



Monterey County

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 21-106

February 09, 2021

Introduced: 1/28/2021

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Matter Type: General Agenda Item

- a. Receive a presentation on the First 5 Monterey County (The Monterey County Children and Families Commission) Fiscal Year (FY) FY 2019-20 Annual Report from Francine Rodd, Executive Director of First 5 Monterey County; and
- b. Accept the FY 2019-20 Annual Report from the First 5 Monterey County.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a presentation on the First 5 Monterey County (The Monterey County Children and Families Commission) Fiscal Year (FY) FY 2019-20 Annual Report from Francine Rodd, Executive Director of First 5 Monterey County; and
- b. Accept the FY 2019-20 Annual Report from the First 5 Monterey County.

SUMMARY/DISCUSSION:

Each year, First 5 Monterey County (F5MC) produces an Annual Report to the Board of Supervisors (BOS) to provide policy-makers, service providers, and community members with a summary of goals and accomplishments. The Report to the BOS also fulfills the statutory requirement of Ordinance Number 05034 to report to the Board of Supervisors on an annual basis.

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. Proposition 10-The California Children and Families First Act-levied a 50-cent per pack tax on tobacco products. The monies, collected statewide, are for programs and services benefiting children from the prenatal stage through age 5. The F5MC Commission is charged with ensuring that Proposition 10 revenues are directed toward programs that will make a difference in the lives of young children living in Monterey County. Priorities for funding F5MC projects are decided locally with direct involvement of community organizations and community members. Research shows that community investments in programs supporting families with young children yield the greatest financial and social benefits.

The Annual Report serves to demonstrate the impact on 25,856 children, parents/caregivers, and childcare providers served by F5MC's funded agencies and by sponsored community events. During FY 2019-2020, F5MC invested more than \$6.71 million to support community partnerships and agencies helping to enhance the lives of young children and their families throughout Monterey County.

This work supports the Monterey County Health Department 2018-2022 Strategic Plan Initiatives: 1. Empower the community to improve health through programs, policies, and activities; and 2. Enhance community health and safety by emphasizing prevention; 3. Ensure access to culturally and linguistically

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appropriate, customer-friendly, quality health services. It also supports two of the ten essential public health services, specifically: 3. Inform, educate and empower people about health issues; and 9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services.

OTHER AGENCY INVOLVEMENT:

In FY 2019-20 First 5 Monterey County collaborated with and funded a variety of County and community-based agencies and organizations. Commissioners include representatives from the Monterey County Board of Supervisors, Monterey County Health Department, and Monterey County Department of Social and Employment Services and four community representatives. Community representatives include individuals with experience with: parenting development activities; medical care; early childhood and K-12 education; philanthropy, and support to children who have experienced trauma, alcohol, drugs and toxic stress.

FINANCING:

There are no costs associated with this receipt of presentation or acceptance of this report.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The First 5 Monterey County efforts and initiatives presented in the annual report support the Board of Supervisors Strategic Initiatives in the area of Health and Human Services by promoting family and community safety and supporting children’s healthy development from an early stage.

Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

Infrastructure:

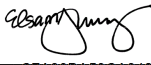
- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Julianna De La Paz, Administrative Secretary-Confidential, 755-4621

Approved by:

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Date: 2/2/2021 | 11:18 AM PST
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Elsa Jimenez, Director of Health, 755-4526

Attachments:

First 5 Monterey County FY 2019-20 Annual Report is on file with the Clerk of the Board

PowerPoint Presentation is on file with the Clerk of the Board