

**COMIENZOS
BRILLANTES**

INICIATIVA PARA PROMOVER EL DESARROLLO INFANTIL

**BRIGHT
BEGINNINGS**

EARLY CHILDHOOD DEVELOPMENT INITIATIVE

Annual Report FY 2018-2019

An Initiative of the:



MONTEREY COUNTY
CHILDREN'S COUNCIL

Presented to the Monterey County Board of Supervisors
March 17, 2020

Sonja Koehler
Lead, Bright Beginnings

Elsa Jimenez
Director, MC Health Department
Chair, Children's Council





Bright Beginnings Backbone

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Ed Moreno Francine Rodd

Backbone Partners

Bright Futures United Way

Bright Futures Goal Leads

Caryn Lewis Francine Rodd
Josh Madfis Shannan Watkins

Early Childhood Development Advisory Group

30+ multi-disciplinary, cross sector experts

And all our community partners . . .



County of Monterey
Health Department



Let's Raise Monterey County Together



United Way
Monterey County



MONTEREY COUNTY
CHILD CARE
PLANNING COUNCIL



MONTEREY COUNTY
BEHAVIORAL HEALTH
Avanzando Juntos Forward Together



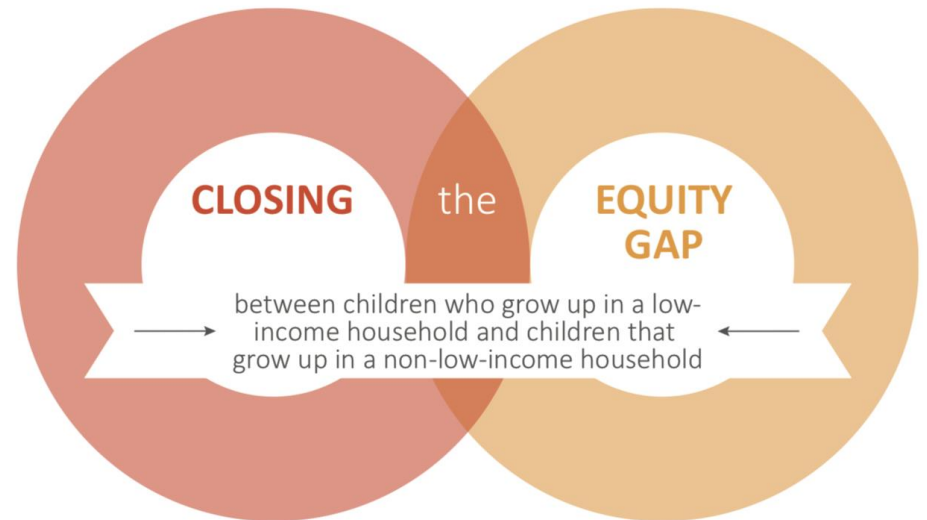
California State University
MONTEREY BAY



Together, preparing every child for life and school.



By 2025, **DOUBLE** the number of children ready for kindergarten



Core Principles

A **holistic** view of children and families.

The power of **interconnected** community systems.

The rights of *all* children to access **equitable opportunities**.

Culturally-responsive and **trauma-informed** practices.

Co-creating solutions.

A tenacious focus on **results**.

Informed by **research**.

Systems Change

Policies

Practices

Resource Flows

Relationships &
Connections

Power Dynamics

Mental Models

A Fair System

SUPPORTED FAMILIES

Connect screening, care coordination, and services.

Improve quality and increase access to home visiting services.

Expand family-friendly business practices.

RESILIENT FAMILIES

Strengthen mental health supports for parents.

Extend access to parent-child playgroups.

PREPARED CAREGIVERS

Embed early care and learning resources in public services.

Establish capacity supports for informal caregivers.

Scale-up effective parenting programs.

Children's holistic well-being

Increase access and improve quality of early care and learning.

Support child-centered public policies.

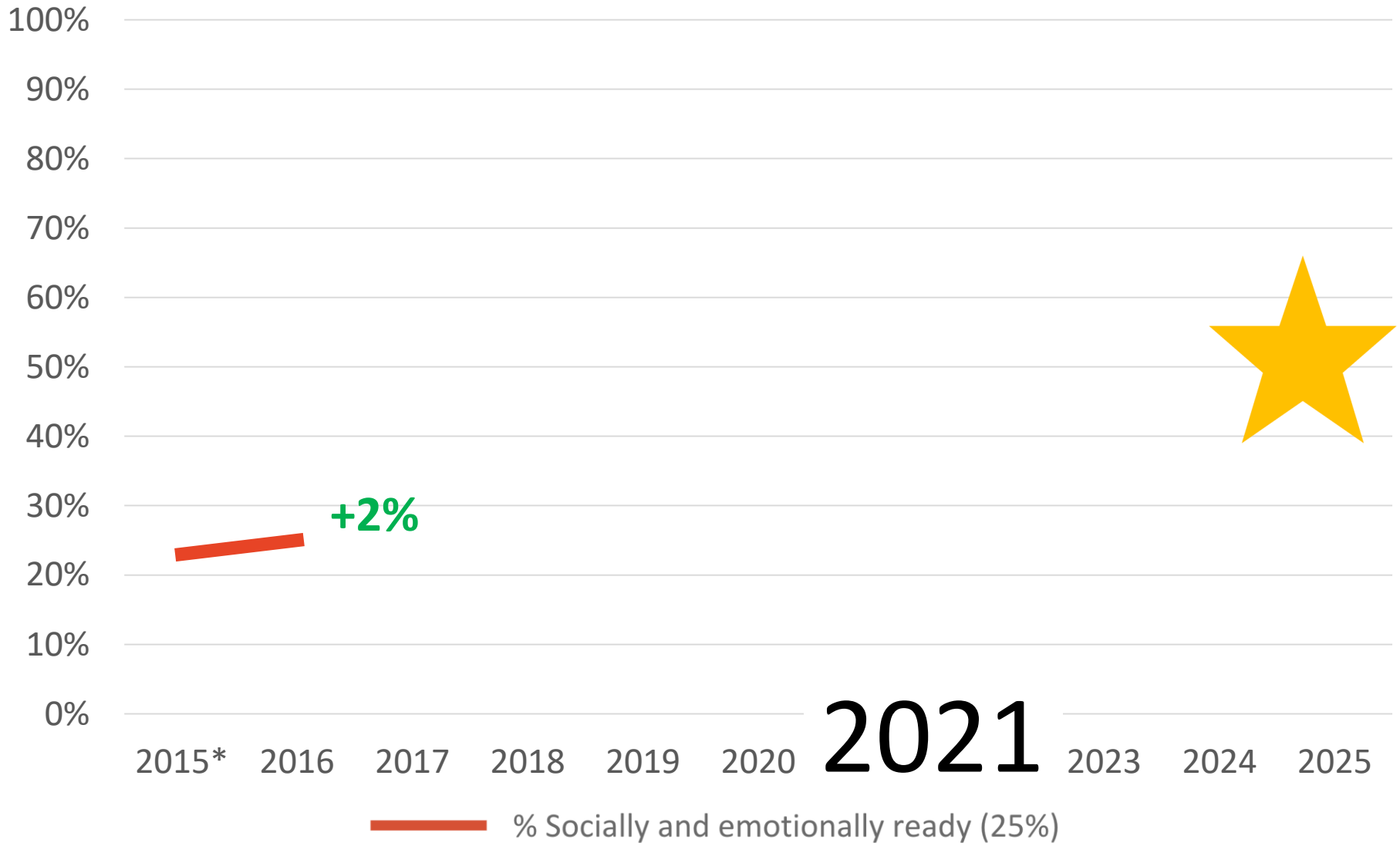
CROSS-CUTTING CAPACITY

Generate sustainable funding for early care and learning.

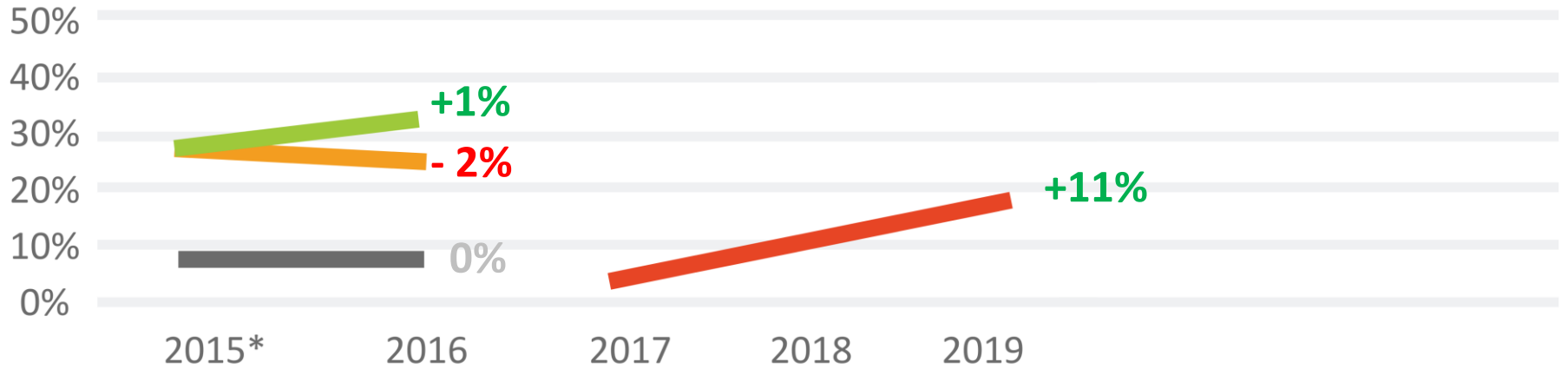
Engage families in advocacy.

Raise awareness and capacity.

Kindergarten Readiness



Access to Quality, Affordable Early Care & Learning



- Can afford full-time child care for one child 5 or under (30%)
- Children ages 0-5 with access to full- or part-day transitional kindergarten or a licensed care space (27%)
- Can afford full-time child care for two children 5 or under (7%)
- Licensed sites rated by QRIS (19%)



ABOUT US FIND CHILD CARE

www.montereycountychildcare.org



Fair System

Access and quality
of child care.

Child-centered
public policies.

- Salinas CAT – Las Mamas; Preschool for All Campaign
- Greenfield CAT – Kinder Festival
- Early Learning Network
- Child Care Accessibility Project
- Community Solutions: Seaside/Marina
- ECE Workforce Website
- Gonzales and Seaside General Plans
- Impacts of Immigration Policy & Enforcement

Resilient Families

Mental health supports for parents.

Access to parent-child play groups.

- Monterey County Maternal Mental Health Task Force
- Play Group Learning Group

Supported Families

Access & quality to home visiting.

Connected screening, care coordination, and services.

Family friendly business practices.

- Home visiting coordination and triage Hub
- Family-friendly employer and child welcoming businesses certification
- Employer-sponsored child care

Prepared Caregivers

Capacity supports
for informal caregivers.

Embedded early care &
resources in public services.

Scaled parenting
programs.

- WIC+
- Informal Caregiver
Learning Network

Cross-cutting Strategies

Sustainable Funding
Advocacy
Awareness & Capacity

- Grant and Contract Writing Support
- Children's Fund
- Strategic Framework Fiscal Landscape
- Las Mamas
- Pajaro Promotores
- BB Communications Plan
- Results Counts Training

Shared Measurement

Drafted logic models and theories of change for the majority of projects, indicating how they lead to the overarching goal of kindergarten readiness.

Participated in the process to select a new community tool to measure school readiness.

Learning Culture

Participated in the Impact Monterey and Bright Futures learning circles with other collective impact initiatives.

Identified the need for a continuous improvement tool for projects. Identified the need for Results Counts facilitation training for all project managers.

Common Vision

The common vision of “Together, preparing every child” guides the strategic framework, with a goal of systems transformation to increase kindergarten readiness.

EXPLORING

DEVELOPING

FOSTERING

INTEGRATING

APPLYING

Continuous Communication

Enhanced public media presence through KAZU radio spots. Established monthly pacing of newsletter, spotlighting accomplishments and opportunities to engage. With a growing team, identified need to have more regular internal communications around continuous improvement of projects.

Mutually Reinforcing Action

Increasing sophistication of the systems and tools supporting projects to support cross-fertilization, continuous improvement, and strengthening partnerships.

Looking Ahead

Home Visiting: Increase number of families/young children receiving home visits. Develop cross-referral and triage system.

Early Learning Systems: Increase access to and enrollment in formal, quality child care opportunities.

Family Friendly Businesses: Increase number of businesses integrating family supports for early learning (certification).

Community-based Advocacy: Developing strategic approach to county-wide community-based advocacy, building on the work of the Salinas-based Las Mamas and other community partners.

Cross-Cutting Capacity:

- Integrate ACES, trauma-informed, healing-centered understanding across all projects.
- Results Count leadership training for backbone.
- Define and measure Systems Change indicators.

Courageous Leadership



[Click Here for Video](#)

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BRILLANTES | Salinas
Mamas &





Thank you,
County of
Monterey!

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