

County of Monterey
Template for Boards, Committees, Commissions, and Collaboratives (BCCC) Annual Report to the Board of Supervisors

The purposes of an Annual Report are to:

1) Provide a means of communication 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, Commissions, and Collaboratives (BCCC) 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.

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. Chris Shannon, Executive Director, Door to Hope (Community Member)
7. Josefina Silva, Preschool Coordinator, Greenfield Union School District (Community Member)

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 Kim Stemler (Policy, Advocacy and Communications Manager)

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

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 in 1999, as a result of California voters passing Proposition 10 in 1998. Prop 10 -- The California Children and Families 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 births. 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 living in Monterey County. Funding priorities are decided locally with direct 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 as preventive measures compared with remedial services later in life (including with older youth). According to Chairman Ben S. Bernanke of the United States Federal Reserve System: "Economically speaking, early childhood programs are a good investment, with inflation-adjusted annual rates of return on the funds dedicated to these programs estimated to reach 10 percent or higher. Very few alternative investments can promise that kind of return." 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 a 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:

- 69% of children do *not* have the social and emotional skills needed when entering kindergarten
- 65% of 3rd graders are *not* advanced or proficient in reading at grade level
- 38% of mothers have *less than* a high school education
- 49% of kindergarten parents do *not* read or show books to their child daily
- 27% of infant's mothers received *late* or *no* prenatal care
- 92% of children do *not* attend preschool or Head Start for at least 10 hours a week
- There is licensed child care for *only* 20% of parents in the workforce

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 or serve the child, the system of service provision, and the prioritization of the importance of early childhood by policy makers and the community at large.

4. Describe your current programs and activities.

In FY 2011/12, **F5MC** supported **38,760** young children, parents and child care providers with its funding of programs, trainings and community events, investing approximately **\$6.5 million** in the county. (The number served represents an increase of 3% over FY 2010/2011 and an increase of 27% since FY 2009/2010.) In FY 2011/12, **F5MC** funded 28 ongoing programs in three core investment areas identified by the community during our strategic planning process: Parent Development, Early Care and Education, and Child Health (listed below).

Parent 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*
- Community Foundation for Monterey County: *Literacy Fund**
- Early Development Services: *Sprouts*
- Easter Seals Central California: *Strengthening Special Families*
- Interactive Parenting Media: *Childhood Matters**
- 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*
- Un
ited Way Monterey County: *2-1-1**

Early Care & Education

- Child Development Incorporated: *Technical Assistance for King City Migrant Child Development Center*
- Early Development Services, Inc.: *Technical Assistance to Alegria Early Education Center and Peninsula Early Education Center*
- 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 partnership between Hartnell College, Hartnell College Foundation, Monterey Peninsula College (MPC), MPC Foundation, and Praxis Consulting: *Comprehensive Approaches to Raising Educational Standards (CARES)*
- Mexican American Opportunity Foundation: *Technical Assistance for Acosta and Gonzales State Preschools*
- North Monterey County Unified School District: *Castroville Preschool Technical Assistance*

Child Health

- Community Oral Health Services/ Salud Para la Gente: *Oral Health Education Services**
- 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*

** No cost contract extensions for FY 11-12*

Additionally, other investments were made in following areas:

- Emerging Opportunities (often one year programs, including the support for the children's area in the Cesar Chavez Library and Nueva Esperanza women's center operated by Door to Hope)
- Community Education (one-time community event funding and free book distribution)

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 is 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: 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 reach 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 community service providers. 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, 70% have incomes of under \$30,000 per year. This percentage is significantly greater than the percentage of families with children under 5 in the general population of Monterey County, 25% of whom have incomes of under \$30,000 per year. Further, the population served by *F5MC* has a lower educational attainment level than the general Monterey County population. Of parents participating in *F5MC* programs, 59% have less than a high school education as compared to 31% of adults 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. Parenting development efforts will be primarily focused on parents with children from the prenatal to age 3, but not exclusive of children ages 4-5.

- Child care quality described as programs that enhance child care provider/caregiver education, child care environment quality, child care provider retention and parent-teacher interactions.
 - Special needs assessment, screening and support, defined as programs serving children affected by trauma, alcohol or other drug use, children eligible for an Individualized Education Plan (IEP) or Individualized Family Service Plan (IFSP) or children with mental health needs.
 - 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 four-year funding cycle. The Program Grants and Direct Service will be reduced by 25% for the funding cycle that begins in FY 2015/2016 and by 28% for the Funding Cycle that begins in FY 2019/2020.
- d. Financial reserves, shown as the net fund balance on financial statements, must be kept above four months of expenditures in order to maintain basic liquidity so that F5MC is able to pay all bills in a timely manner.
- e. 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 funder and F5MC
 - Long-term funding (multi-year programs)
 - Short-term funding (one-year community-based programs)
 - 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. Infant/Preschool Mental Health: Built common understanding and capacity across organizations to support Infant/Preschool Mental Health through F5MC training series. (Continued in FY 2012/2013.)
 - b. Early Childhood Development Presence at Community Colleges: Strengthened the presence and importance of early childhood education (ECE) at Hartnell College and Monterey Peninsula College through specialized ECE counselors and a workforce development program for early educators. (Continued in FY 2012/2013.)
 - c. 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. (Continued in FY 2012/2013.)

As a result of our efforts, many young children in challenging socio-economic situations in Monterey County are growing up in environments where they receive an increase in the support and opportunities

they need to develop optimally. Evaluations¹ show that participants in **F5MC** funded programs are showing positive impacts since participating in one or more of our programs. The numbers in parenthesis indicate the change after one year of service:

Programs Involving Parents and/or Parents and Children

- 86% of parents read to their young child three or more times per week (an increase of 9%)²
- 83% of children visited a dentist or dental hygienist in the past year (an increase of 21%³ and 7% higher than the Monterey County average⁴ and 13% higher than the State average⁵)
- 49% of parents read daily to their child (an increase of 4%)⁶
- 100% of parents played counting games with their child within the past week (an increase of 21%)⁷
- 100% of parents talked with their child about what happened in the child's preschool or early education program within the past week (an increase of 41%)⁸
- 100% of parents sung to or played music for their child within the past week (an increase of 10%)⁹
- 90% of parents report increased knowledge of how their child is growing and developing¹⁰

Programs Involving Early Educators Participating in Technical Assistance Projects

- 75% of early education teachers report "a lot" of progress in planning their curriculum¹¹

Programs for Children with Special Needs - Summer Bridge Program

- 97% of children in the program showed increased readiness for school¹²

2. What accomplishment is your organization most proud of?

- a. Wonder of Learning and Heckman Events: From June 15-November 15, 2011 **F5MC** co-hosted the Wonder of Learning Exhibition at the National Steinbeck Center. Sharing the world-renowned Reggio Emilia approach to early education, the exhibition supported thousands of parents, service providers, policy makers and other community members to better understand the powerful learning

¹ First 5 Monterey County engages an independent evaluator, Harder & Company, to analyze evaluation data and perform primary research with program participants, funded partners, and stakeholders. The **F5MC** data in this section is from one of the Harder & Company reports.

² **F5MC** Parent Interview Evaluation Report (2011/2012).

³ **F5MC** Parent Interview Evaluation Report (2011/2012).

⁴ California Health Interview Survey (CHIS) 2010 – Monterey County data.

<http://healthpolicy.ucla.edu/chis/Pages/default.aspx>

⁵ California Health Interview Survey (CHIS) 2010 – California data. <http://healthpolicy.ucla.edu/chis/Pages/default.aspx>

⁶ **F5MC** Parent Interview Databook (2011/2012).

⁷ **F5MC** Parent Interview Databook (2011/2012).

⁸ **F5MC** Parent Interview Databook (2011/2012).

⁹ **F5MC** Parent Interview Databook (2011/2012).

¹⁰ **F5MC** Vision 1 Parenting Ladder Evaluation Report (2011/2012). (Retrospective design deployed.)

¹¹ **F5MC** Vision 2 Evaluation Report (2011/2012).

¹² **F5MC** Summer Bridge Evaluation. [This is a pre post comparison]

that occurs in early childhood. In March 2012, in partnership with the Rotary Club of Monterey and with the support of AT&T, the Community Foundation for Monterey County, the Monterey Peninsula Foundation, the Packard Foundation and the United Way of Monterey County, business, policy and community leaders learned about the importance of early childhood from Nobel Laureate Economist Professor James Heckman and Ken McNeeley, President of AT&T California. These two events catalyzed conversation and changed the mindset of leaders in Monterey County, increasing the prioritization of early childhood in our county. Supervisors Parker and Salinas issued a Board Referral to county departments that catalyzed the launch of an Early Childhood Development Initiative by the Monterey County Children's Council.

3. Describe three primary goals (specifically for the upcoming year).
 - a. Continue deepening policy makers and community leaders understanding of the importance of early childhood and elevating its standing in county priorities.
 - 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 friend, neighbors and family) as well as other service providers to provide children within their care 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? Refer to an excerpt (below) from the “Monterey County’s Legislative Priorities for 2012/2013” Early Childhood Development section.

EARLY CHILDHOOD DEVELOPMENT

Support efforts that provide funding to foster the healthy development of all children from the prenatal stage through age five; and support interventions that protect the health, social-emotional wellbeing and basic needs of children in this age group.

REQUESTED ACTION/STRATEGY

In order to maximize the potential of every child, Monterey County seeks to preserve and expand funding and to support legislation that promotes the physical health, social and emotional well-being and the fulfillment of basic needs essential to positive early childhood development. This early childhood development initiative seeks to promote policies that strengthen quality early childhood education opportunities in communities and to promote parents’ knowledge of developmentally appropriate care at home. Legislative priorities at the Federal level include preservation of funding for the Public Health Fund of the Affordable Care Act, EPSDT (Early and Periodic Screening, Diagnosis, and Treatment), 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). At the State level, legislative priorities include increased funding for child care and preschool programs in general and the elimination of the recently implemented parent fee for part-time preschool programs funded by the California Department of Education. This early childhood development initiative further supports the restoration and preservation of

funding for Medi-Cal, Targeted Case Management (TCM) reimbursement, and realignment funds previously committed to the County for public safety, health and human services programs.

F. FISCAL SUMMARY:

1. What is the total budget for your organization (current year)? \$8,439,272 (FY 12/13)
2. Provide a summary of revenue.

REVENUE	Actual FY 11/12	Budget FY 12/13
Prop 10 Allocation	\$5,067,638	\$4,650,046
Investment Income	97,781	92,700
Gain from County Treasury Pool	73,455	- -
Other Revenue	13,371	305,000
Total Revenue	\$5,252,245	\$5,047,746

3. Provide a summary of expenditures.

EXPENDITURES	Actual FY 11/12	Budget FY 12/13
Programs & Services	\$5,270,631	\$6,935,660
Evaluation	634,243	886,573
Administration	590,001	617,039
Total Expenses	\$6,494,875	\$8,439,272

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 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