

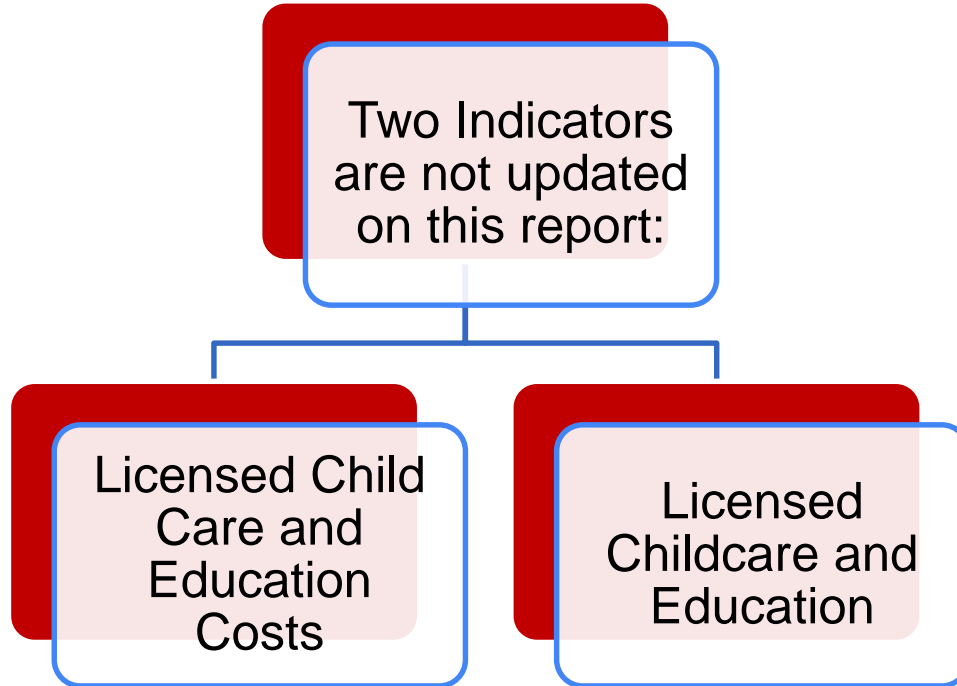


2023-2024 Annual Report Overview Presentation
March 11, 2025

Why an Annual Report is Important

- The Annual Report was created to help our community understand the needs of our children and youth, in order to build community commitment to meet these needs. It is a local and state “snapshot” documenting the status of our children and youth. This Annual Report is intended to help community members make informed decisions with regarding public policy issues, volunteer efforts and support for nonprofit organizations.
- The Annual Report has four goals:
 - To serve as a benchmark to measure how children and youth are faring over time
 - To serve as a catalyst to mobilize community wide efforts to address the most critical challenges to children and youth’s circumstances
 - To recognize areas in which services and initiatives have been successful in improving children and youth’s quality of life in order to maintain continued support for these efforts
 - To present multiple indicators in a simple arrangement and location

Data Highlights



Executive Summary

When an indicator has been assessed as “stable”, this means that the trend line is flat, indicating that there is not much change or inconsistency on the data figures. On the other hand, when an indicator is assessed as “fluctuating”, this means that the data figures are inconsistent from year to year. An assessment of “increasing”, refers to higher numbers in the value of the data and an assessment of “decreasing”, refers to lower numbers in the value of the data. When looking at the assessment of “increasing” or “decreasing”, please keep in mind that these terms reflect how the rate or number in each particular trend is changing. They do not indicate improvement or worsening.

Birth to 18

Trend

Children Living Below Poverty Level

Fluctuating

Socio-Economically Disadvantaged Students

Increasing

Student Homelessness Enrollment

Increasing

Children Supported by CalWorks

Fluctuating

Referrals for Child Abuse and Neglect

Fluctuating

Children in Foster Care

Decreasing

Children with Health Insurance

Stable

Digital Divide

Decreasing

Birth to 5

Low Birth Weight

Stable

Early Prenatal Care

Fluctuating

Education of Mother

Fluctuating

Licensed Child Care and Education Slots *

Fluctuating

Licensed Child Care and Education Costs *

Increasing

Kindergarten Readiness

Increasing

6 to 18

Public School Enrollment	Decreasing
Children Enrolled in Special Education	Increasing
English Language Arts	Stable
English Language Learners	Fluctuating
Math CAASPP Scores	Stable
Graduation Rates Over Time	Increasing
Student Suspension Rates Over Time	Fluctuating
Student Expulsion Rates Over Time	Fluctuating
Student Drop Out Rates	Decreasing
Births to Teens	Decreasing
Sexually Transmitted Infection Cases	Fluctuating
Juvenile Misdemeanor and Felony Arrests	Fluctuating
Suicide Trends in Youth	Fluctuating
Substance Abuse and Non-Fatal Overdoses in Youth	Fluctuating
Substance Abuse and Overdoses in Youth	Fluctuating

Previous Initiatives and Areas of Focus

All Kids, *Our* KIds

**Graduating
Healthy Students**

**Community
Alliance for
Safety & Peace**

System of Care

**Child Welfare
Redesign**

**Transitional Housing
Program for
Probation Youth in
Placement**



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

**BRIGHT
BEGINNINGS**
EARLY CHILDHOOD DEVELOPMENT INITIATIVE

2023-2024 Annual Report to the Board of Supervisors

Presented March 11, 2025
Sonja Koehler, Director

Collective Impact

Common Agenda

Backbone

Mutually Reinforcing
Action

Continuous
Improvement

Shared Measurement

CROSS-CUTTING CAPACITY

Generate sustainable funding for early care and learning.

Engage families in advocacy.

Raise awareness and capacity.

Guiding Principles

Equity-centered

Interconnected

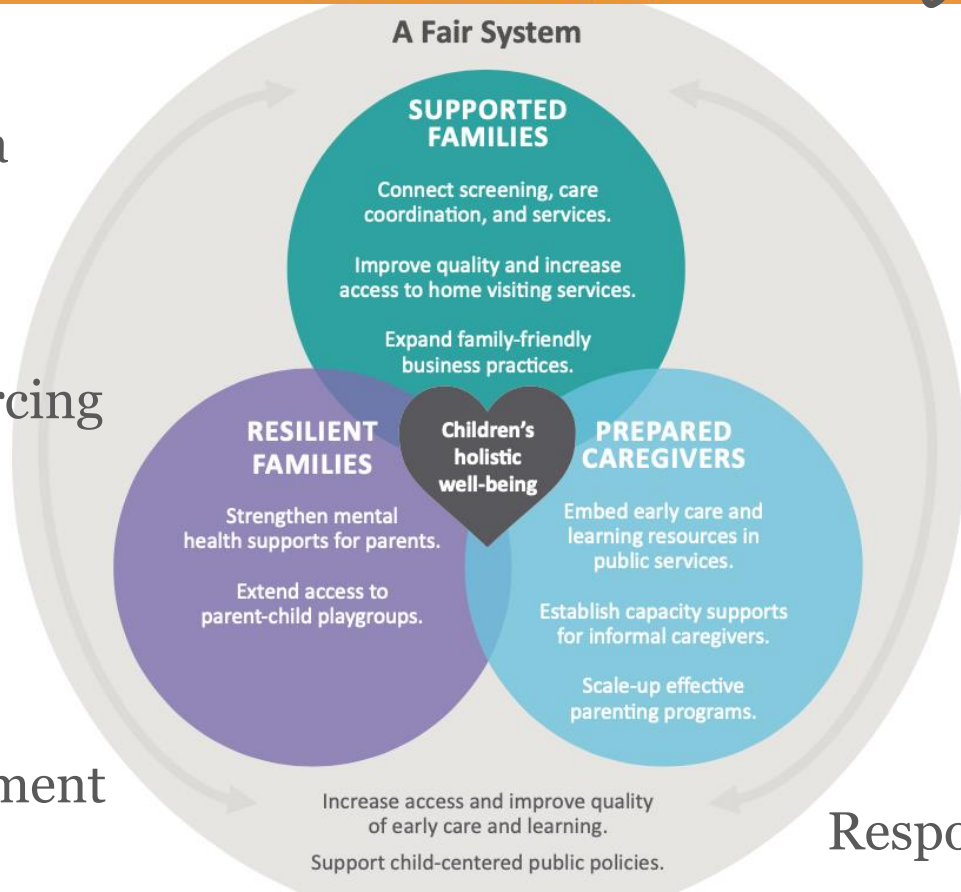
Holistic

Co-creative

Results-based

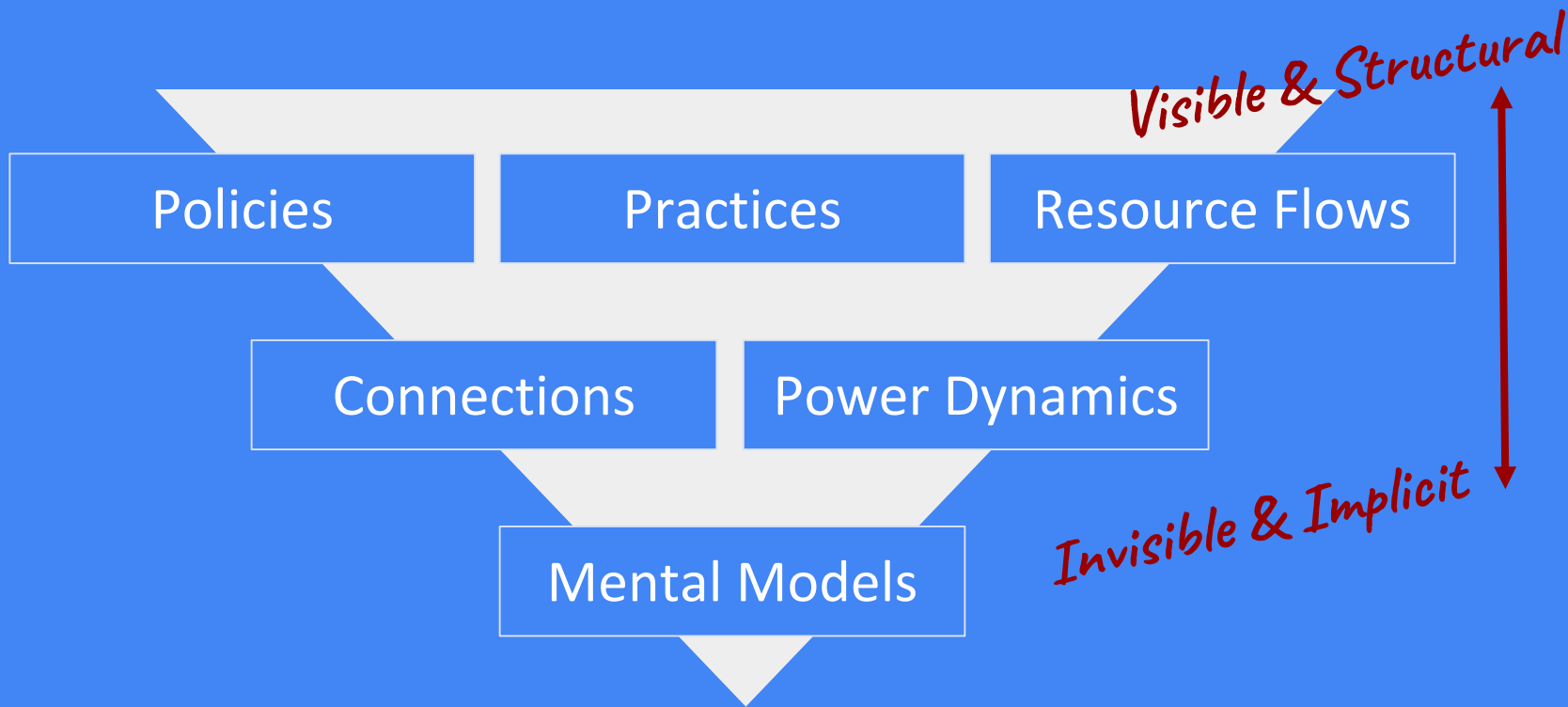
Data-informed

Responsive & Reflective

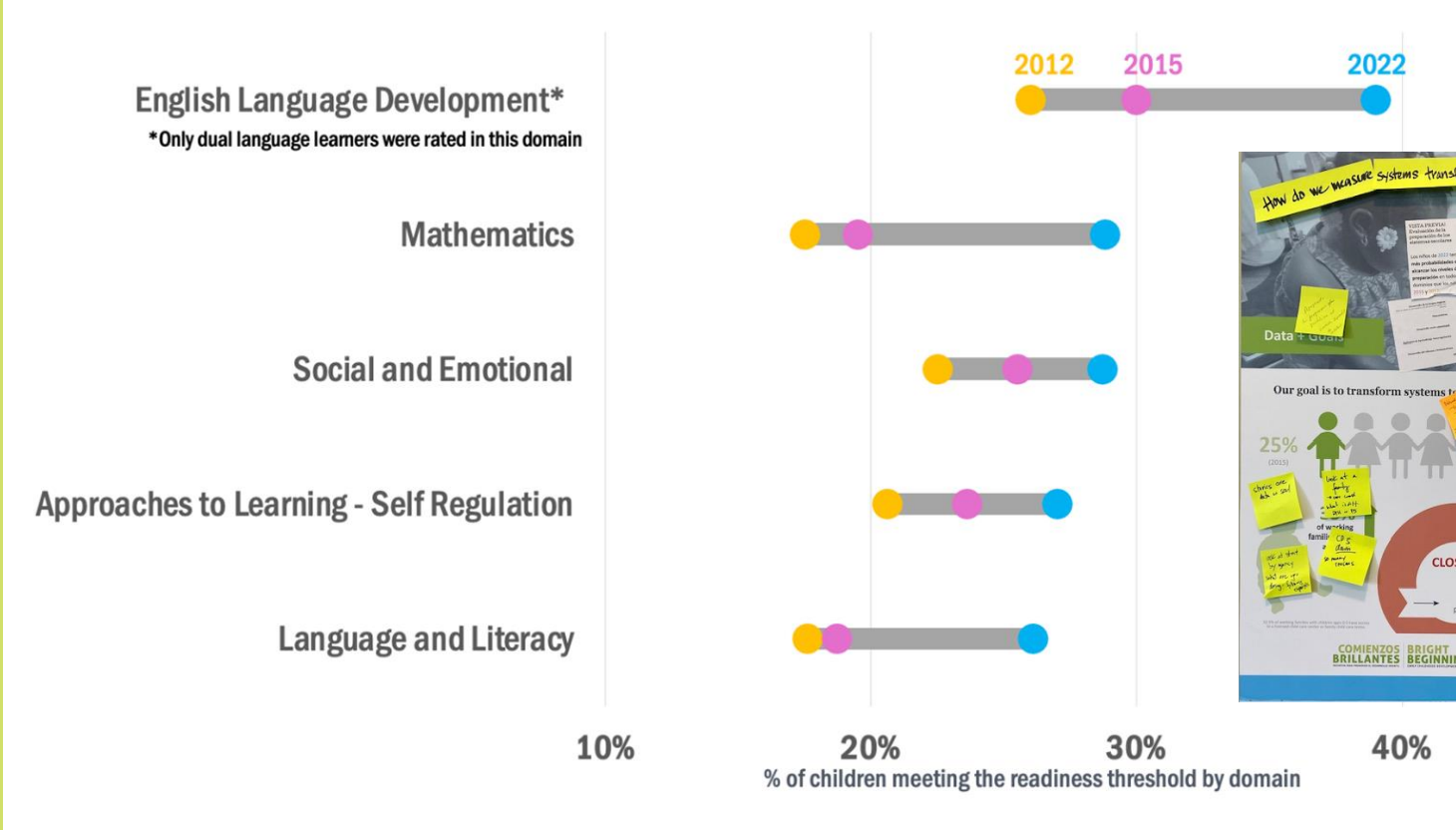


Transformational Systems Change

- Centering Young Children & Equity -



In 2022, children were more likely to meet the readiness thresholds across all domains than children in 2015 and 2012.



This infographic, titled "How do we measure systems transformation?", illustrates various metrics and goals for systems transformation. It features a central graphic of two overlapping circles labeled "CLOSING the EQUITY GAP" with the text "between children growing up in poverty and children not in poverty". Surrounding this are several data points and goals, many accompanied by yellow sticky notes with handwritten text. The metrics include: 25% (2013) for children who are "able to self-regulate", 50% (2022) for doubling the number of children ready for kindergarten, and 73% of women receiving prenatal care during their first trimester. The infographic also mentions "COMIENZOS BRILLANTES BRIGHT BEGINNINGS" and "CHILDREN'S COUNCIL".

How do we measure systems transformation?

25% (2013)

50% (2022)

73% of women receive prenatal care during their first trimester

CLOSING the EQUITY GAP

between children growing up in poverty and children not in poverty

COMIENZOS BRILLANTES BRIGHT BEGINNINGS

CHILDREN'S COUNCIL

BRIGHTBEGINNINGSMC.ORG



25 civic engagement
capacity-building
touchpoints with the
Mamas de Salinas Abogan



Sesiones para diseñar la campaña

SESIÓN 1:

17 de enero 5:30 - 8:30 **Conexión y alineación**

SESIÓN 2:

21 de febrero 5:30 - 8:30 **Aprendizaje y establecimiento de metas**

SESIÓN 3:

20 de marzo 5:30 - 8:30 **Mapecto del Poder y estrategia**

Campaign Design Sessions

SESSION #1:

January 17 5:30 - 8:30 **Connection & Alignment**

SESSION #2:

February 21 5:30 - 8:30 **Learning & Goal-Setting**

SESSION #3:

March 20 5:30 - 8:30 **Power-Mapping & Strategy**



Conocimiento de Nuestras Conexiones Getting to Know our Connections



Purpose Propósito

To collaboratively start this campaign design process rooted in strong relationships, clear values, and aligned purpose.

Iniciar de manera colaborativa este proceso de diseño de campaña arraigado en relaciones sólidas, valores claros y propósitos alineados.

Building Community Power for Equitable Access to Child Care

2024 Maternal Mental Health Awareness Week



THANK YOU
TO OUR
SPONSOR!



140+ Walked
57 Registered for
MMH Forum

¿Tengo derecho a apoyo para la lactancia cuando regrese al trabajo?



Las leyes laborales de California no siempre son claras sobre lo que significa el apoyo a la lactancia.

Aquí está, simple y claro:

Código: Un empleador no deberá despedir ni discriminar o tomar represalias de ninguna otra manera contra un empleado por ejercer o intentar ejercer cualquier derecho protegido bajo este capítulo.

Tienes el derecho de solicitar un espacio adecuado para extraer leche materna sin sufrir consecuencias negativas por parte de tu empleador.

Código: Un empleador deberá hacer esfuerzos razonables para proporcionar a un empleado el uso de una sala u otra ubicación, que no sea un baño, cerca del área de trabajo del empleado, para que el empleado pueda extraer leche en privado.

Tu lugar de trabajo debe contar con un espacio adecuado para la lactancia que esté cerca, no sea un baño y sea privado.

Código: Todo empleador deberá proporcionar una cantidad razonable de tiempo de descanso para acomodar a un empleado que desee extraer leche materna para su bebé.

Debes tener tiempo de descanso adicional para extraer leche, incluido el tiempo que lleva ir y volver del espacio de lactancia y tu lugar de trabajo.



Pregnant women on Medi-Cal have a new option for support before, during and after delivery.

Pam Marino Mar 21, 2024 0

MONTEREY COUNTY
WEEKLY



Maternal Mental Health Task Force

Informal Child Care Givers

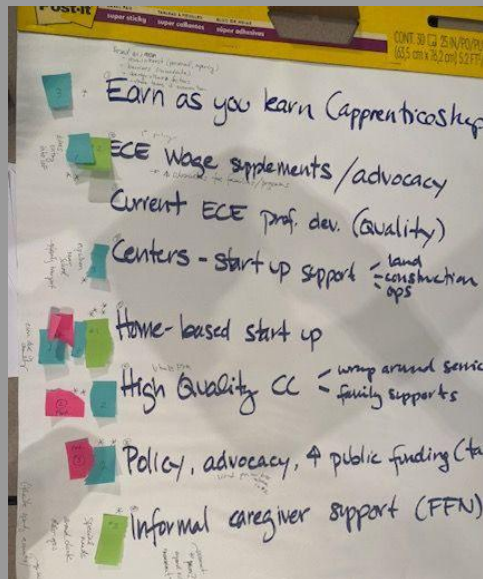
51 Family, Friend & Neighbor child care givers received CPR training & learning resources





95 families
attended
89% completed
enrollment
27 agencies
provided resources

Greenfield Early Learning Enrollment & Resource Fair



Child Care & Early Learning in a Just & Thriving Economy

Looking Ahead . . .

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

**BRIGHT
BEGINNINGS**
EARLY CHILDHOOD DEVELOPMENT INITIATIVE

Trauma-informed
mental health
support for
practitioners &
immigrant families

Children's Bill of Rights

Innovation in Care

Community
pop-up
child care

Co-op child care

Crisis Care

New facilities



MONTEREY COUNTY CHILDREN'S COUNCIL EXECUTIVE COMMITTEE

Todd Keating - Chief Probation Officer (Council Chair)
 Katy Castagna - President & CEO, United Way Monterey County
 Deneen Guss - Superintendent of Schools, Office of Education
 Elsa Jimenez - Director, Health Department
 Lori Medina - Director, Department of Social Services

BRIGHT BEGINNINGS INITIATIVE LEADERSHIP

Edward Moreno - Public Health Officer (Initiative Co-Chair)
 Francine Rodd* - First 5 Monterey County (Initiative Co-Chair)

EARLY CHILDHOOD DEVELOPMENT ADVISORY GROUP

Jose Arreola - City of Salinas
 Laura Dunn - Carmel Unified School District
 Claudia Gomez - Door to Hope
 Niamh Hrepich - WIC, Health Department
 Sonia Jaramillo - Office of Education - Early Learning Program
 Caryn Lewis* - Office of Education - Ed Services
 Josh Madfis* - United Way of Monterey County
 Mamas de Salinas Abogan
 Maria Ortiz - MAOF Resource & Referral
 Ginger Pierce - Child Abuse Prevention Council
 Angie Ramirez - CAPSLO
 Laurie Ramirez - Office of Education - Child Care Planning Council
 Mayola Rodriguez - Go Kids, Inc.
 Wendy Root Askew - Office of the Supervisor - District 4
 Tony Amezcua - Bright Futures Education Partnership
 Shannan Watkins* - Early Development Services

* Also Steering Partners for Early Childhood Goals of the Bright Futures Educational Partnership

BRIGHT BEGINNINGS INITIATIVE BACKBONE STAFF

Sonja Koehler - Director
 Cristina De Orta - Program Support
 Iris Gamez - Community Outreach, Inclusion & Advocacy Coordinator
 Rebeca Zuniga - Communications Coordinator

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BRILLANTES**

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**FUTURE
LEADER**