

**COMIENZOS  
BRILLANTES**  
INICIATIVA PARA PROMOVER EL DESARROLLO INFANTIL

**BRIGHT  
BEGINNINGS**  
EARLY CHILDHOOD DEVELOPMENT INITIATIVE

# Annual Report FY 2018-2019

An Initiative of the:



MONTEREY COUNTY  
CHILDREN'S COUNCIL

Presented to the Monterey County Board of Supervisors March 17, 2020

**Francine Rodd**

Executive Director, F5MC  
*Co-Chair, Bright Beginnings*

**Elsa Jimenz**

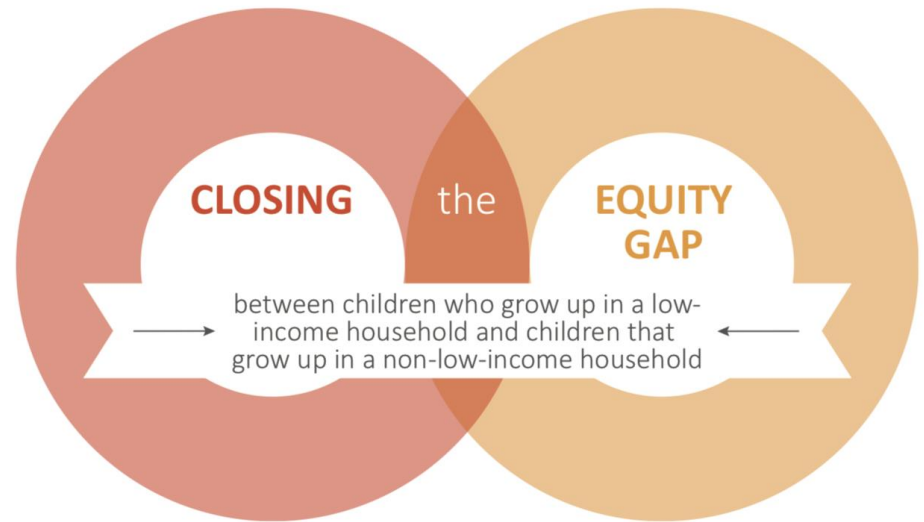
Director, MC Health Department  
*Chair, Children's Council*



# Together, preparing every child for life and school.



By 2025, **DOUBLE** the number of children ready for kindergarten



# Systems Change

Policies

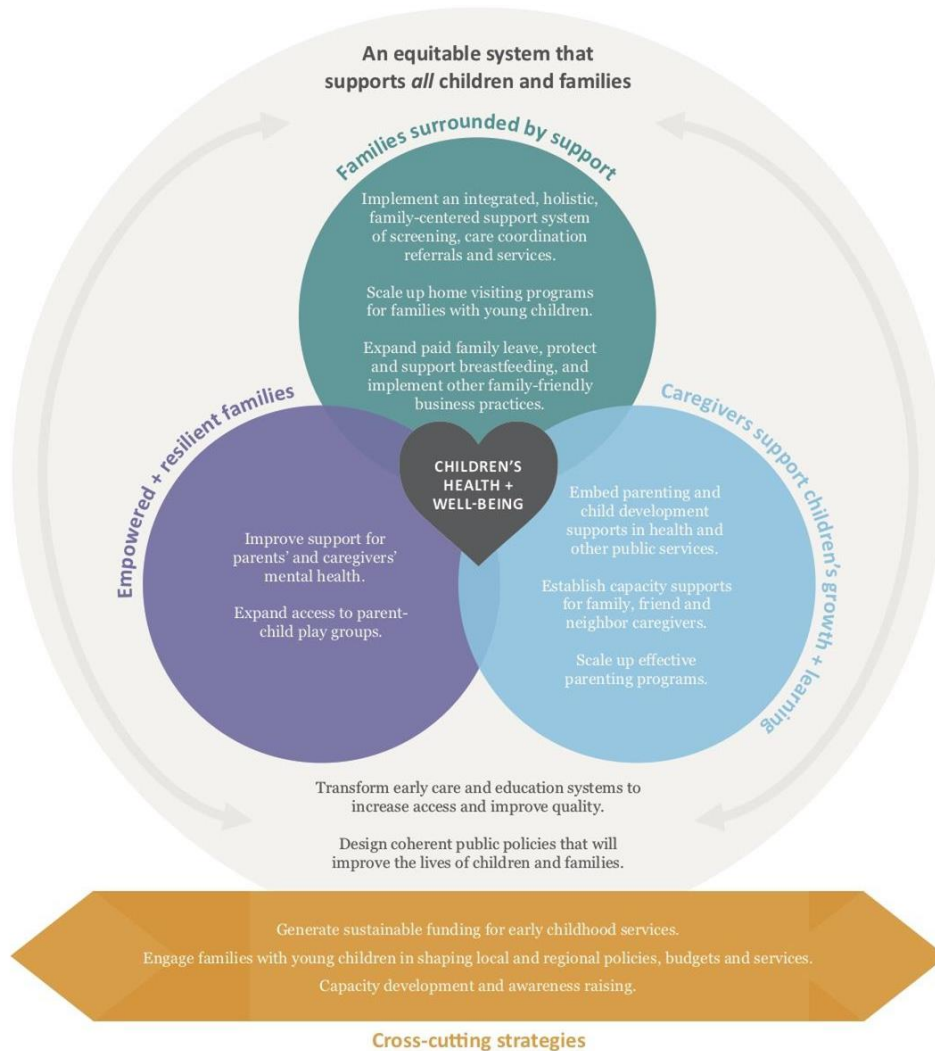
Practices

Resource Flows

Relationships &  
Connections

Power Dynamics

Mental Models



## Strategic Drivers

1. Fair & Equitable Systems
2. Empowered & Resilient Families
3. Holistic Supports
4. Capable Caregivers



### **Bright Beginnings Back Bone**

Iris Gamez  
Laura Keeley-Saldana  
Sonja Koehler  
+ F5MC In-Kind Admin

Stephanie McMurtrie  
Michelle Molina  
Maria Carmen Para  
Jamie Smith  
Spoke Consulting

### **Initiative Co-Chairs**

Ed Moreno          Francine Rodd

### **Back Bone Partners**

Bright Futures      United Way

### **Bright Futures Goal Leads**

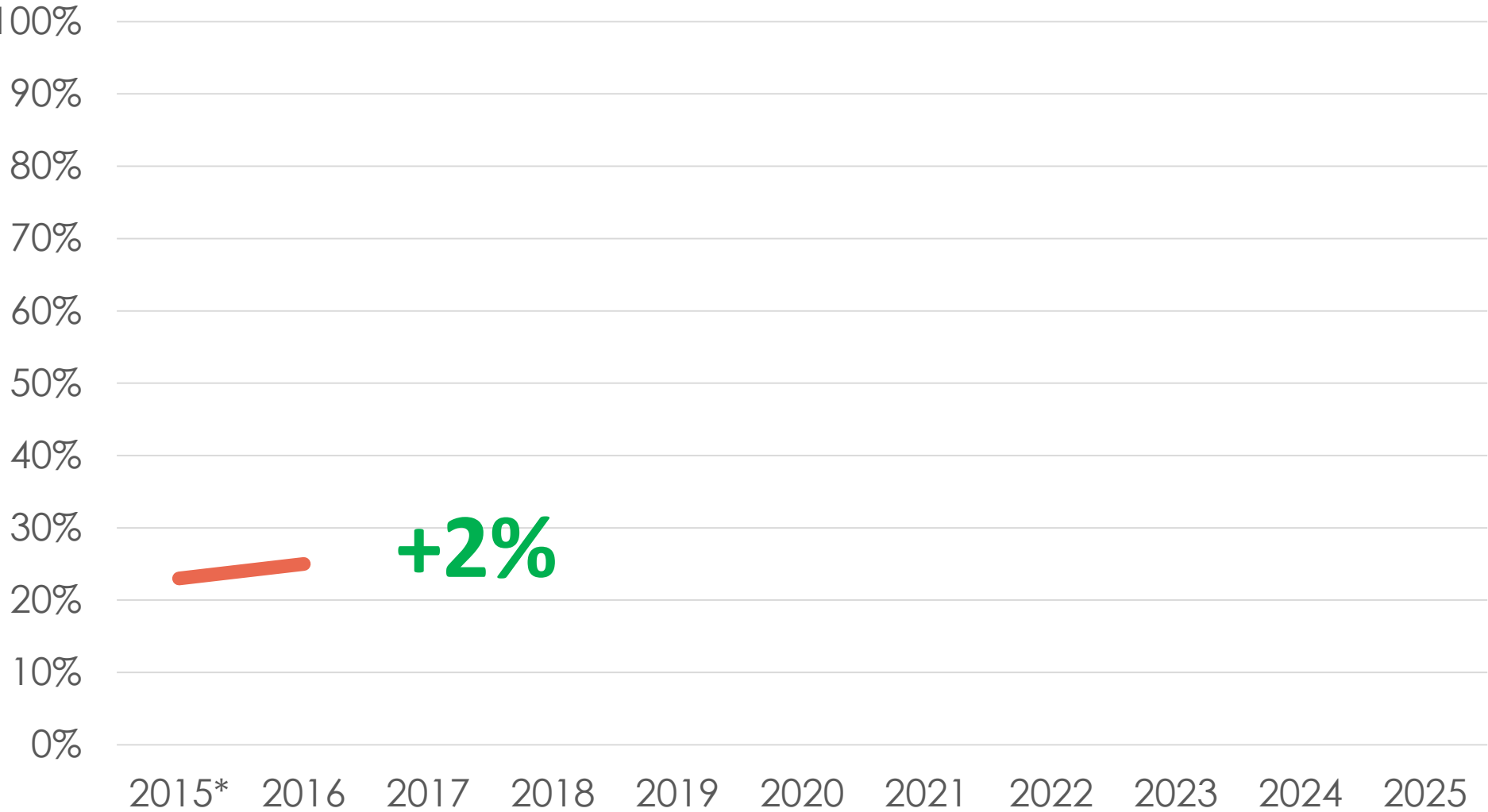
Caryn Lewis          Francine Rodd  
Josh Madfis          Shannan Watkins

### **Early Childhood Development Advisory Group**

30+ multi-disciplinary, cross sector experts

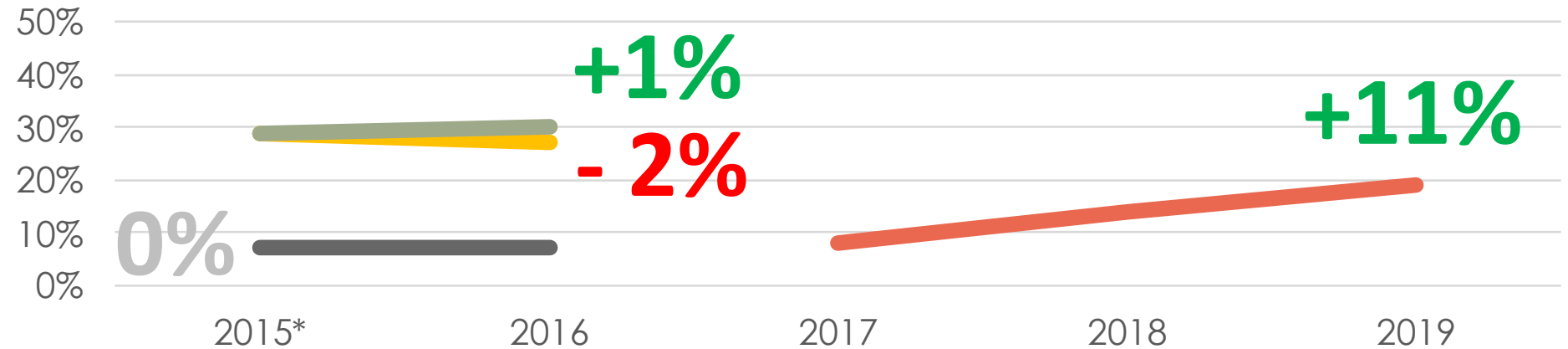
*And all our community partners . . . .*

# Kindergarten Readiness



— % Socially and Emotionally Ready (25%)

# Access to Quality, Affordable Early Care & Learning



— % Licensed Sites Rated by QRIS (19%)

— % Children Ages 0-5 with Access to Full- or Part- Day Transitional Kindergarten or a Licensed Care Space (27%)

— % Can Afford Full-Time Child Care for One Child 5 or Under (30%)

— % Can Afford Full-Time Child Care for Two Children 5 or Under (7%)

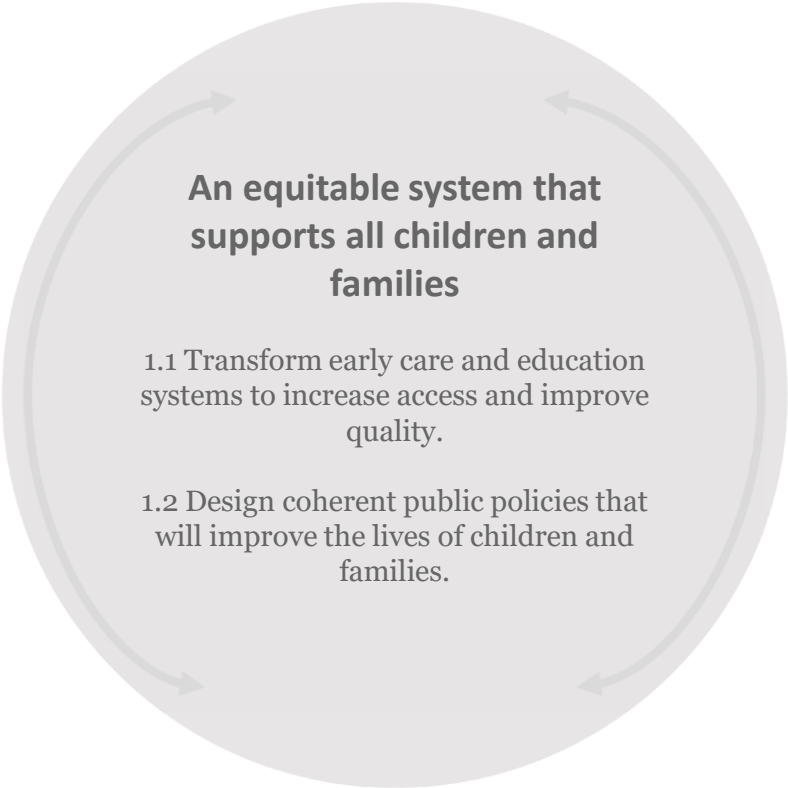




ABOUT US FIND CHILD CARE

[www.montereycountychildcare.org](http://www.montereycountychildcare.org)





**An equitable system that supports all children and families**

1.1 Transform early care and education systems to increase access and improve quality.

1.2 Design coherent public policies that will improve the lives of children and families.

## 1.1 Access & Quality

- Salinas CAT – Mamas; Preschool for All Campaign; EL Enrollment at AUSD
- Greenfield CAT – Kinder Festival
- Early Learning Network
- Childcare Accessibility Project
- Community Solutions: Seaside/Marina
- ECE Workforce Pathways and Jobs Website
- Child Care Planning Council Capacity Building

## 1.2 Public Policies

- Gonzales and Seaside General Plans
- Housing Security & Early Childhood
- Impacts of Immigration Policy & Enforcement

## Empowered + resilient families

2.1 Improve support for  
parents' and caregivers'  
mental health.

2.2 Expand access to parent-  
child play groups.

### 2.1 Parent Mental Health

- Monterey County Maternal Mental Health Task Force

### 2.2 Parent Play Groups

- Play Group Learning Group

## Families surrounded by support

3.1 Implement an integrated, holistic, family-centered support system of screening, care coordination referrals and services.

3.2 Scale up home visiting programs for families with young children.

3.3 Expand paid family leave, protect and support breastfeeding, and implement other family-friendly business practices.

## 3.1 Integrated Support System

- F5MC Integrated Service Collaboratives

## 3.2 Home Visiting

- Home Visiting Triage Hub

## 3.3. Family Friendly Business

- Certification of family friendly employers and child welcoming businesses
- Employer sponsored child care

## Caregivers support children's growth + learning

4.1 Embed parenting and child development supports in health and other public services.

4.2 Establish capacity supports for family, friend and neighbor caregivers.

4.3 Scale up effective parenting programs.

## 4.1 Embed Parenting Supports

- WIC+

## 4.2 Family, Friend and Neighbor Supports

- Informal Caregiver Learning Network

## 4.3. Parenting Programs

## Cross-cutting Strategies

Generate sustainable funding for early childhood services.

Engage families with young children in shaping local and regional policies, budgets and services.

Capacity development and awareness raising.

### 5.1 Sustainable funding

- Support grant and contract writing
- Children's Fund
- ECD Strategic Framework Fiscal Landscape

### 5.2 Engage families

- See Salinas Mamas
- Pajaro Promotores

### 5.3. Capacity Development

- BB Communications Plan
- Trainings

### Shared Measurement

Drafted logic models and theories of change for the majority of projects, indicating how they lead to the overarching goal of Kindergarten Readiness. Participated in process to select a new community tool to measure school readiness.

### Learning Culture

Participated in the Impact Monterey and Bright Futures learning circles with other collective impact initiatives. Identified the need for a continuous improvement tool for projects. Identified need for Results Counts facilitation training for all project managers.

### Common Vision

The common vision of “Together, preparing every child” guides the strategic framework, with a goal of systems transformation to increase kindergarten readiness.

Exploring

Developing

Fostering

Integrating

Applying

### Continuous Communication

Enhanced public media presence through KAZU radio spots. Established monthly pacing of newsletter, spotlighting accomplishments and opportunities to engage. With growing team, identified need to have more regular internal communications around continuous improvement of projects.

### Mutually Reinforcing Action

Increasing sophistication of the systems and tools supporting projects to support cross-fertilization, continuous improvement, and strengthening partnerships.

# Looking Ahead

**Home Visiting:** Increase number of families/young children receiving home visits. Develop cross-referral and triage system.

**Early Learning Systems:** Increase access to and enrollment in formal, quality child care opportunities (specific focus strategies to be defined with input of EC DAG Dec. 20, 2019).

**Family Friendly Businesses:** Increase number of businesses integrating family supports for early learning (certification).

**Community-based Advocacy** Developing strategic approach to county-wide community-based advocacy, building on the work of the Salinas-based Las Mamas and other community partners.

## Cross-cutting:

- Integrate ACES, trauma-informed, healing-centered understanding across all projects.
- Results Count leadership training for backbone.
- Define and measure Systems Change indicators.





# Courageous Leadership



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BRILLANTES**

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Salinas  
Mamas

&



**PADRES  
UNIDOS**



Thank You,  
Monterey  
County!



[www.montereycountychildcare.org](http://www.montereycountychildcare.org)

