

**County of Monterey**  
**Annual Report to the Board of Supervisors**  
***Fiscal Year 2013/14***

**ORGANIZATION INFORMATION:**

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. *Ray Bullick (Vice Chair)*, Director, Monterey County Health Department
3. *Elliott Robinson (Secretary)*, Director, Monterey County Department of Social Services
4. *Julie Drezner, Board Member Literacy Campaign* (Retired, Community Member) (started 10/1/14)
5. *Jan Phillips-Paulsen*, Early Childhood Educator (Retired, Community Member) (served until 9/30/14)
6. *Esther Rubio*, Head Start Director, Monterey County Office of Education
7. *Chris Shannon*, Executive Director, Door to Hope (Community Member)
8. *Josefina Silva*, Preschool Coordinator, Greenfield Union School District (Community Member)

**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) or Sandra Chapin (Policy, Advocacy and Communications Manager)

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**ORGANIZATION HISTORY and PURPOSE**

***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.

1. **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.

2. **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). 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.

Families who are supported by F5MC funded programs are engaging in practices that boost school readiness and community connectedness. 83% of F5MC families read to their children 3 or more times a week. A large majority of F5MC families also reported engaging in other developmentally-appropriate home educational activities three or more times a week,

- 79% of our families help children learn letters, words or numbers
- 84% of our families play indoors
- 72% of our families sing songs or music to/with a child
- 77% of our families visited the public library in the last 2 months

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; and policy makers and the community at large.

3. **Describe your current programs and activities.**

In FY 2013/14, *F5MC* supported **23,138** young children, parents and child care providers with its funding of programs, training and community events. *F5MC* invested approximately **\$7.2 million** in to support children and families. In FY 2013/14, *F5MC* 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:

**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 and Santa Rita Early Learning Centers*
- North Monterey County Unified School District: *Child Signature Project and Technical Assistance for Castroville Preschool*
- Community Action Partnership of San Luis Obispo, Inc: *Child Signature Project and*

*Technical Assistance for Little Angels Child Care 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* (5 school districts)
- First 5 Santa Cruz: *Summer Pre-K Academy (for northern Monterey County children only)*
- Go Kids, Inc. : *Apoyando a Los Niños en 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 Niños/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.

**4. Who is your constituency? How are they actively involved in your work, and how do they benefit from your organization?**

Our core programs are operated in the geographic areas most in need. The prioritization of areas 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 (East 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 go to those areas and access services. 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 and a Parent Interview conducted by an independent evaluator. Some service providers also have parent advisory committees.

## **GOALS**

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 a six-year cycle.
- 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 educational attainment 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 grant making 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)

## ACCOMPLISHMENTS

- a. *Increasing Workforce Development through Early Childhood Development Presence at Community Colleges:* Strengthened early childhood education (ECE) at Hartnell College and Monterey Peninsula College through specialized ECE counselors and a workforce development program for early educators.
- b. *Local Control Funding Formula (LCFF) F5MC* was involved in supporting some local districts with the Local Control Funding Formula (LCFF) process this past year. LCFF dramatically changed the way the state funds school districts by shifting more control to school districts and communities. Additionally, there is a focused enhancement to serve low income students, English Language Learners and students in foster care. In the first year **F5MC** targeted four districts in Monterey County to provide input and support for early childhood development efforts: North Monterey County; Alisal, Salinas City and Gonzales. Each of these districts included ECD language in their Local Control Accountability Plans (LCAP) and Alisal School District committed additional funding for early education in the FY 2014-2015 budget.
- c. Support for new Transitional Kindergarten (TK) classrooms: In response to the implementation of TK at the local level, **F5MC** worked with Monterey County Office of Education (MCOE) to offer small grants to TK teachers to purchase exploration learning materials, that would otherwise might not be purchased, to encourage the use of developmental and age appropriate learning activities with young students. These small grants proved to be a catalyst to deepen conversations about the TK classroom environment and professional development as teachers were invited to participate in monthly meetings conveyed by MCOE staff members.
- d. Packard Foundation Continued Support for the Expansion and Quality Improvement of Playgroups: This past year, **F5MC** continued its collaboration with the Packard Foundation to expand existing parent-child playgroup services to over 1,000 children and parents. In addition, a new partnership with UCSF Benioff Children's Hospital of Oakland (Children's Hospital) was forged to initiate training opportunities focused on introducing reflective practices approaches in playgroups. This work is in alignment with

broader efforts (described in #2 below) to ensure early childhood professionals in the community are grounded in best practices in early childhood development and mental health, including reflective practices.

- e. Support for Family, Friend and Neighbor Care (FFN): **F5MC** Facilitators support providers in developing understandings about child development and provide resources to enrich the home child care environment. FFN includes informal care by grandparents, aunts and uncles, elders, older siblings, friends, neighbors, and others who help families take care of their children on a license-exempt basis.
- f. After reviewing data about children in our county, the Monterey County Children's Council established the Early Childhood Development Initiative (ECDI) in 2012. The Children's Council, a collaborative group of county, business, and nonprofit agencies working together to enhance the lives of children, sees ECDI as a way to mobilize communities around important issues facing children and families. ECDI and the Children's Council share the vision: *All children in Monterey County live in safe, nurturing homes and communities and are healthy, valued, succeed in school and realize their full potential.* **F5MC** serves as the fiscal sponsor for ECDI and the ECDI Manager is housed at **F5MC**. The initiative has been successful in raising awareness about the importance of early childhood development throughout the county. Local communities are developing cross-sector collaboratives focused on improving indicators of need. At the county level a Policy and Advocacy Network is being established to support and advocate for needed changes at the State, Federal and county-levels by engaging parents, providers, the business and faith communities and policy-makers.

1. **What accomplishment is your organization most proud of?** *Improving Infant/Preschool Mental Health Capacity: First 5 Monterey County* provides an Infant-Family Early Childhood Mental Health (IFECMH) Training Series to support a broad range of practitioners serving young children and their families. 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 come together recently to clarify 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 Infant Family Early Childhood Mental Health (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. Each series has six trainings and each training includes more than 90 participants from across various sectors and disciplines. One participant said of the training, "When I began [participating in the IFECMH] program, we had a big a-ha moment-our goals are not the same [as] for the parents...Between the [training] and the [reflective] supervision,

I was able to go back and help [the family] out and begin to open those dialogues. And that was something that was totally new for me."

**2. Describe three primary goals (specifically for the upcoming year).**

- a. Continue deepening policymakers' and community leaders' understanding of the importance of early childhood and elevating its standing in county priorities and engaging and supporting parents, providers and the larger community to advocate on various policy efforts related to the importance of early childhood development.
- b. Continue strengthening the ability of parents to provide their children with developmentally appropriate environments and quality early learning opportunities.
- c. 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.

**POLICY ISSUES:**

**Are there policy issues that you would like the Board of Supervisors to consider and/or be aware of?**

There are numerous legislative efforts underway at the local, state and federal levels of government.

**Local:**

Local Control Funding Formula (LCFF): In 2013, California reformed the way that local school districts are funded to increase local decision-making while focusing more resources on high need groups: English Language Learners; Low-Income; and Foster Care students. The new funding approach requires districts to include community, parent and stakeholder participation in decision making regarding how the funds will be allocated, and provides supplementary funding for districts that have significant populations that have not had equal access. We anticipate ongoing work at the local and state level in the coming year to implement the LCFF and ensure it realizes the true spirit and intent of the law. We will utilize the tools in place to continue engaging parents and the community in a meaningful way to encourage the development of the Local Control Accountability Plans (LCAPs) that include language and a focus on ECD no later than July 1 each year.

**Statewide:**

2014/2015 State Budget: In June 2014 Governor Brown signed the state budget including \$273 million for early learning and child development-the largest investment in over a decade. The budget agreement is in recognition of the importance of high-quality early education for our youngest learners. While there were some increases for early learning, it does not come close to replacing the \$1 billion lost over the last decade.



AB 47 (McCarty): The Preschool for Act of 2015. This bill is a follow-up to last year's budget accord signed by Governor Brown, which included a long-term commitment to provide quality preschool opportunities for every low-income 4 year old. While we expect the majority of increased investments will come through the budget process, this bill will continue the conversation and keep momentum on the support for investments in high-quality early education.

**Federal:**

Child Care Development Block Grant (CCDBG): For the first time in nearly 20 years, the Senate and House reached an agreement to reauthorize the CCDBG, the primary program that provides funds for child care subsidies for low income working families and to improve child care quality. The bill promises to: improve the health and safety of children in child care settings; make it easier for families to get and keep the child care assistance they need; enable children to have more stable child care; and strengthen the overall quality of child care.

Invest in US: In December 2014, President Obama hosted the first-ever White House Summit on Early Education and officially launched an national campaign called "Invest in US" to build a better nation through high-quality early education programs for children from birth to age 5. Organized by the First Five Years Fund and philanthropic partners, the campaign catalyzes cross-sector support for early childhood education across the country.

Preschool Expansion Grants: At the White House Summit, the President also announced \$1 Billion in funding for Early Head Start-Child Care Partnerships and Preschool development grants. It is important to note that California did not receive any funding through the Preschool expansion grant. One of the reasons provided was that there is no statewide system of support for early childhood development. This underscores the importance to California state lawmakers of the need to continue the restoration of funding to pre-recession levels and increase investments in the education of our youngest learners.

Curbing Preschool Suspension and Expulsion: As part of President Obama's *My Brother's Keeper* Initiative, a joint policy statement was released in December 2014 to address practices in early learning settings to prevent, reduce, and eliminate the expulsion and suspension of young children from child care and preschool programs. These practices occur at high rates in early learning settings and at even higher rates for young boys of color. There is \$4 million dedicated toward early childhood mental health consultation services to help all children to thrive in early learning settings.

Below is an excerpt from Monterey County's Legislative Program for FY14/15-- the Legislative Priority page for Early Childhood Development:

## EARLY CHILDHOOD DEVELOPMENT

*Support policy and funding efforts that foster the healthy development of all children by focusing on the prenatal stage through age 5 recognizing the impact these efforts through grade 3 and beyond.*

Early childhood begins with the prenatal period and continues to age eight. Positive early childhood development occurs through the synergy of physical health, social and emotional wellbeing, and the fulfillment of basic needs. Research demonstrates that intervention during early childhood yields significant, long term results for the individual and the greater community.

Recognizing this importance, the Monterey County Children’s Council launched the Early Childhood Development Initiative (ECDI) in 2012. The ECDI has selected six indicators that reflect the most significant needs of young children in Monterey County, which will be tracked and utilized to measure improved outcomes.

**Requested  
Action/Strategy**

Preserve and expand funding and support public policy that promotes ECDI-related efforts, with particular focus on state and federal legislation and funding which aligns with the six key indicators:

KEY INDICATOR	RELATED POLICY AND FUNDING
<b>Maternal education level</b>	Parent education support previously funded through Adult Schools, family planning services, and alternative GED programs – and access to lifelong learning.
<b>Entry to prenatal care</b>	Preservation of funding for the Affordable Care Act; support for universal mental health and developmental screening services; EPSDT (Early and Periodic Screening, Diagnosis, and Treatment); restoration/preservation of funding for Medi-Cal and Targeted Case Management (TCM) reimbursement; increased support for home visitation programs such as Parents as Teachers (PAT) and Touchpoints.
<b>Licensed childcare</b>	Funding for libraries, child care and preschool programs, and the elimination of parent fees for full-time preschool programs funded by the California Department of Education (CDE); support the Federal Early Learning Initiative, the Child Care and Development Block Grant, Head Start (including Early Head Start), the Social Services Block Grant (Title XX), Temporary Assistance for Needy Families (TANF), and other programs that support families and broad social policies that support parental involvement.
<b>Reading to children</b>	
<b>Social and emotional skills for children</b>	
<b>3<sup>rd</sup> grade reading level</b>	

**FISCAL SUMMARY:**

**1. What is the total budget for your organization (current year)? \$9,226,708 (FY 14/15)**

<b>REVENUE</b>	<b>Actual FY 13/14</b>	<b>Budget FY 14/15</b>
Prop 10 Allocation	\$4,720,747	\$4,485,946
Investment Income	79,896	62,000
Other Revenue	669,623	630,000
<b>Total Revenue</b>	<b>\$5,470,266</b>	<b>\$5,177,946</b>

<b>EXPENDITURES</b>	<b>Actual FY 13/14</b>	<b>Budget FY 14/15</b>
Programs & Services	\$5,792,298	\$7,774,883
Evaluation	736,932	758,555
Administration	627,513	693,270
<b>Total Expenses</b>	<b>\$7,156,743</b>	<b>\$9,226,708</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 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