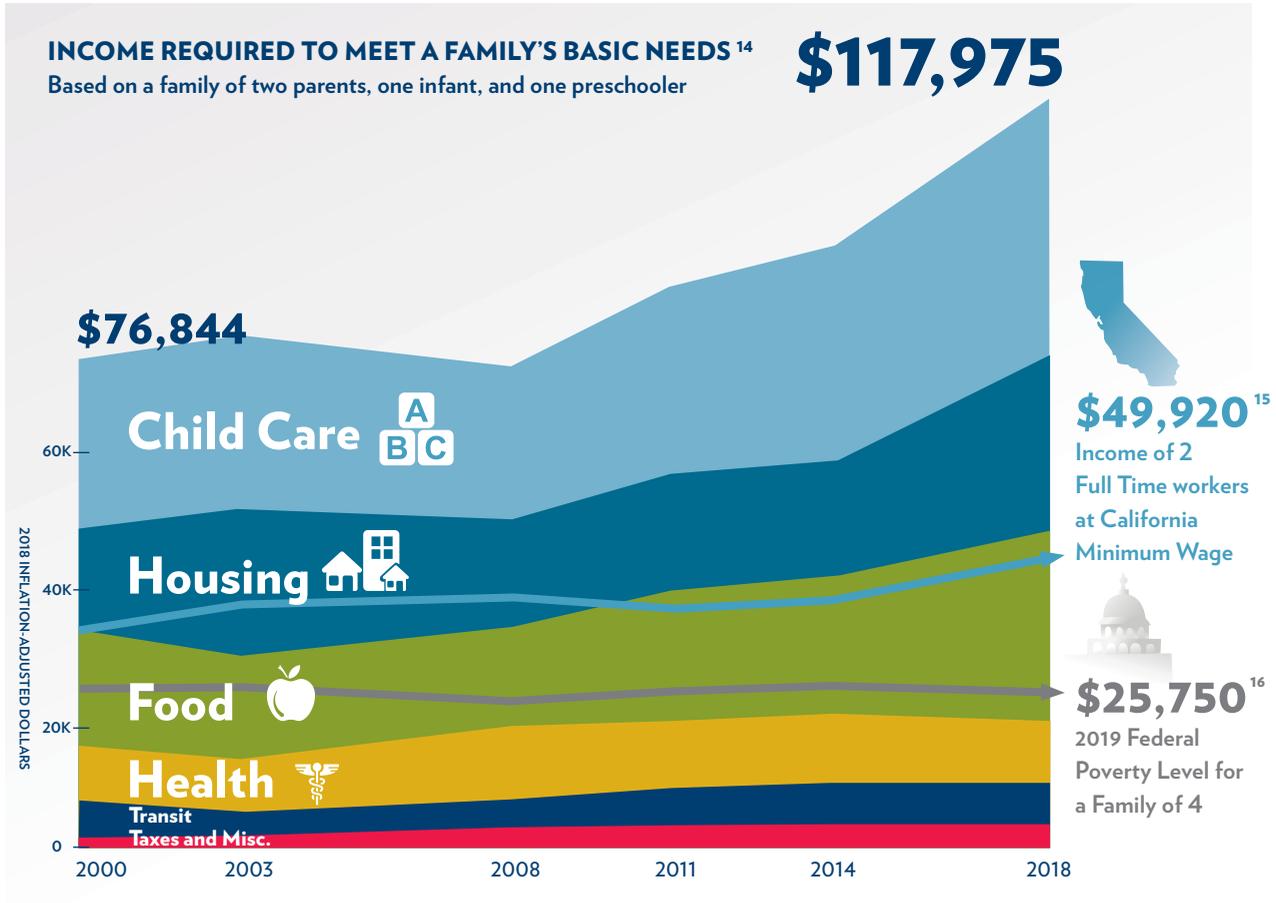
Alameda County Family Demographics at a Glance

Alameda County is the 4th most diverse county in the US, with a wealth of unique and vibrant communities. However, concentrated poverty and unequal access to opportunities create significant disparities across communities in the county.



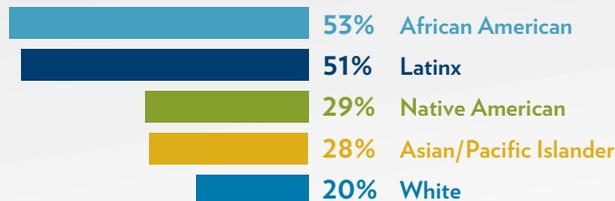
Financial Realities for Families

Child well-being is inextricably tied to the financial health of families. The cost of living in Alameda County means that too many families, including those working full time, are forced to choose between basic necessities.



Families are in economic distress and struggling to meet basic needs.

HOUSEHOLDS THAT FALL BELOW THE CALIFORNIA FAMILY NEEDS CALCULATOR, BY RACE¹⁴



4 in 10 of Alameda County households with children earned below the California Family Needs Calculator. 2018¹⁴

~37,000 families have incomes under \$25,000. 2013-2017¹⁷

Data for Action

Housing



The housing crisis is worsening.

Between 2017 and 2019:

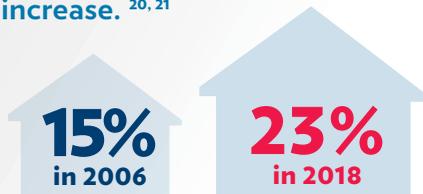
+43% increase in people experiencing homelessness in Alameda County ¹⁸

+63% increase in the number of people who were unsheltered ¹⁸



More than **1 in 3** of all families experiencing homelessness were experiencing **chronic homelessness** in 2019, compared to just 12% in 2017. ¹⁸

Monthly income spent on housing continues to increase. ^{20, 21}



Child Care

Full-time child care cost has risen above the cost of state university tuition.

COST OF CHILD CARE ¹⁴
(full-time infant care)

2000
\$12,000
(INFLATION ADJUSTED TO 2018)

2018
\$21,888

2019-2020
UC BERKELEY TUITION ¹⁹
\$14,254



+82%
increase in child care cost 2000-2018

Supply isn't meeting demand for families who qualify for subsidized care.

Less than half of all children who qualify do not receive subsidized care. ²²

The problem is worse for families with young children.



4 out of 5 families with infants and toddlers who qualify do not receive subsidized care. ²²

NUMBER OF CHILDREN 0-6 RECEIVING PUBLIC BENEFITS 2018 ²³

+ Medi-Cal
36,920

🍏 CalFresh
15,210

👤 CalWORKs
6,000

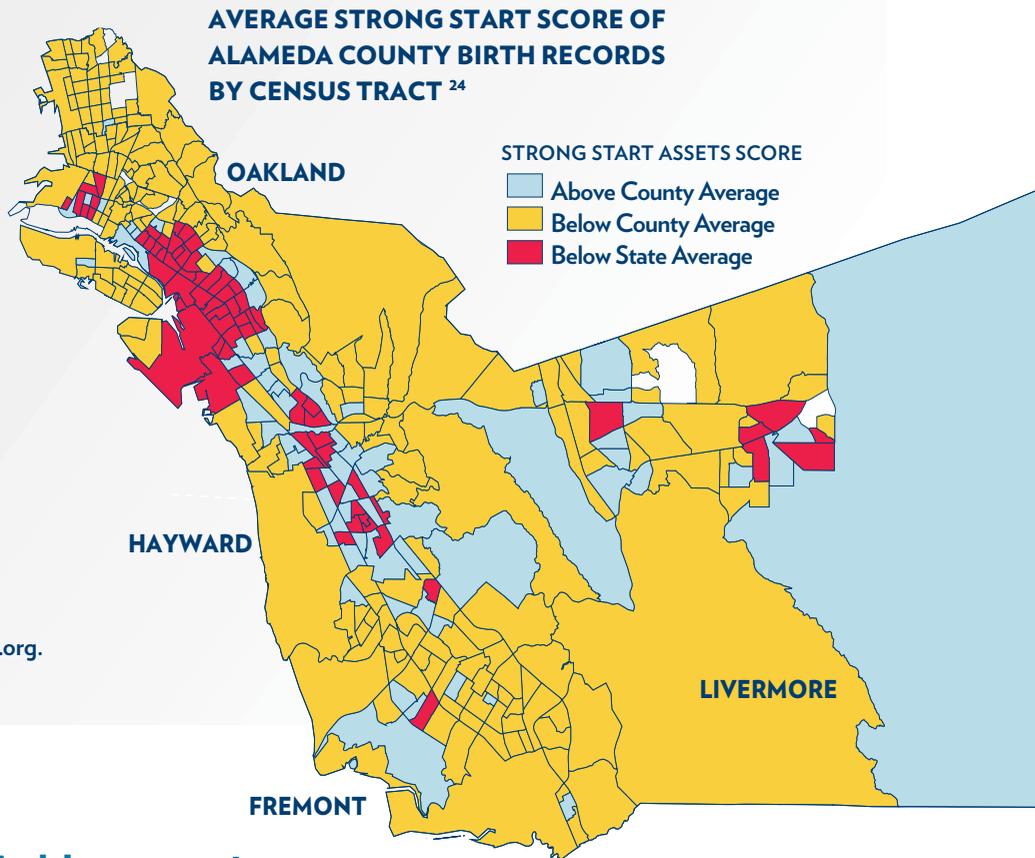
STRONG START INDEX (2016)

The California Strong Start Index is a measure of the resources available to a child at birth across four domains: Family, Health, Service, and Financial. **The greater the number of assets, the stronger the score.**

The average Strong Start score across all 2016 birth records in California is 8.8 out of 12.

The average Strong Start score across birth records in Alameda County is slightly higher at 9.4 out of 12.

For more details, visit strongstartindex.org.



Educational Achievement

Students whose teachers reported that they rarely/never came to kindergarten hungry, sick, or tired had significantly higher overall readiness levels.

Achievement gaps starting in kindergarten persist in third grade and follow kids through high school, college, and career.



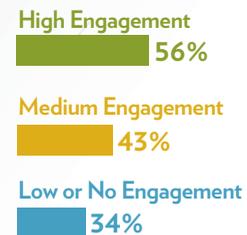
4 in 5

children who are **Not Ready for Kindergarten** are still **Not Proficient** in third grade. ³

The number of children **Partially Ready for kindergarten** has increased since 2017. ^{1,2}



KINDERGARTNERS READY FOR SCHOOL BASED ON LEVEL OF FATHER ENGAGEMENT 2017 ²

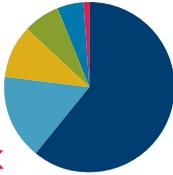


Fiscal Year Actual Revenues and Expenditures

July 1, 2018–June 30, 2019

TOTAL REVENUE: \$19.7 M

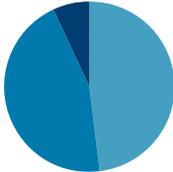
- 61% Prop 10 Tobacco Tax: \$12.1 M
- 16% Grants: \$3.2 M
- 10% Fiscal Leveraging: \$1.9 M
- 7% Investment Income*: \$1.4 M
- 5% Interagency Income: \$1 M
- 1% Miscellaneous Income: \$101 K



*Total revenues appear higher than expenses due to the accounting of unrealized investment gains.

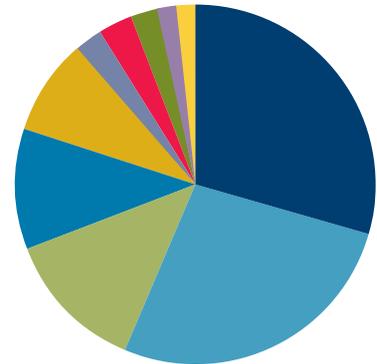
TOTAL EXPENDITURES: \$18.1 M

- 48% Program Contracts/ Grants: \$8.8 M
- 45% Personnel: \$8.1 M
- 7% Operating Expenses: \$1.2 M



PROGRAM CONTRACTS/GRANTS EXPENSES BY STRATEGY

- 30% Neighborhoods Ready for School
- 27% Quality Early Childhood Education
- 13% Parent Engagement/ Parent Support
- 11% Early Identification
- 8% Information & Technology
- 3% Administration
- 3% Policy and Evaluation
- 2% Training
- 1% Communications
- 1% Fatherhood



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NOTE ON PROGRAM DATA: Data appearing under the Turn the Curve sections of this report have been rounded. Numbers have been rounded to the nearest ten. Percentages have been rounded to the nearest five.



“Kids wake up each day believing in the goodness of things, in the magic of what might be. They’re uncynical, believers at their core. We owe it to them to stay strong and keep working to create a more fair and humane world. For them, we need to remain both tough and hopeful, to acknowledge that there’s more growing to be done.” – Michelle Obama



THANK YOU to First 5 staff, Commission, and community partners.
Your vision, leadership, and hard work are celebrated daily in the successes
of our children and the health of our families and communities.

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(FY 2018–2019)

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1115 ATLANTIC AVENUE
ALAMEDA, CA 94501

FIRST5ALAMEDA.ORG