

**County of Monterey**  
**Template for Boards, Committees, Commissions, and Collaboratives (BCCC)**  
**Annual Report to the Board of Supervisors**  
***Fiscal Year 2014/15***

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) (until 9/30/14)
6. Josefina Silva, Preschool Coordinator, Greenfield Union School District (Community Member)
7. Chris Shannon, Executive Director, Door to Hope (Community Member)
8. Julie Drezner, Board Member Literacy Campaign (Community Member) (started 10/1/14)

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)

Phone/Email: 831-444-8549 Francine@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 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. Early interventions yield higher returns compared with remedial services later in life (including with older youth and adults). Policies that seek to remedy challenges 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.

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. 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; policy makers and the community at large.

4. Describe your current programs and activities.

In FY 2014/15, **F5MC** invested approximately **\$7.1 million** to support children and families through the funding of programs, training, and community events. **F5MC** supported **40,558** young children, parents and child care providers with that investment. **F5MC** also funded the following ongoing programs in three core investment areas identified by the community during the 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*
- Chualar Union School District: *Technical Assistance for Niños First Preschool*
- Mexican American Opportunity Foundation: *Child Signature Project and Technical Assistance for Acosta, Gonzales, Greenfield and Santa Rita Early Learning Centers*
- Community Action Partnership of San Luis Obispo, Inc: *Child Signature Project and Technical Assistance for Little Angels Migrant/Seasonal Head Start 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* (more than 30 classrooms in 13 school districts)
- First 5 Santa Cruz: *Summer Pre-K Academy (for northern Monterey County children only)*
- Go Kids, Inc. : *Apoyando a Los Niños es su Casa (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: *Nuevas Posibilidades (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)
- Staff and financial support for the Early Childhood Development Initiative of the Monterey County Children's Council.

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 (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. Some service providers also have parent advisory committees. All **F5MC** Commission and Committee meetings are open to the public. Funded Partners are surveyed on an annual basis to receive their input on support and programs being provided and staff makes necessary adjustments based upon their input. Funded Partners also participate in Learning Circles and I-ACT (Inter-Agency Collaborative Team) meetings to increase knowledge about local services, deepen relationships, and provide input into decision-making.

**F5MC** funded programs target families that are most in need throughout Monterey County. The population served by **F5MC** has lower educational levels than the general Monterey County

population. Of parents participating in **F5MC** programs, 62% have less than a high school education and less than 22% who do graduate have any formal education after high school. This is in contrast to 39% of mothers who gave birth in the general Monterey County population with less than a high school education in 2013.

**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 2007-2017. 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. If expenditures cannot be maintained at current levels, **F5MC** intends to begin systematic reductions in spending in the funding cycle that begins in FY17/18. **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. Within the 'Parenting Development' program area, one of the goals was to continue strengthening the ability of parents to provide their children with developmentally appropriate environments and quality early learning opportunities. A parent's knowledge, confidence and abilities to support their child's development help lay the foundation for success in school and life. Results from participant evaluations and the Parenting Ladder Study conducted by an outside evaluator indicate that after participating in **F5MC** funded programs, parents showed an 81% increase in parenting knowledge and a 66% increase in parenting confidence. They also engaged more frequently in activities known to increase their child's cognitive, character, and social skills. 70% of parents increased reading, singing, and counting games and 64% of parents increased playing, talking, and joint home activities like preparing a meal together.
  - b. Within the 'Access to Quality Early Care and Education' program area, one of the goals was to 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. This has been accomplished in several ways: 1) continuing to provide technical assistance to child care centers; 2) deeper engagement in reflective practice for child care providers (both licensed and informal family, friend and neighbors); 3) catalyzing the support for the establishment of a Quality Rating Improvement System for the county by providing technical assistance to apply for and draw down state funding; 4) targeted school districts included funding during their Local Control Funding Formula (LCFF) process for early care and education for the 14/15 school year; 5) small grants to TK classrooms continued and led to deeper conversations about age appropriate ways to support young children.
  - c. Within the 'Children are Mentally and Physically Healthy' program area, one of the goals was to provide educators and service providers across multiple disciplines with the knowledge and ability to support children ages 0-5 and their parents. There was a significant increase in the number and breadth of participants in the Infant-Family Early Childhood Mental Health (IFECMH) Training Series. Early childhood educators and service providers need a specialized knowledge base in order to provide high-quality, developmentally appropriate services to young children and their families. Leading experts in this field have clarified the knowledge, skills, and competencies necessary to provide services that are informed by the knowledge of social-emotional principles and mental health needs. **F5MC**, in collaboration with WestEd Center for Prevention and Early Intervention and The Early Intervention Services Department of UCSF Benioff Children's Hospital Oakland, designed an intensive IFECMH training series open to a broad range of practitioners and early educators in Monterey County. The trainings support a family-centered, culturally and developmentally appropriate, relationship-based approach for serving young children and their families. Currently 125 participants ranging from Probation Department employees to child care providers are participating in the intensive training.
  - d. Within the 'Advocacy' program area, one of the goals was to continue to support the efforts of the Early Childhood Development Initiative, Bright Futures and Impact Monterey County in ways that bring the importance of focusing on quality early learning opportunities to light. It is

notable that all three initiatives through **F5MC** staff support, are using data and research to guide their work. Local awareness by policy makers and business leaders is also increasing.

2. What accomplishment is your organization most proud of? In FY 14/15 **F5MC** focused on our core roles as: community partner; builder of sustainability; catalyst, convener, and facilitator; advocate/public educator; and funder. By intentionally and strategically participating in countywide initiatives as well as continuing to provide training and direct services to caregivers and providers **F5MC** maximized available resources, time, and talent.
3. Describe three primary goals (specifically for the upcoming year).
  - a. Continue implementing the four programmatic areas the Commission selected as the long-term focus of funding: *Parenting Development; Access to Quality Early Care and Education; Children are Mentally and Physically Healthy; and Advocacy.*
  - b. Conduct the Strategic -Planning process to identify the long-term focus of the Commission for FY17/18-FY22/23.
  - c. Complete analysis of and issue a report on the 2015/2016 Kindergarten Readiness Assessment.

#### **E. POLICY ISSUES:**

1. Are there policy issues that you would like the Board of Supervisors to consider and/or be aware of? **F5MC** works closely with the BOS Legislative Committee to ensure include local, state and national policy efforts affecting children ages 0-5 and their families is included Monterey County's Legislative Program.

#### **F. FISCAL SUMMARY:**

1. What is the total budget for your organization (current year)? **\$8,649,523** (FY 15/16)

<b>REVENUE</b>	<b>Actual FY 14/15</b>	<b>Budget FY 15/16</b>
Prop 10 Allocation	\$4,519,379	\$4,345,184
Investment Income	61,801	45,265
Other Revenue	632,212	710,000
<b>Total Revenue</b>	<b>\$5,213,392</b>	<b>\$5,100,449</b>

<b>EXPENDITURES</b>	<b>Actual FY 14/15</b>	<b>Budget FY 15/16</b>
Programs & Services	\$5,946,373	\$7,352,190
Evaluation	438,874	633,737
Administration	674,580	663,596
<b>Total Expenses</b>	<b>\$7,059,827</b>	<b>\$8,649,523</b>

2. 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