

**COMIENZOS
BRILLANTES**

INICIATIVA PARA PROMOVER EL DESARROLLO INFANTIL

**BRIGHT
BEGINNINGS**

EARLY CHILDHOOD DEVELOPMENT INITIATIVE

2021-2022 Annual Report

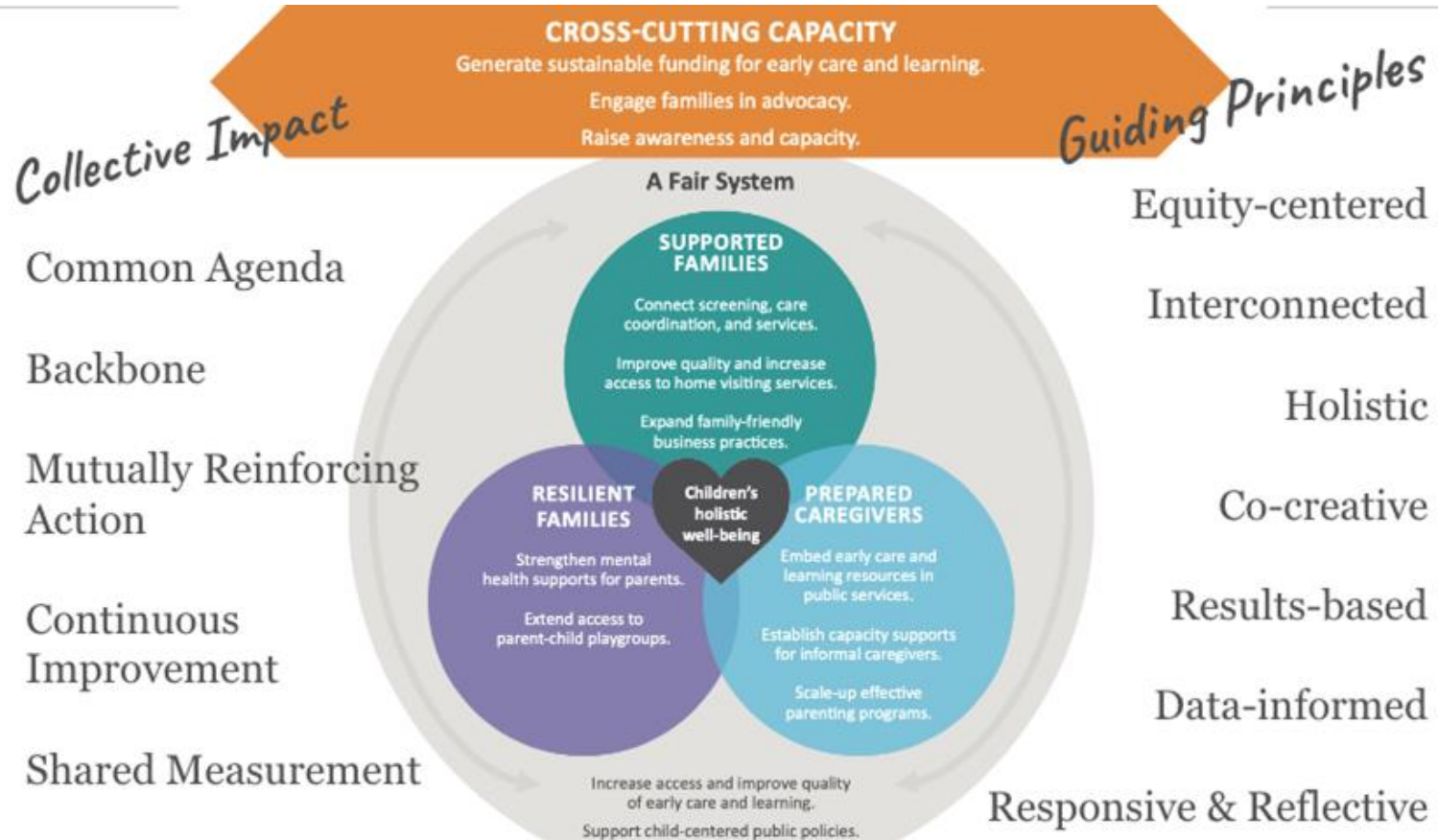
Sonja Koehler, Director

Sonja@BrightBeginningsMC.org



Bright Beginnings Early Childhood Development Initiative

Transforming Systems to Improve the Well-being of All Children in Monterey County



What does Bright Beginnings mean to you?

What role do you see/sense/experience Bright Beginnings playing in our community?

Long term systems change that support families and children through legislative and leadership activities and advocacy

Cambios en los sistemas a largo plazo que apoyan a las familias y los niños a través de actividades legislativas y de liderazgo y defensa

Hope for collective impact!

¡Esperanza de impacto colectivo!

Collective wisdom, broad impact, collective work.

Sabiduría colectiva, amplio impacto, trabajo colectivo.

Connected to the community.

Conectada(o) a la comunidad

Raising awareness

Sensibilización

connecting systems

sistemas de conexión

Supporting the alignment of mutually reinforcing activities geared towards systems change

Apoyar la alineación de actividades que se refuerzan mutuamente orientadas hacia el cambio de sistemas

Shared values.

Valores compartidos.

Bright Beginnings is very motivating

Comienzos Brillantes es muy motivador

BB is the initiative working with first 5 working for children and families in MC. Supports parents leadership and early learning for all families in Monterey county.

CB es la iniciativa que trabaja con los primeros 5 trabajando por los niños y las familias en CDM. Apoya el liderazgo de los padres y el aprendizaje temprano para todas las familias del condado de Monterey.

Support parents where they are without expectations or judgment.

Apoyar a los padres donde están sin expectativas ni juicios.

great organization that advocates for our children

gran organización que aboga por nuestros niños

Support parents capacity and leadership in early learning, helping to support ICAP funds for the children in the schools.

Apoyar la capacidad y el liderazgo de los padres en el aprendizaje temprano. Ayudar a apoyar los fondos de ICAP para los niños en las escuelas.

Be on the lookout for gaps. Work with the community to fill those gaps.

Esté atento a las lagunas. Trabajar con la comunidad para llenar esos vacíos.

Supporting all involved in early childhood to realize their full potential and commitment to equity

Apoyar a todos los involucrados en la primera infancia para que desarrollen todo su potencial y compromiso con la equidad

Acknowledgement & Gratitude

We respect the lives and wisdom of those that came before us and will come after us. We honor the indigenous people of Monterey County that have stewarded these lands for thousands of years, including the Ohlone, Costanoan, Rumsen, Mutsun, and Esselen tribes. We acknowledge that many amongst us today have been forcibly removed from their native lands and traditions. We uplift the people who have been and continue to be oppressed and excluded. We uphold equal rights and equitable opportunities for people of color, women, LGBTQ+, and people with diverse abilities. We care and advocate for *all* children of Monterey County.

The Bright Beginnings Early Childhood Development Initiative is an ever growing and evolving initiative. It would not exist without the many partners, leaders and followers that guide, fund and do the work in our community. While only a partial list representing 2021-2022 has been captured here, we are grateful for the commitment of all.

MONTEREY COUNTY CHILDREN'S COUNCIL LEADERSHIP

Elsa Jimenez - Department of Social Services (Council Chair)

Edward Moreno - Public Health Officer (Initiative Co-Chair)

Francine Rodd - First 5 Monterey County (Initiative Co-Chair)*

BRIGHT BEGINNINGS BACKBONE STAFF

Sonja Koehler - Director

Cristina De Orta - Program Support

Iris Gamez - Communications & Community Engagement Coordinator

Laura Keeley-Saldana - Early Learning Systems Program Manager

EARLY CHILDHOOD DEVELOPMENT ADVISORY GROUP

(also Bright Futures Steering Partner)*

Jose Arreola - City of Salinas

Alma Cervantes – Building Healthy Communities

Laura Dunn - Carmel Unified School District

Dana Edgull - Behavioral Health

Claudia Gomez - Door to Hope

Limary Gutierrez - Greenfield Unified School District

Krista Hanni - Health Department

Niaomi Hrepich - Department of Social Services

Sonia Jaramillo - Office of Education - Early Learning Program

Caryn Lewis* - Office of Education - Ed Services

Noemy Loveless - North Monterey Unified School District

Josh Madifs* - United Way of Monterey County

Sarait Martinez - Centro Binacional

Megan Matteoni - Office of Education - Quality Matters

Libby McMahon - Read to Me Project

Fernanda Ocana - City of Salinas

Maria Ortiz - MAOF Resource & Referral

Mayra Perez Diaz - United Way of Monterey County

Ginger Pierce - Child Abuse Prevention Council

Angie Ramirez - CAPSLO

Laurie Ramirez - Office of Education - Child Care Planning Council

Beth Reeves-Fortney - First 5 Monterey County

Mayola Rodriguez - Go Kids, Inc.

Wendy Root Askew - Office of the Supervisor – District 4

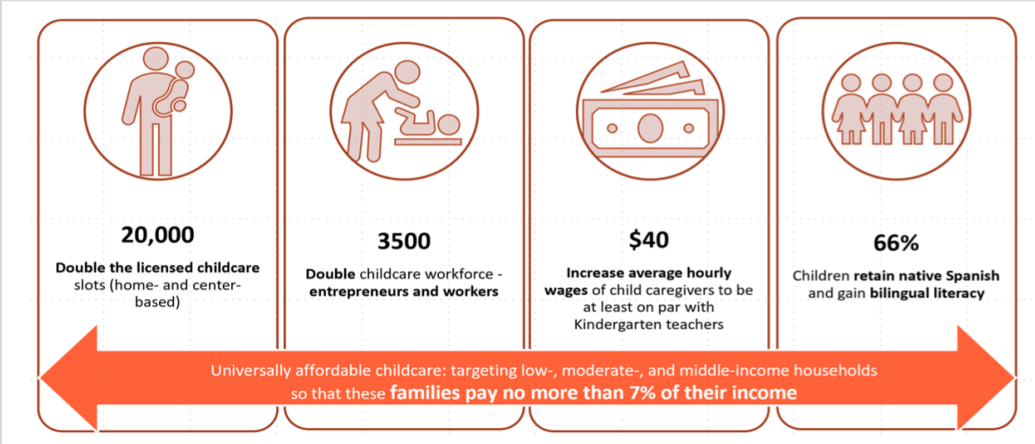
Josh Warburg - Bright Futures

Shanna Watkins* - Early Development Services

The work described within this report would not happen without the generous support of our funders, including: Monterey County Health Department; Packard Foundation (via First 5 Monterey County and United Way); Monterey Peninsula Foundation (via First 5 Monterey County); Mexican American Opportunity Foundation; and First 5 California.

Fair System
 Access and quality of child care.
 Child-centered public policies.

The early learning system is fair.



Regions Rise Together Inclusive Economic Blueprint

Bright Beginnings Monterey County
 Oct 29, 2021 · 🌐

Panelists did an incredible job in addressing the gaps in our childcare system. This infrastructure is very complex and Sonja did a great job in explaining it in a very digestible way! Thank you all!

Monterey Bay Economic Partnership
 Oct 29, 2021 · 🌐

Childcare is underfunded and until Covid under valued. The US offers the least government funding. Childcare can in some cases be more expensive than a 4 year college! Childcare is as important as infrastructure . It needs to be affordable, reliable, and safe. #SOTR2021

The New York Times
 How Much Governments Spend on Child Care for Toddlers
 Annual public spending per child on early childhood care

How Other Nations Pay for Child Care. The U.S. Is an Outlier.
 Rich countries contribute an average of \$14,000 per year for a toddler's care, compared with \$500 in the U.S. The Democratic spending bill tries to shrink the gap.

Handwritten notes: *≈ \$14,236 average*, *≈ \$500 = USA*

Investing in Monterey County's Recovery Child Care & Education Infrastructure

Bright Beginnings Monterey County
Mar 30, 2022 · 🌐

The [Monterey Herald](#) featured the [Hartnell College Pathways](#) Apprenticeship program and the nearly \$500k grant they received to promote... See more

CHILD CARE JOBS ⓘ About this web

JOB GROWTH 2020-2030

▲ **11%**
Source: U.S. Bureau of Labor Statistics

JOB LOSSES FEB. 2020

▼ **131,000**
Source: Center for the Study of Child Care Employment

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KSEW

1. Career Pathways

Bright Beginnings Monterey County
Apr 5, 2022 · 🌐

Curious about the statistics behind child care and access in Monterey County? Take a look at this data of where child care is by zip code!... See more

In Monterey County, there are only enough licensed child care & education spaces to serve 26% of children under 5 years. ⓘ

Access is measured by comparing the number of children ages 0-4 and the number of licensed spaces. It is shown in this map by **zip code** - the darker the color the more child care is available compared to the number of children.

The map also shows the boundaries of each County Supervisorial District.



35,903 children ages 0-4 years
9,184 operational child care spaces

2. Supply & Demand

Bright Beginnings Monterey County
Jan 22, 2022 · 🌐

The [Monterey County Board of Supervisors](#) has granted American Rescue Plan Act (ARPA) funds to the [Monterey County Office of Educati...](#) See more

Calling All Early Childhood Educators!
Llamado Para Todos Los Educadores de ECE

Come learn how to apply for ECE workforce retention stipends.
Venga a aprender cómo solicitar los estipendios de retención de la fuerza laboral de ECE.

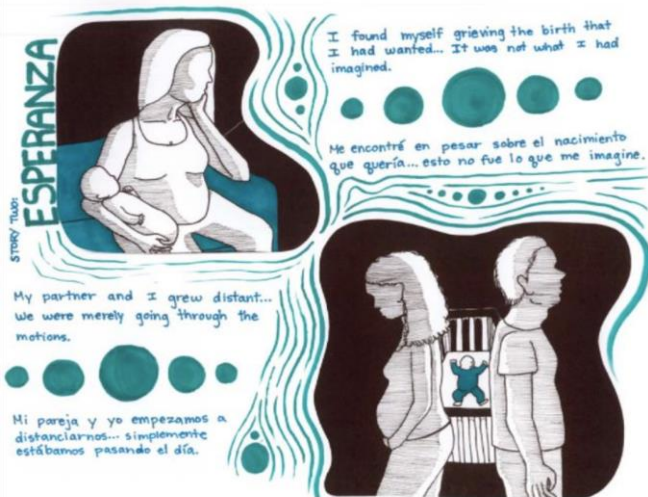


3. Stipends



Are you feeling the baby blues? You aren't alone. One in six new parents struggle with mental health before or after birth. Help is close by! Call [The Parenting Connection of Monterey County](tel:8317835933) at (831) 783-5933 to talk with someone or join a new-parent circle. Visit our website to learn more: <https://brightbeginningsmc.org/maternal-mental-health/>

#MMHWeek2022 #MakingOverMotherhood #ToughAsAMother #RecoveringOutLoud



Resilient Families
Mental health supports for parents.
Access to parent-child play groups.

Families' resilience is strengthened through social and emotional health.



Maternal Mental Health Awareness Week

Resolution No.:

Resolution proclaiming the week of May 2nd-8th, 2022 as Maternal Mental Health Awareness Week in Monterey County.

WHEREAS, maternal mental health is essential to a family's overall health and well-being, and **WHEREAS**, in the United States, perinatal mood and anxiety disorders, more commonly known as maternal mental health conditions, are the most common complication of childbirth, impacting one in five women, and;

WHEREAS, in California, twenty-one % of pregnant and postpartum women are affected by a maternal mental health condition, with the prevalence being higher in some populations, and;

WHEREAS, in Monterey County, it is estimated that more than fifteen % of pregnant and postpartum women experience depressive symptoms, which negatively impacts vulnerable infants and families, and;

WHEREAS, social determinants of health including socioeconomic status, race, ethnicity, lack of social support, fear and stigma all influence the likelihood that a woman will experience a maternal mental health condition and whether they seek treatment, and;

WHEREAS, through routine screenings, increased awareness, and a culturally sensitive, holistic approach, we can work towards preventing maternal mental health disorders and work towards ensuring families have resources, support, and treatment, and;

WHEREAS, in Monterey County, there is momentum to increase awareness, reduce stigma, expand capacity and training for family serving agencies and providers on maternal mental health, and;

WHEREAS, community initiatives, like the Monterey County Maternal Mental Health Task Force, chaired by Monterey County Behavioral Health with support from Bright Beginnings, foster resilience and wellness of mothers and their families by reducing stigma around maternal mental health and promoting better access to mental health services, and;

WHEREAS, in Monterey County, the Board of Supervisors calls upon all of us, residents, community organizations, local government, healthcare providers, and early childhood advocates to become informed on the symptoms and impact of maternal mental health on the entire family system, to work together to connect women sooner to care, and to increase opportunities for healing, creating hope and equity in our County.

NOW THEREFORE BE IT RESOLVED that the Monterey County Board of Supervisors, on behalf of the County and all its citizens thereof, hereby proclaims the week of May 2nd to 8th, 2022 as Maternal Mental Health Awareness Week.

Supported Families

Access & quality to home visiting.

Connected screening, care coordination, and services.

Family friendly business practices.

Families are supported by interconnected systems.

Prepared Caregivers

Capacity supports for informal caregivers.

Embedded early care & resources in public services.

Scaled parenting programs.

Caregivers are prepared to appropriately support young children's development.

Attract & Retain A More Satisfied Workforce

How can you, as a business, attract and retain a more satisfied workforce? Certify as a Family Friendly Business through the countywide Bright Beginnings Early Childhood Development Initiative.

We'd like to welcome the newly certified Natividad Medical Center as a family friendly business! You too can join the dozens of businesses in Monterey County that have already certified, like the Central Coast Federal Credit Union and Post Ranch Inn.

In response to the pandemic, workplaces have to be more flexible than ever so parents can earn a living, contribute to a recovering economy, and take care of their families, all while ensuring a business thrives. This might mean an employer offers options to work remotely, flexible schedules to accommodate classroom closures or COVID exposure, or helping parents find child care for their young children.

What's good for families is good for business. Visit www.brightbeginningsmc.org to learn more and to certify. It's quick and easy, you'll see! ■



Nurse Family Partnership and Behavioral Health Home Visiting Collaboration

Goals:

1. Increase utilization of mental health services by NFP participants experiencing Perinatal Mood and Anxiety Disorder (PMAD)
2. Reduce stigma associated with receiving mental health services
3. Increase the NFP nurses' competencies on reflective practice through Facilitated Attuned Interactions (FAN) and Motivational Intervention training
4. Increase job satisfaction and retention by fostering a multidisciplinary team between NFP Program and Children's Behavioral Health.



Family Friendly Business

Home Visiting

Family, Friend & Family Network

Cross-cutting Strategies

Sustainable Funding
Advocacy
Awareness & Capacity

Mobilize to generate funding and build collective capacity.



Invest in:
Strong relationships.
Community-based power.
Leveraging success.

 **Bright Beginnings Monterey County** ⋮
Mar 8, 2022 · 🌐

[Mamas De Salinas Abogan](#) are a group of moms that advocate and raise awareness about the importance of quality early education.... See more
See Translation




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Hermosa como una flor y valiente como una Guerrera.
Feliz día de la Mujer a estas mujeres poderosas - Mamas de Salinas Abogan!

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**FUTURE
LEADER**