

**County of Monterey**  
**Template for Boards, Committees, Commissions, and Collaboratives (BCCC) Annual Report to the**  
**Board of Supervisors**  
***Fiscal Year 2012/13***

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. *Esther Rubio (Vice-Chair), Head Start Director, Monterey County Office of Education*
3. *Elliott Robinson (Secretary), Director, Monterey County Department of Social Services*
4. *Ray Bullick, Director, Monterey County Health Department*
5. *Jan Phillips-Paulsen, Early Childhood Educator (Retired, Community Member)*
6. *Josefina Silva, Preschool Coordinator, Greenfield Union School District (Community Member)*
7. *Jeanne Hori-Garcia, Childhood Education Instructor, Hartnell Community College (Community Member) (until 9/25/12)*
8. *Chris Shannon, Executive Director, Door to Hope (Community Member) (starting 9/26/12)*

4. Type of Organization:

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

Staff Contact for this report:

Name: Francine Rodd (Executive Director) or Sandra Chapin (Policy, Advocacy and Communications Manager)

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**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 BCCC);

1. 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 the 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.

2. 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.

3. 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. Nobel Laureate Economist Professor James Heckman's research additionally shows that healthy cognitive and emotional development in the early years translates into tangible economic returns. Early interventions yield higher returns compared with remedial services later in life (including with older youth). Policies that seek to remedy deficits 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.

The problem is that too many young children in Monterey County are growing up in environments where they do not receive the support and opportunities they need to develop optimally. In

Monterey County:

- 80% of all children do *not* have the skills they need to be optimally ready for kindergarten
- 38% of women who gave birth have *less than* a high school education
- 48% of all kindergarten parents do *not* read or show books to their child(ren) daily
- There is licensed child care for *only 20%* of parents in the workforce
- 34% of all families in Monterey County live in poverty

To respond to the local needs and help children optimally thrive, **F5MC** supports children from the prenatal stage through age 5 by serving five core roles in the community:

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

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; and policy makers and the community at large.

4. Describe your current programs and activities.

In FY 2012/13, F5MC supported 40,244 young children, parents and child care providers with its funding of programs, training and community events. F5MC invested approximately \$6.8 million in the county. (The number served represents an increase of 3% over FY 2011/2012.) In FY 2012/13, F5MC funded the following ongoing programs in three core investment areas identified by the community during our strategic planning process: Parenting Development, Access to Quality Early Care and Education and Mental and Physical Health (listed below).

**Parenting Development**

- Action Council of Monterey County: 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
- King City Union School District: King City Family Resource Center
- Kinship Center: Parenting Education Programs
- Mexican American Opportunity Foundation (MAOF): Parenting Education
- 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**

- Child Development Incorporated: Technical Assistance for King City Migrant Child Development Center
- Mexican American Opportunity Foundation: Child Signature Project and Technical Assistance for Acosta and Santa Rita Early Learning Centers
- North Monterey County Unified School District: Child Signature Project and Technical Assistance for Castroville Preschool
- Community Action Partnership of San Luis Obispo, Inc: Child Signature Project and Technical Assistance for Little Angels Child Care Center and Salinas Child Development Center
- Greenfield Union School District for Child Signature Project
- Gonzales Unified School District for Child Signature Project
- Elementary Schools in Priority Areas throughout the County: Transition to Kinder Grants (5

school districts)

- First 5 Santa Cruz: Summer Pre-K Academy (for northern Monterey County children only)
- Go Kids, Inc. in partnership with Choices for Children: Apoyando a Los Niños (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)
- Praxis Consulting for Child Signature Project

### **Mental and Physical Health**

- Door to Hope: MCSTART
- Kinship Center: Mental Health Programs
- Go Kids, Inc., Kinship Center, Early Development Services and others: 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 as well as the promotion of the Kit for New Parents.)
- Capacity Building (Infant Family Early Childhood Mental Health training series and Packard Playgroup support)

5. 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?

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 (East 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 and a Parent Interview conducted by an independent evaluator. Some service providers also have parent advisory committees.

**F5MC** funded programs target families that are most in need throughout Monterey County. Of the families served in **F5MC** programs, 80% live in poverty. This percentage is significantly greater than the 34% of families with children under 5 in the general population of Monterey County who live in poverty. Further, the population served by **F5MC** has lower educational levels than the general Monterey County population. Of parents participating in **F5MC** programs, 65% have less than a high school education as compared to 38% of mothers who gave birth in the general Monterey County population.

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

1. What goals were set by the BCCC for the previous year? What is the long-term strategic vision for your BCCC?

The goals and strategic vision are set forth by the **F5MC** Commission in the Strategic Plan for 2007-2015 updated in 2010. The strategic focal areas follow:

- a. **F5MC** currently provides funding to programs and services in four-year cycles.
- b. The Commission has selected four programmatic areas to be the long-term focus of funding (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 *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 and health services.
- c. Recognizing that expenditures cannot be maintained at current levels, **F5MC** intends to begin systematic reductions in spending at the beginning of each funding cycle. **F5MC** also intends to leverage existing resources with federal and state funding and to seek additional support from other organizations.

- d. Coordinated community partnership and grantmaking processes 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)

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

1. Describe three major accomplishments of your organization (specifically from the previous year).
  - a. Improving Infant/Preschool Mental Health Capacity: Built common understanding and capacity across organizations to support Infant/Preschool Mental Health through **F5MC** training series.
  - b. Increasing Workforce Development through Early Childhood Development Presence at Community Colleges: Strengthened early childhood education (ECE) at Hartnell College and Monterey Peninsula College through specialized ECE counselors and a workforce development program for early educators.
  - c. Increasing Number and Quality of Parent and Child Playgroups: Through cross organizational collaboration, developed common standards for best and emerging practices in Playgroups and applied standards to each local playgroup. This included strengthening the capacity of the local leaders to support both the children and the parents. Leveraged funding from the Lucille and David Packard Foundation to increase the number of playgroups in the county.
2. What accomplishment is your organization most proud of?

**F5MC** was selected by the Monterey Children’s Council to co-chair the Early Childhood Development Initiative ( ECDI). ECDI seeks to maximize resources to support all young children during the critical period of early childhood. Launched on September 10, 2012, ECDI is developing and supporting implementation of a countywide strategic vision, road map, and action plan. The Collective Impact framework is being used to bring together multiple sectors of the community to develop and implement the plan, ensure collective ownership, build consensus and promote sustainable outcomes. The process includes government, non-profit organizations, businesses and community members.
3. Describe three primary goals (specifically for the upcoming year).
  - a. Continue deepening policymakers’ and community leaders' understanding of the importance of early childhood and elevating its standing in county priorities and engaging and supporting parents, providers and the larger community to advocate on various policy efforts related to the importance of early childhood development.
  - b. Continue strengthening the ability of parents to provide their children with developmentally appropriate environments.

- c. 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.

**E. POLICY ISSUES:**

1. Are there policy issues that you would like the Board of Supervisors to consider and/or be aware of? There are numerous legislative efforts underway at the local, state and federal levels of government.

Local:

Local Control Funding Formula (LCFF): In July 2013, California reformed the way that local school districts are funded. The new funding approach requires districts to include community, parent and stakeholder participation in decision making regarding how the funds will be allocated, and provides supplementary funding for districts that have significant populations that have not had equal access: such as English learners and low income students.

Statewide:

SB 837 (Steinberg): The Kindergarten Readiness Act of 2014 makes one year of voluntary, high quality, transitional kindergarten available to every 4 year old in California, so that all children are ready for success in school.

AB 1123(Lieu): This is a companion bill to SB 837 and would provide high quality infant and preschool programs for the 0-3 population.

Federal:

My Brother’s Keeper Initiative: In February, President Obama launched an initiative called My Brother’s Keeper that focuses on adopting approaches to help boys and young men of color across the country achieve success and provide opportunities to get ahead and reach their full potential. It includes a focus on early childhood development .

Below is an excerpt from Monterey County's Legislative Program for FY13/14 -- the Legislative Priority page for Early Childhood Development:

**EARLY CHILDHOOD DEVELOPMENT**

*Support policy and funding efforts that foster the healthy development of all children by focusing on the prenatal stage through age 5; recognizing the impact of this developmental state through grade 3 and beyond. and basic needs of children in this age group.*

**REQUESTED ACTION/STRATEGY**

Preserve and expand funding and support public policy that promotes ECDI-related efforts, with particular focus on state and federal legislation and funding which aligns with ECDI's six key indicators:

Indicator	Related Policy and Funding
<b>Maternal education level</b>	Parent education funding previously funded through Adult Schools; family planning services; Family PACT; alternative GED programs .
<b>Entry to prenatal care</b>	Inclusion of universal mental health and developmental screening in covered services under the Affordable Care Act (ACA); preservation of funding for the ACA; EPSDT (Early and Periodic Screening, Diagnosis, and Treatment); restoration and preservation of funding for Medi-Cal and Targeted Case Management (TCM) reimbursement; realignment funds; Medi-Cal reimbursement for licensed midwives, Doula programs, and home visitation programs such as Parents as Teachers (PAT) and Nurse Family Partnership.
<b>Licensed childcare</b>	Funding for libraries, child care and preschool programs in general and the elimination of parent fees for part-time preschool programs funded by the California Department of Education; the President’s Early Learning Initiative; the Child Care and Development Block Grant; Head Start, including Early Head Start, the Social Services Block Grant (Title XX) and Temporary Assistance for Needy Families (TANF), and other programs that support families and broad social policies that support parental involvement in the lives of their children.
<b>Reading to children</b>	
<b>Social and emotional skills for children</b>	
<b>3rd grade reading level</b>	



**F. FISCAL SUMMARY:**

1. What is the total budget for your organization (current year)? \$8,529,975 (FY 13/14)
2. Provide a summary of revenue.

<b>REVENUE</b>	<b>Actual FY 12/13</b>	<b>Budget FY 13/14</b>
Prop 10 Allocation	\$4,780,546	\$4,463,450
Investment Income	77,564	62,000
Other Revenue	247,956	630,500
<b>Total Revenue</b>	<b>\$5,106,066</b>	<b>\$5,155,950</b>

3. Provide a summary of expenditures.

<b>EXPENDITURES</b>	<b>Actual FY 12/13</b>	<b>Budget FY 13/14</b>
Programs & Services	\$5,525,613	\$7,078,272
Evaluation	670,225	805,848
Administration	596,646	645,855
<b>Total Expenses</b>	<b>\$6,792,484</b>	<b>\$8,529,975</b>

4. 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.
  - a. The general fund incurs no expenses as a result of **F5MC**.
  - b. The County manages **F5MC**'s Proposition 10 funds in an interest bearing pooled trust account. The county draws a management fee from interest earned.
  - c. **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 7-10% 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:
    - i. 40% more likely to become a teen parent
    - ii. 50% more likely to be placed in special education
    - iii. 70% more likely to be arrested for a violent crime