

Board of Supervisors Presentation

2017/2018 Community Annual Report

February 2019



20 years as a champion for young children and their families.

Demographic Snapshot

- Monterey County is home to approximately 39,000 children age 5 and under, 9% of the population.
- Monterey County (combined with San Benito County) has the highest child poverty rate in the state, at 31%.
- 36% of Monterey County's children live in overcrowded housing, one of the highest rates in California.

Who We Serve Snapshot



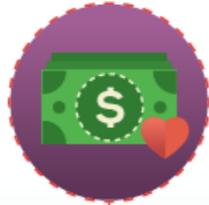


“I felt proud that my daughter was independent and understood what was going on. She was ready to go.”

20 Year Timeline

Voters Pass Children and Families First Act, Proposition 10, creating First 5.

First local source of funding focused solely on families with young children.



Early Learning Opportunities 2007-2015 Strategic Plan and Funding Cycle

Over 1,000 community voices helped shape the Strategic Plan. Modeled authentic community engagement processes for Monterey County.



Child Care Work Force Development Initiative Launched

Programs to improve child care quality include Technical Assistance to Child Care Centers and playgroups for Family, Friend, and Neighbor child care providers.



Early Childhood Mental Health Training Series Expands

Specialized training for professionals focused on the well-being of infants, young children, and their families continues to grow.



First 5 Monterey County Turns 20

Investments total \$120 million touching the lives of 526,445 young children, parents, educators, and providers.



1998

2006

2010

2015

2018

2003

Funding Focuses on Areas of Greatest Need

Grants fund child abuse prevention, special needs, and trauma-informed intervention programs in zip codes with the highest needs.



2009

Great Recession Creates Community Needs

Invested over \$500,000 to meet increased demands for children's health insurance, shelter, food, and clothing.



2012

Early Childhood Development Builds Momentum

Wonder of Learning exhibit and Nobel Laureate Dr. James Heckman events help bring early childhood to the forefront. Bright Beginnings is launched to coordinate early childhood grassroots efforts.



2017

Funding Helps Families Access Coordinated Services

New strategic funding encourages stronger cross-organization collaboration.



Vision

All children reach their unique potential in a family and community that values, respects, and invests in early childhood.

Mission

Enrich the lives of children, prenatal through age five, and their families by strengthening connections and advancing quality within a whole system of care and support.

Guiding Principles

We are...

- Equity Focused
- Systems Innovators
- Relationship Based
- Reflective
- Good Stewards



Core Roles



Champion Early Childhood

Raising awareness and advocating for child-friendly policies and practices.



Make Connections

Mobilizing people and resources.



Build Capacity

Developing common understanding and effective services.



Fund the Work

Investing in quality, coordinated services.



Evaluate Impact

Tracking progress and supporting strategic decision-making.

Strategic Priorities

1

Diversify and increase funding for early childhood development.

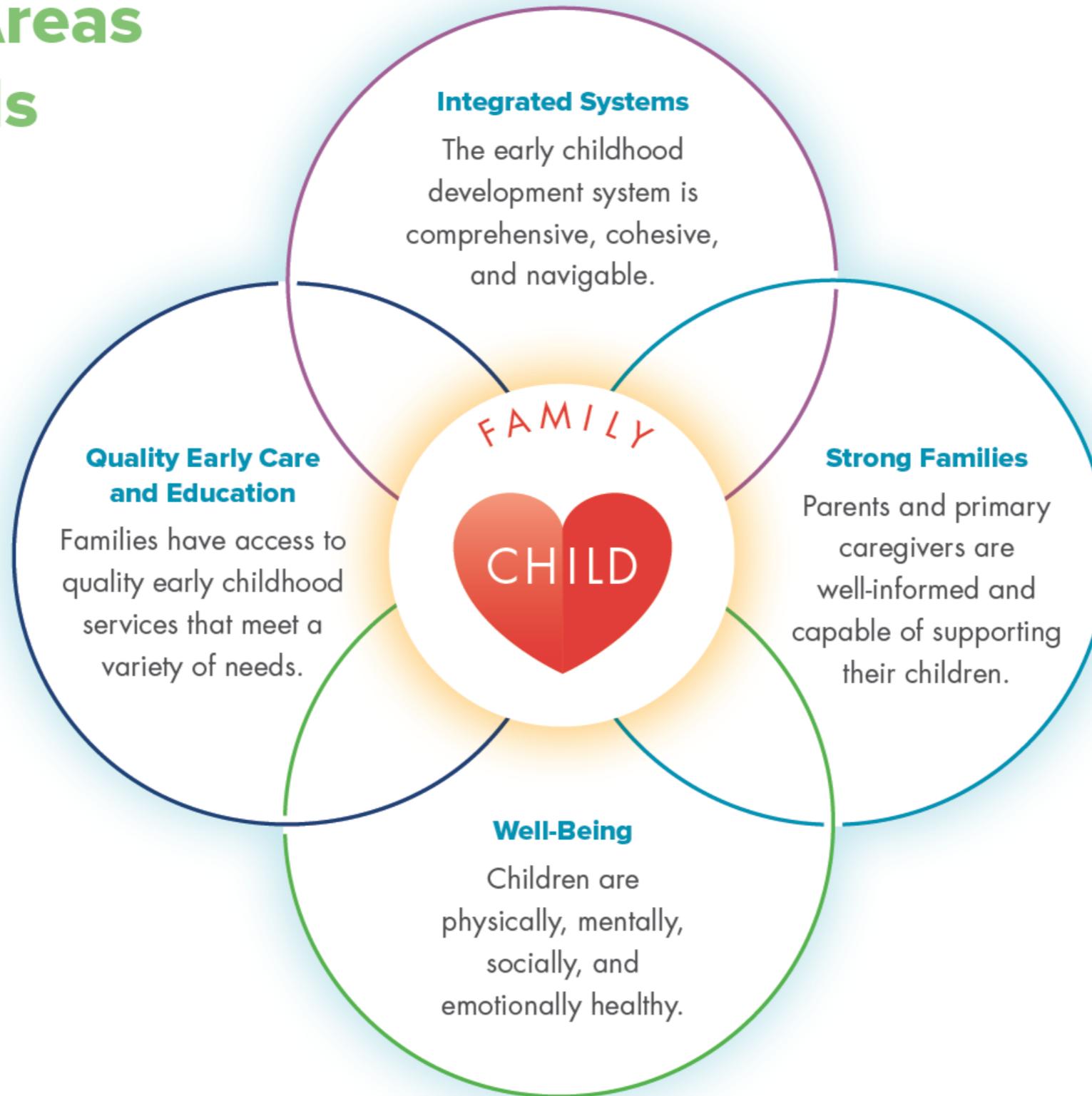
2

Enhance access to resources, programs, and services through coordination, collaboration, and integration.

3

Inform, inspire, and facilitate the adoption of practices and policies that support early childhood development.

Impact Areas and Goals



Core Roles Investments

First 5 Monterey County's investments within each of our Core Roles and the community organizations we fund to help achieve our vision.

Champion Early Childhood

\$200,953

Central Coast Early Childhood Advocacy Network

First 5 Monterey County Community Event Sponsorships, MY Museum Wheelie Mobilee, and book donations

Make Connections

\$346,380

Bright Beginnings

Technical assistance

Leveraging local, state, and federal funds

Build Capacity

\$1,340,260

CARES

- Hartnell College
- Monterey Peninsula College

Kit for New Parents

Infant-Family Early Childhood

Mental Health Training Series

- WestEd

Quality Matters

- Monterey County Office of Education

Technical Assistance to Child Care Centers

- Community Action Partnership of San Luis Obispo
- Continuing Development, Inc.
- Hartnell College Child Development Center
- Mexican American Opportunity Foundation



Core Roles Investments

Fund the Work

Early Childhood Collaboratives managed by:

- Alisal Union School District
- Door to Hope in collaboration with ACTION Council of Monterey County, Centro Binational, and Monterey County Probation Department

\$2,166,674

- GoKids, Inc. in collaboration with Centro Binational, City of Salinas – Salinas Public Library, Natividad Medical Center, and Kinship Center
- North Monterey County Unified School District

- Pajaro Valley Prevention and Student Assistance in collaboration with Pajaro Valley Unified School District and Positive Discipline Community Resources

Evaluate Impact

Tracking progress and supporting strategic decision-making

\$460,617



Raising Awareness and Advocating for Child-friendly Policies and Practices

Advocate for early childhood policies

- Public Charge
- Census 2020
- Cannabis Community Engagement
- Language in General Plans

Central Coast Early Childhood Advocacy Network

- Over 50 individuals and organizations
- Range of policy and advocacy organizations
- Leverage tri-county efforts and resources
- Coordinate legislative visits discussing state early childhood policies



Raising Awareness and Advocating for Child-friendly Policies and Practices

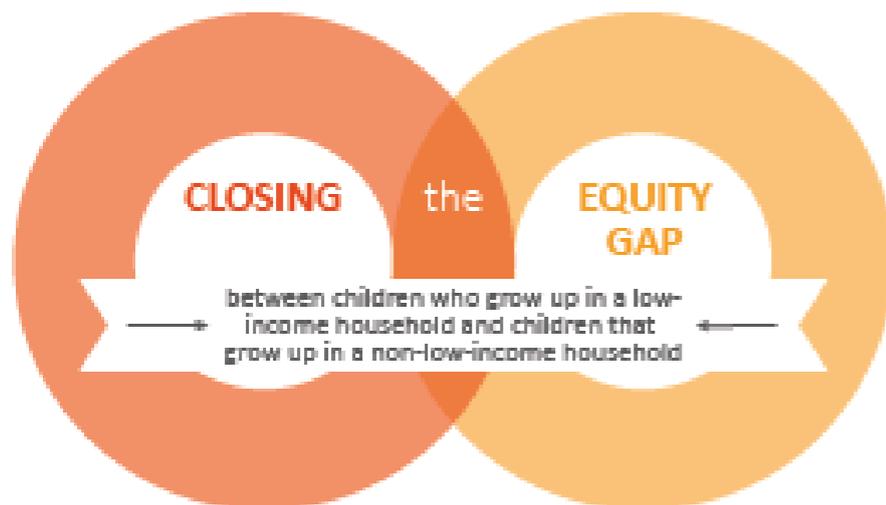
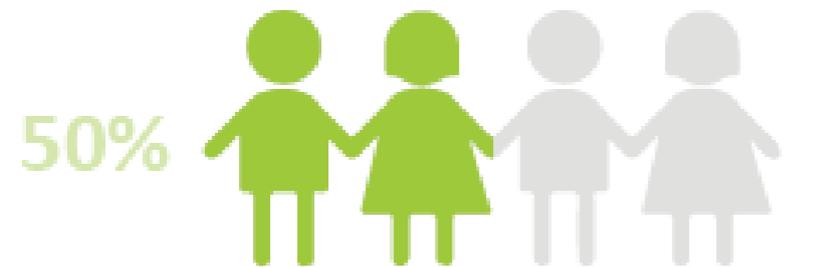


Together, preparing every child for life and school

A strategy for Monterey County to better support all children & their families from the prenatal stage through age 8 (2018–2025)



Our Big Goals



Transform systems to better support every child and family. If we succeed we will see the result in improved well-being, including:

- By 2025, double the number of children that are well prepared for kindergarten*
- By 2023, significantly reduce kindergarten readiness gaps between children living in poverty and children not living in poverty*

* Preliminary targets. Kindergarten readiness is measured using best available local data using the DRDP tool.



Build Organization and Practitioner Capacity

CARES

Comprehensive Approaches to
Raising Educational Standards

Technical Assistance to Centers

Learning Groups/Seminars

Quality Matters



Infant/Family and Early Childhood Mental Health (IFECMH) Training Series



“By participating in the trainings, I am able to recognize when children and families need support or a referral to community agencies. I also use what I have learned to strengthen my relationships with young children and families.”

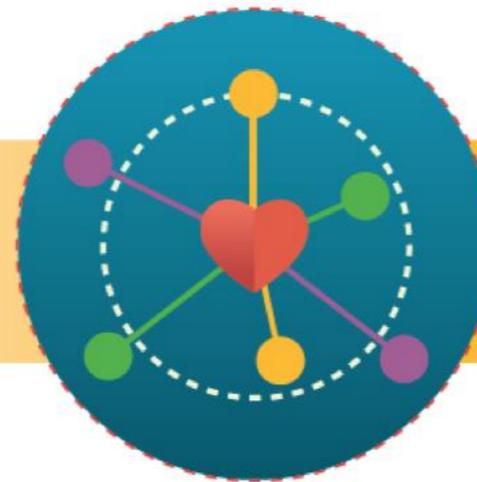
- IFECMH participant

Early Childhood Collaboratives

In 2016, we asked families about raising young children in Monterey County. Many local parents and caregivers asked for ways to understand the unique needs of their child and family. They were also looking for support in accessing parenting information and services. Hearing these needs, First 5 Monterey County funded the Early Childhood Collaboratives.



Any family with children from the prenatal stage through age 5 living in Monterey County can connect with local Early Childhood Collaboratives.



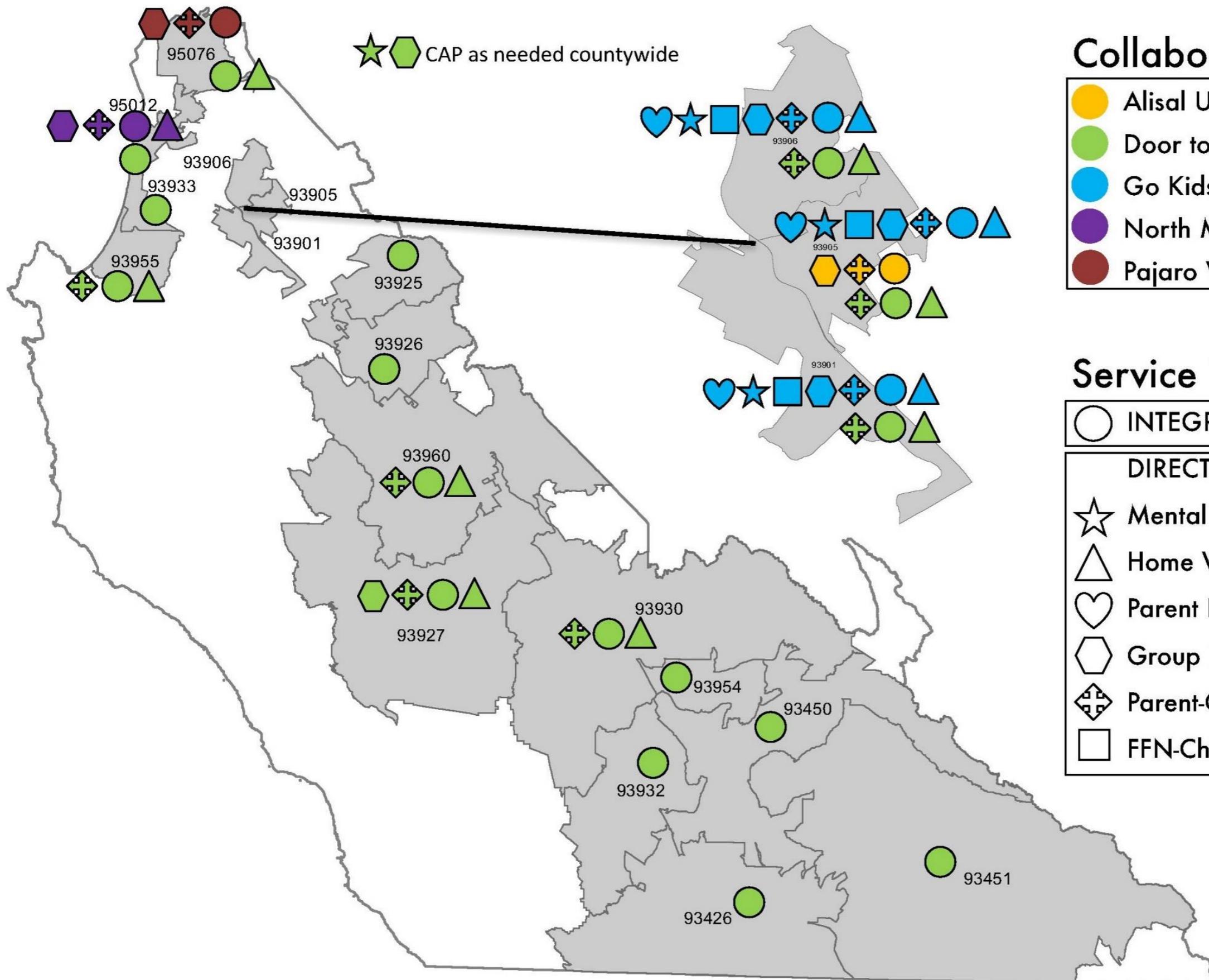
Collaboratives welcome families and a care coordinator helps them navigate services. This includes developmental screening as well as parenting help and information. When needed, families can also receive referrals for other community services and resources.

Collaborative services for families may include:

- Connections to Local Resources
- Parent-Child Playgroups
- Parenting Classes
- Care Coordination
- Home Visiting
- Parent Dialogue Groups
- Counseling
- Referrals to Additional Services

Investing in Quality, Coordinated Services: Early Childhood Collaboratives

Lead Agency: Integrated Service Collaborative	Area served	Child Developmental Screening	Parent-Child Playgroups	Parenting Classes	Home Visiting	Counseling	Parent Dialogue Groups	FFN Provider-Child Playgroups
GoKids, Inc.: Nuevas Posibilidades/ New Possibilities	Salinas	✓	✓	✓	✓	✓	✓	✓
Door to Hope: MCSTART	Countywide, with focus in S. County	✓	✓	✓	✓	✓		
North Monterey County USD: Castro Plaza Family Resource Center (FRC)	Castroville area	✓	✓	✓	✓			
Alisal USD District: Whole Child Services	Alisal USD area	✓	✓	✓				
Pajaro Valley Prevention & Student Assistance: Pajaro Saludable Collaborative	Pajaro area	✓	✓	✓		✓		



★ CAP as needed countywide

Collaborative Lead

- Alisal USD
- Door to Hope
- Go Kids, Inc.
- North Monterey County USD
- Pajaro Valley PSA

Service Type

- INTEGRATION ACTIVITIES
- DIRECT SERVICES**
- ★ Mental Health Services
- △ Home Visiting
- ♡ Parent Dialogue Groups
- ⬡ Group Parenting Classes
- ⊕ Parent-Child Playgroups
- FFN-Child Playgroups

Theory of Change

- Core Role Alignment**
- Champion Early Childhood
 - Make Connections
 - Build Capacity
 - Fund the Work
 - Evaluate Impact

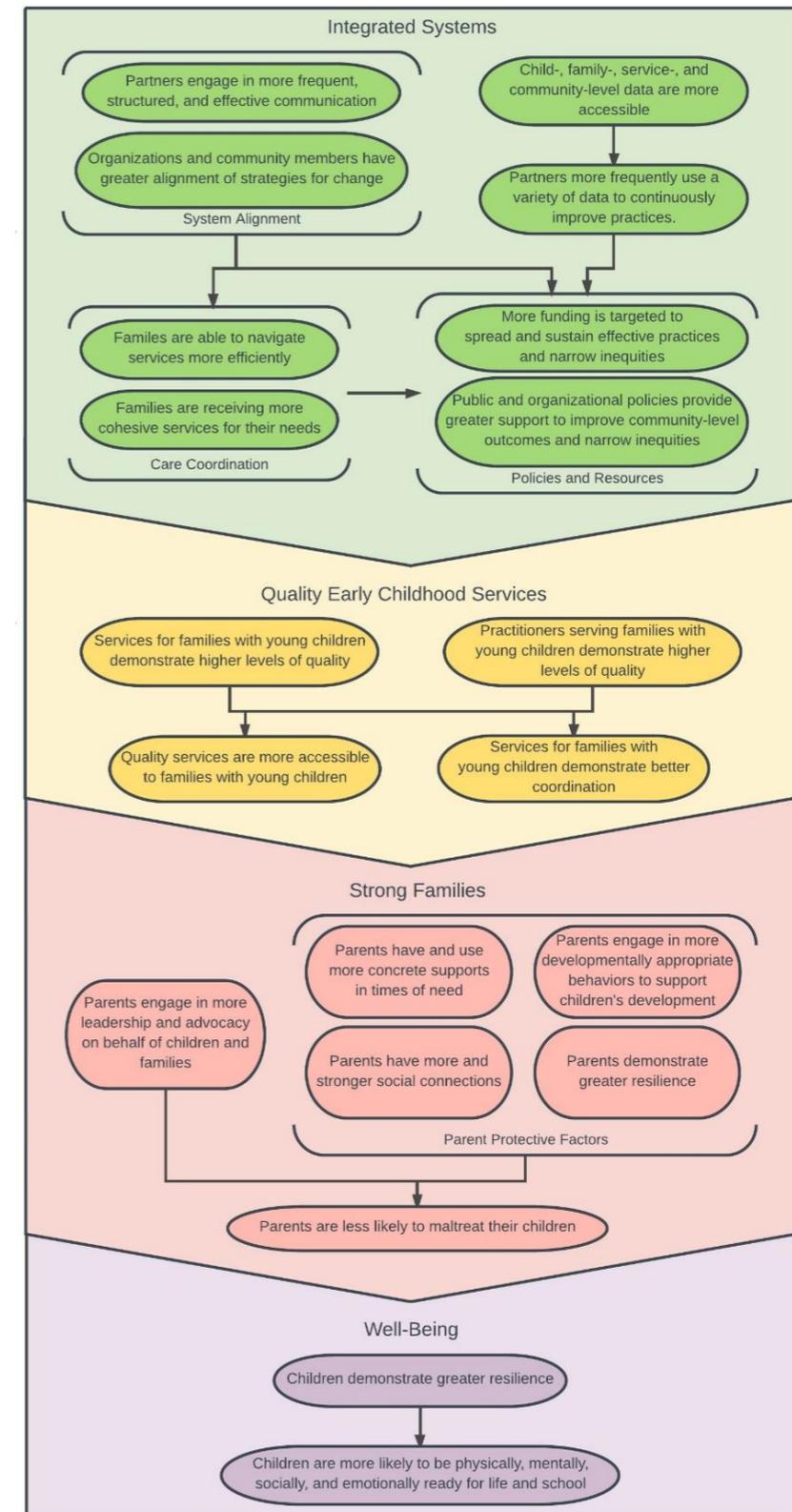
Advocate for Policies and Communicate Strategically

Develop Funds

Fund Integrated Service Collaboratives

Build Organization and Practitioner Capacity

Engage in monitoring, evaluation, accountability, and learning practices



Investments

21,456

Children, parents, caregivers, providers,
and educators supported

\$5.89 million

Invested

Expenditures for Fiscal Year 2017/2018

Programs & Services	\$4,840,199
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Administration	\$591,201
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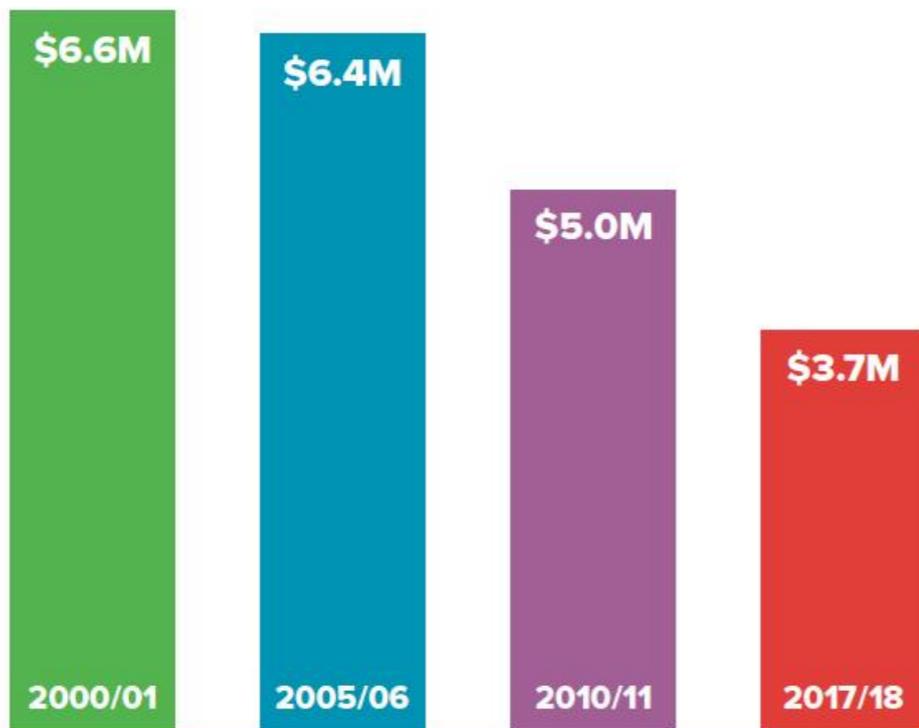
Evaluation	\$460,617
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Let's Raise Monterey County Together!

While First 5 funding is declining, needs for support and services continue to increase.

Since fiscal year 2000/01, Proposition 10 revenues—the tobacco tax that funds First 5—have decreased by nearly 43%.



First 5 Monterey County Proposition 10 Revenues

Financial data based on First 5 Monterey County Audited Financials. The good news is that smoking has decreased. The challenging news is that the decline in revenue has impacted our ability to support children and families with First 5 funded services.

Lack of funding is the biggest barrier to achieving our vision.

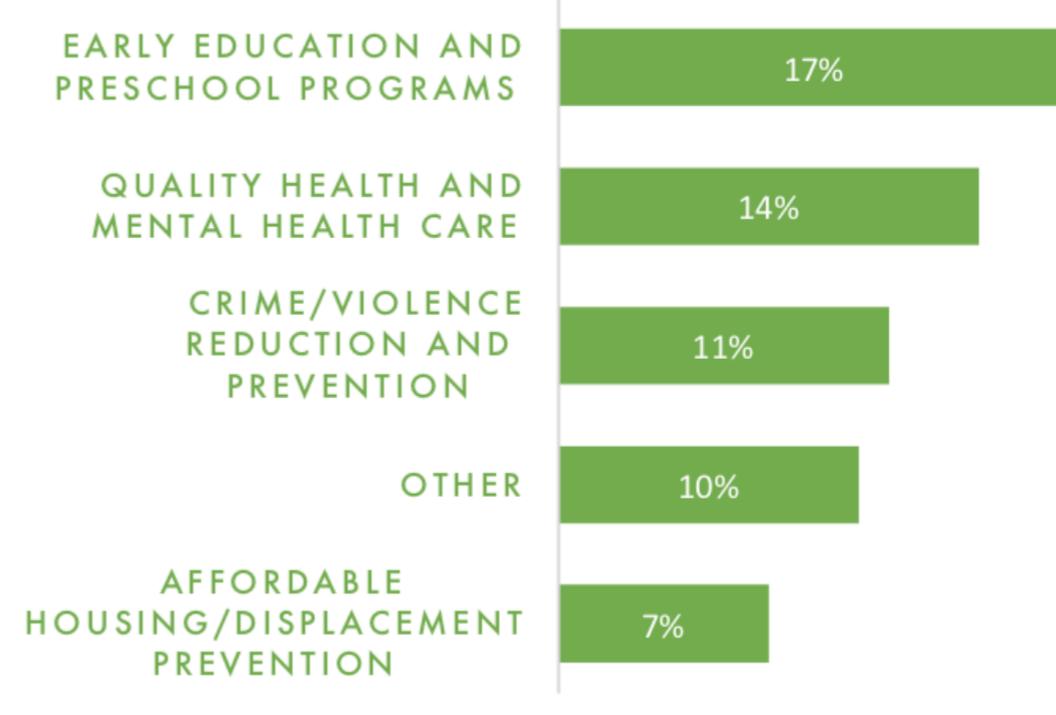
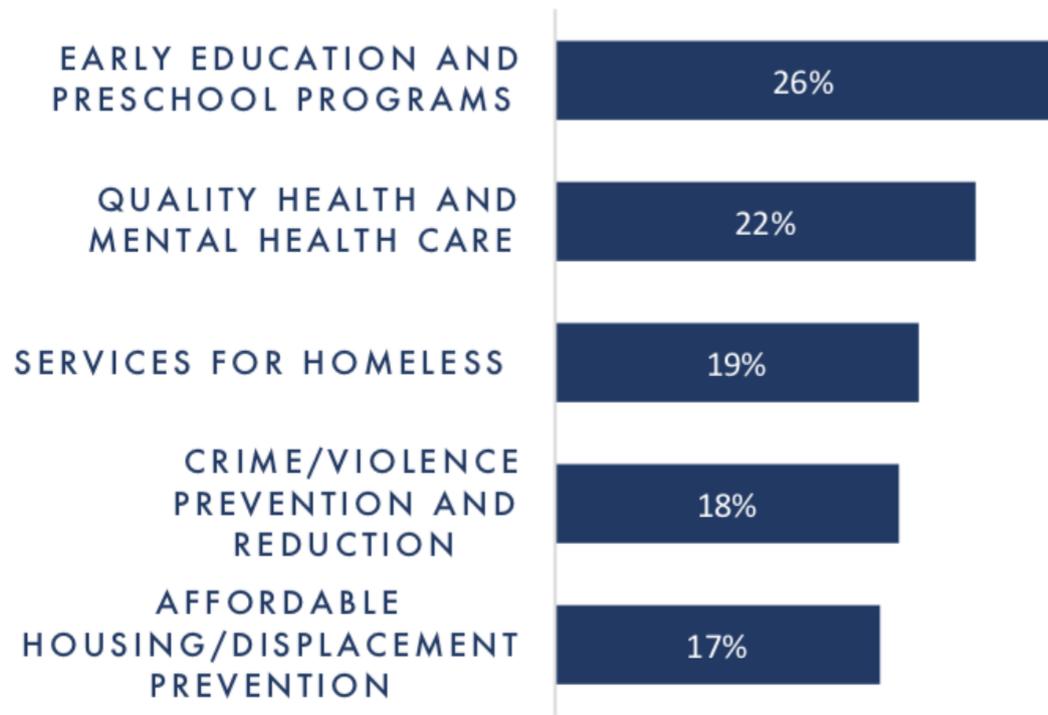
Early childhood and prevention services have never been adequately funded. Support during the early years can change the trajectory of a lifetime while boosting our local communities. Affordable housing, employment, child care, and workforce development directly impact children's lives. It takes partnerships and local investments to find solutions.

Let's put our money where our hearts are.

Prioritize funding for early childhood, so all of Monterey County's children can thrive.



Community surveys identified EARLY EDUCATION AND PRESCHOOL and QUALITY HEALTH as top priorities



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