

County of Monterey
Template for Boards, Committees and Commissions (BCC) Annual Report
to the Board of Supervisors
FY15/16

The purposes of an Annual Report are to:

1) Bridge the gaps between the organizations who are doing work on behalf of the residents of our County and the Board of Supervisors (BoS) who are responsible for making the policy decisions. These reports will serve as an annual opportunity for organizations to advise and inform the BoS, and a chance for the BoS to provide direction to the organizations.

2) Increase the transparency and accountability of County Government. These reports will provide organizations with an annual opportunity for self reflection, celebration of accomplishments, and planning for the future. Sharing this annual self-report with the public will increase awareness and understanding about the different functions of County Government.

This form is intended to be used as a template to help provide the priority categories of information to be reviewed by the Board of Supervisors. The annual report is considered a collective overview through the Boards, Committees and Commissions (BCC) group consensus prior to identifying goals and accomplishments achieved. This annual report template serves as a guide to assist with synthesizing the annual update within five to ten (5-10) pages maximum. Please indicate whether another format and/or supplemental supporting documents are necessary*.

**An additional one-page framework is necessary and is attached.*

ORGANIZATION INFORMATION

Name of Organization (and any AKA): Monterey County Children and Families Commission also known as **First 5 Monterey County**

Mailing address: 1125 Baldwin Street, Salinas, CA 93906

Officers (Name and Title): Commissioners

1. Simón Salinas (Chair), Supervisor, Monterey County Board of Supervisors, District 3
2. Julie Drezner (Vice-Chair), Retired, Community Foundation for Monterey County (Community Member)
3. Josefina Silva, (Secretary), Preschool Coordinator, Greenfield Union School District (Community member)
4. Ray Bullick, Director of Health, Monterey County Health Department (through 2/2016)
5. Elsa Jimenez, Director of Health, Monterey County Health Department (beginning 2/2016)
6. Elliott Robinson, Director, Monterey County Department of Social and Employment Services
7. Esther Rubio, Educational Services Projects Coordinator/Administrator, Educational Services Division, Monterey County Office of Education (Community Member through 3/2016)
8. Chris Shannon, Executive Director, Door to Hope (Community Member)
9. Jamie Valenzuela-Mumau, Assistant Superintendent, Educational Services Division, Monterey County Office of Education (Community Member beginning 4/2016)

Type of Organization:

- | | |
|---|--|
| <input type="checkbox"/> Board | <input type="checkbox"/> Collaborative |
| <input type="checkbox"/> Commission | <input type="checkbox"/> Subject to Maddy Act |
| <input checked="" type="checkbox"/> Council | <input checked="" type="checkbox"/> Subject to Brown Act |

Staff Contact

Name: Francine Rodd (Executive Director)

Phone/Email: 831-444-8549 Francine@First5Monterey.org

Department: Not part of a County Department

ORGANIZATION HISTORY and PURPOSE (In this section please summarize [within one page or less] answers to some or all of the following as it relates to the BCC);

- **Describe your organization’s history. When/how/why was your organization formed?**

First 5 Monterey County (F5MC) was established by the Monterey County Board of Supervisors on December 8, 1998, as a result of California voters passing Proposition 10 on November 3, 1998. Prop 10—The *California Children and Families First Act*, levied a 50-cent per pack tax on tobacco products. Twenty percent of the revenue is distributed to the State Commission and 80 percent of the revenue is distributed to county commissions based upon birth rates in the county. The *F5MC* Commission is charged with ensuring that Proposition 10 revenues are directed toward programs that will make a difference in the lives of children, from the prenatal stage through age 5, and their families. Funding priorities are decided locally with input from community organizations and community members.

- **Summarize the mission and/or purpose of your organization.**

VISION: All children reach their full potential in a family and community that values and respects childhood.

MISSION: To serve as a catalyst to create sustainable change in systems, policies, and practices that enrich the development of children in their FIRST 5 years of life.

- **What problems, needs or issues does your organization address? How does your work address and/or change the underlying or root causes of the problem?**

Research shows that a child’s brain develops most dramatically in the *first 5* years of life. A child's ability to think, form relationships and reach his or her full potential is directly related to the synergistic effect of good health, good nutrition, appropriate stimulation, and social-emotional development. What parents and caregivers do during those years to support a child’s growth have a meaningful impact throughout the child’s life.

Further, research also shows that children who receive the developmental support needed in early childhood are more successful in school, more competent socially and emotionally, and show higher verbal and intellectual development. Early interventions yield higher returns compared with remedial services later in life (including with older youth and adults). Policies that seek to remedy challenges later in life are much more costly than initial investments in the early years. Ensuring healthy child development, therefore, is an investment in the county's future workforce and capacity to thrive economically and as a society.

F5MC supports children from the prenatal stage through age 5 by serving five core roles in the community:

- | | |
|----------------------------------|-----------------------------|
| 1. Community partner | 4. Advocate/public educator |
| 2. Builder of sustainability | 5. Funder |
| 3. Catalyst/convener/facilitator | |

F5MC's multiple roles recognize the interwoven relationships that exist between a child and their environment. The work of *F5MC* impacts societal factors at multiple levels: the child and their parents; the people who care for the child; the system of service provision; policy makers, and the community at large.

- **Describe your current programs and activities.**

In FY 2015/16, *F5MC* invested approximately **\$7.6 million** to support children and families through the funding of programs, training, and community events. *F5MC* supported **30,592** young children, parents, caregivers, educators and child care providers with that investment. *F5MC* also funded the following ongoing programs in three core investment areas identified by the community during the strategic planning process: Parenting Development; Access to Quality Early Care and Education; and Mental and Physical Health (listed below).

Parenting Development

- ACTION: *Parents as Teachers*
- Alisal Union School District: *Alisal Community Healthy Start Family Resource Center*
- Binational Center for the Development of Oaxacan Indigenous Communities: *Xi'na Navali /Nacoa Snia - Niños Primero*
- City of Salinas—Salinas Public Library: *Read, Grow & Play*
- Easter Seals Central California: *Strengthening Special Families*
- Kinship Center-A Member of the Seneca Family of Agencies: *Parenting Education Programs*
- Monterey County Health Department: *Teen Parenting Program*
- Monterey County Office of Education: *Dads in Action*
- Monterey Peninsula Unified School District: *Cabrillo Family Resource Center*
- North Monterey County Unified School District: *Castro Plaza Family Resource Center*
- Pajaro Valley Unified School District: *Pajaro Healthy Start Family Resource Center*
- Soledad Adult School: *Parents as Teachers Born to Learn Program*

Access to Quality Early Care and Education

- Chualar Union School District: *Technical Assistance to Child Care Centers*
- Community Action Partnership of San Luis Obispo, Inc.: *Technical Assistance to Child Care Centers*
- Continuing Development, Inc.: *Technical Assistance to Child Care Centers*
- Gonzales Unified School District: *Technical Assistance to Child Care Centers*
- Greenfield Union School District: *Technical Assistance to Child Care Centers*
- Mexican American Opportunity Foundation: *Technical Assistance to Child Care Centers*
- Monterey County Office of Education: *Transitional Kindergarten support to 30 classrooms in 13 school districts in priority areas throughout county and the Quality Matters program (implementing the QRIS—Quality Rating and Improvement System)*
- First 5 Santa Cruz: *Summer Pre-K Academy (F5MC funded the schools in Monterey County)*
- Go Kids, Inc.: *Apoyando a Los Niños es su Casa (Family, Friend, and Neighbor Caregiver Technical Assistance Program)*
- A collaboration between Hartnell College, Hartnell College Foundation, Monterey Peninsula College (MPC), MPC Foundation, and Praxis Consulting: *Comprehensive Approaches to Raising Educational Standards (CARES)*

Mental and Physical Health

- Door to Hope: *MCSTART*
- Kinship Center-A Member of the Seneca Family of Agencies: *Mental Health Programs*
- Go Kids, Inc., Kinship Center, Early Development Services and others: *Nuevas Posibilidades (Special Needs Initiative)*
- Monterey County Health Department, Behavioral Health: *Secure Families*
- Monterey County Probation Department: *Child Advocate Program (CAP)*
- Pajaro Valley Prevention and Student Assistance, Inc.: *Para Los Ninos/Na Vali Program*

Additionally, other investments were made in following areas:

- Community Education (one-time community event funding, free book distribution, and the promotion of the *Kit for New Parents*.)
 - Capacity Building (Infant Family Early Childhood Mental Health training series, Child Care Seminar, and Packard Playgroup support)
 - Staff and financial support for Bright Beginnings (previously known as the Early Childhood Development Initiative) of the Monterey County Children's Council.
- **Who is your constituency (be specific about demographics such as race, gender, ethnicity, age, sexual orientation and people with disabilities)? How are they actively involved in your work, and how do they benefit from your organization?**

F5MC funded programs target families that are most in need throughout Monterey County. The population served by *F5MC* has lower educational levels than the general Monterey County population. Of parents participating in *F5MC* programs, 61% have less than a high school education and less than 20% who do graduate have any formal education after high school. This contrasts with 36% of mothers who gave birth in the general Monterey County population with less than a high school education in 2013.

Our core programs are operated in Commission prioritized geographic areas. The prioritization was based upon the following community indicators: Median Family Income; School API Rank; Medi-Cal Funded Births; Birth Rate; 0-5 Population; Teen Births; Low Birth Weight; Late or Inadequate Prenatal Care; Children Under 5 on the Central Eligibility List; Substantiated Child Abuse; Existing Child Care Spaces; Mothers Education Level; WIC Enrollment; and Children Under 5 Medi-Cal Enrollment.

The following zones within each region of Monterey County have been selected as priority areas based upon highest need: North County (Pajaro, Castroville); Peninsula (Seaside); Salinas (Salinas); and South County (Chualar, Gonzales, Soledad, Greenfield, King City, San Ardo, and San Lucas).

While service centers/programs funded by *F5MC* are concentrated in these areas, children ages 0-5 and their families from throughout the county may access those services at any time. In addition, community-wide outreach is provided through programs funded in the policy and community event focus areas and by the *Kit for New Parents*, which is available to all parents in the county.

Funding decisions are made locally with input from the community. Families provide input on service provision via surveys conducted by the service providers. Some service providers also have parent advisory committees. All *F5MC* Commission and Committee meetings are open to the public. Funded Partners are surveyed on an annual basis to receive their input on support and programs being provided and staff makes necessary adjustments based upon their input. Funded Partners also

participate in Learning Circles and I-ACT (Inter-Agency Collaborative Team) meetings to increase knowledge about local services, deepen relationships, and provide input into decision-making.

GOALS (In this section, please summarize [within one page or less] answers to some or all of the following as it relates to the BCC):

- **What goals were set by the BCC for the previous year?**

The goals and strategic vision are set forth by the *F5MC* Commission in the Strategic Plan for 2007-2017. The strategic focal areas follow:

1. Funding to programs and services is in four-year cycles.
2. Funding within the four programmatic areas (beginning in FY 2011-2012) as follows:
 - *Parenting Development*, defined as programs that maintain relationships with parents to build their knowledge, skills, and confidence in parenting as well as their ability to access resources to assist their family. Because the brain grows the fastest in the early years, parenting development efforts will be primarily focused on parents with children from the prenatal stage to age 3, but not exclusive of children ages 4-5.
 - *Access to Quality Early Care and Education*, described as programs that enhance early educator professional development and education and program quality in a variety of child care venues.
 - *Children are Mentally and Physically Healthy*, defined as programs offering a *coordinated system of screening, assessment, and support* for children with special needs and therapeutic services serving children affected by trauma, alcohol, or other drug use.
 - *Advocacy* efforts to impact public and employer policies related to improving the availability and accessibility of quality child care, family support services, and health services.

- **What is the long term strategic vision for your BCC?**

1. Prioritizing funding with the anticipation of declining revenue. Due to declining smoking rates that result in decreased revenue and declining reserves, expenditures are expected to be reduced in the funding cycle that begins in FY17/18. FY16/17 will be spent planning for those reductions.
2. Coordinating community partnerships and grantmaking processes that identify the specific partners and agencies that will be funded. The framework for making funding decisions integrates four types of funding streams:
 - Jointly-funded by First 5 California or other funders and *F5MC*
 - Long-term funding (multi-year programs)
 - Short-term funding (one-year community-based programs responding to emerging opportunities)
 - One-time event funding (support for specific community events)

ACCOMPLISHMENTS (In this section, please summarize [within two pages or less] answers to some or all of the following as it relates to the BCC):

- **Describe three major accomplishments of your organization (specifically from the previous year).**

1. Continue implementing the four programmatic areas the Commission selected as the long-term focus of funding: *Parenting Development; Access to Quality Early Care and Education; Children are Mentally and Physically Healthy; and Advocacy.*

- Within the ‘Parenting Development’ program area, one of the goals was to continue to help parents nurture strong connections with their child and community. Through playgroups, parenting classes, and home visiting programs, parents understand their child’s unique development and nurture a strong parent-child bond with positive day-to-day interactions. Parents develop knowledge, confidence, and abilities that support their child’s success in learning, communication, and relationships. Programs also connect families to local resources. Parents participating in First 5 Monterey County funded programs saw strong improvements in parenting skills: 1) **9 out of 10** parents showed an increase in knowledge of how their child is growing and developing; 2) **9 out of 10** parents showed an increase in confidence in setting limits for their children; and 3) **8 out of 10** parents showed an increase in literacy activities like reading singing, and counting games.
 - Within the ‘*Access to Quality Early Care and Education*’ program area, one of the goals was to continue strengthening the ability of caregivers (both licensed and informal family, friend, and neighbors) as well as other service providers to provide children with increased quality care and early learning opportunities. This has been accomplished in several ways: 1) continuing to provide technical assistance to child care centers; 2) deeper engagement in reflective practice for child care providers (both licensed and informal family, friend and neighbors); 3) catalyzing the support for the establishment of a Quality Rating Improvement System through a partnership to launch Quality Matters through the Monterey County Office of Education; and 4) small grants to TK classrooms to enhance deeper conversations and practices around age appropriate ways to support young children.
 - Within the ‘*Children are Mentally and Physically Healthy*’ program area, one of the goals was to provide educators and service providers across multiple disciplines with the knowledge and ability to support children ages 0-5 and their parents. There was a significant increase in the number and breadth of participants in the Infant-Family Early Childhood Mental Health (IFECMH) Training Series. Early childhood educators and service providers need a specialized knowledge base to provide high-quality, developmentally appropriate services to young children and their families. Leading experts in this field have clarified the knowledge, skills, and competencies necessary to provide services that are informed by the knowledge of social-emotional principles and mental health needs. **F5MC**, in collaboration with WestEd Center for Prevention and Early Intervention and The Early Intervention Services Department of UCSF Benioff Children’s Hospital Oakland, designed an intensive IFECMH training series open to a broad range of practitioners and early educators in Monterey County. The trainings support a family-centered, culturally and developmentally appropriate, relationship-based approach for serving young children and their families. Currently 123 participants ranging from Probation Department employees to child care providers are participating in the intensive training. Through the FY 15/16 training series, nearly **100% of participants** increased or deepened their knowledge of how to work with children and families as a result of the IFECMH training series and **95%** applied some of the knowledge learned from IFECMH trainings to expand ways in which they work with children and families.
 - Within the ‘*Advocacy*’ program area, one of the goals was to continue to support the efforts of Bright Beginnings (previously the Early Childhood Development Initiative), Bright Futures, Impact Monterey County, and Quality Matters in ways that bring the importance of focusing on quality early learning opportunities to light. It is notable that all initiatives are using data and research to guide their work. Local awareness by policy makers and business leaders is also increasing.
2. Conduct the Strategic -Planning process to identify the long-term focus of the Commission for FY17/18-FY22/23.

On June 27, 2016, the Commission adopted the Strategic Plan Framework for July 2017-June 2023: Strengthening Connections and Advancing Quality in Early Childhood Development. The new Strategic Plan Framework emphasizes care coordination and support to bring about lasting results. A copy of the one-page framework summary is attached (Attachment 1).

3. Complete analysis of and issue a report on the 2015/2016 Kindergarten Readiness Assessment.

A statistically significant generalizable sample of nearly 2500 incoming kindergarteners – the Kindergarten Readiness Assessment (KRA) -- was completed. It showed that family characteristics such as poverty, health status, parental education level and knowledge of child development played a large role in the readiness of children for kindergarten. It also showed that quality early childhood experiences also impacted readiness. While progress was made between the 2012 KRA and the 2015 KRA, the change of only a few percentage points indicates the need for continued work and systems change in this area. The study also prompted discussion around the definition of “readiness” and the need for a tool that can be implemented on a more regular basis.

- **What accomplishment is your organization most proud of?**

In FY 15/16 *F5MC* focused on our core roles as: community partner; builder of sustainability; catalyst, convener, and facilitator; advocate/public educator; and funder. By intentionally and strategically participating in countywide initiatives as well as continuing to provide training and direct services to caregivers and providers, *F5MC* strived to maximize available resources, time, and talent. As noted in 1. above, several outcomes were also achieved.

- **Describe three primary goals (specifically for the upcoming year).**

1. Continue implementing the four programmatic areas the Commission selected as the long-term focus of funding: *Parenting Development; Access to Quality Early Care and Education; Children are Mentally and Physically Healthy; and Advocacy.*
2. Create and implement a funding process for Integrated Service Collaboratives, identified as a long-term focus of funding by the Commission within the July 2017-June 2023 Strategic Plan Framework.
3. Align efforts across initiatives to maximize resources and community outcomes.

POLICY ISSUES:

- **Are there policy issues that you would like the Board of Supervisors to consider and/or be aware of?**

F5MC works with the BOS Legislative Committee to ensure inclusion of local, state, and national policy efforts affecting children ages 0-5 and their families in Monterey County's Legislative Program. Major areas of focus include changes in policies related to: access and quality early child care and education both in the formal and in the informal sectors; and increased funding and support for family strengthening and mental health programs.

FISCAL SUMMARY:

- What is the total budget for your organization (current year)? **\$8,745,879** (FY 16/17)
- Provide a summary of revenue.
- Provide a summary of expenditures.

Expenses are higher than revenue due to planned spending of reserves.

REVENUE	Actual FY 15/16	Budget FY 16/17
Prop 10 Allocation	\$4,529,872	\$3,995,089
Investment Income	113,669	41,000
Other Revenue	840,088	987,483
Total Revenue	\$5,483,629	\$5,023,572

EXPENDITURES	Actual FY 15/16	Budget FY 16/17
Programs & Services	\$6,233,368	\$7,334,157
Evaluation	\$667,854	677,452
Administration	\$692,179	734,270
Total Expenses	\$7,593,401	\$8,745,879

- Provide a narrative of the cost benefit of your organization. Explain any financial benefits experienced by the County as a result of this organization, any general fund expenses incurred by this organization, etc.
 1. The general fund incurs no expenses as a result of *F5MC*.
 2. The County manages *F5MC*'s Proposition 10 funds in an interest bearing, pooled trust account. The county draws a management fee from interest earned.
 3. *F5MC* investments ultimately save the county money in later special education, health, social service, mental health, and crime related costs. According to Nobel Laureate Economist Professor James Heckman, return on investment in quality early childhood programs is approximately 7-13% per annum. Investing in young children is an essential component for the development of a thriving local and national economy. Without an early investment in prevention for all and early intervention with those who face socioeconomic disadvantage, early gaps widen to become costly problems in a sizable group of children who are:
 - 40% more likely to become a teen parent
 - 50% more likely to be placed in special education
 - 70% more likely to be arrested for a violent crime

FIRST 5 Strategic Plan Framework
 MONTEREY COUNTY July 2017-June 2023

VISION

All children reach their unique potential in a family and community that values, respects, and invests in early childhood.

MISSION

Enrich the lives of children, prenatal through age five, and their families by strengthening connections and advancing quality within a whole system of care and support.

GUIDING PRINCIPLES: WE ARE . . .
Equity Focused - Systems Innovators - Relationship Based - Reflective - Good Stewards



Champion Early Childhood
 Raising awareness and advocating for child-friendly policies and practices.

Make Connections
 Mobilizing people and resources.

Build Capacity
 Developing common understanding and effective programs.

Fund the Work
 Investing in quality programs and technical assistance.

Evaluate Impact
 Tracking progress and supporting strategic decision-making.

- 1 Diversify and increase funding for early childhood development.
- 2 Enhance access to resources, programs, and services through coordination, collaboration, and integration.
- 3 Inform, inspire, and facilitate the adoption of practices and policies that support early childhood development.

