

**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

Francine Rodd

Executive Director, F5MC
Co-Chair, Bright Beginnings

Elsa Jimenez

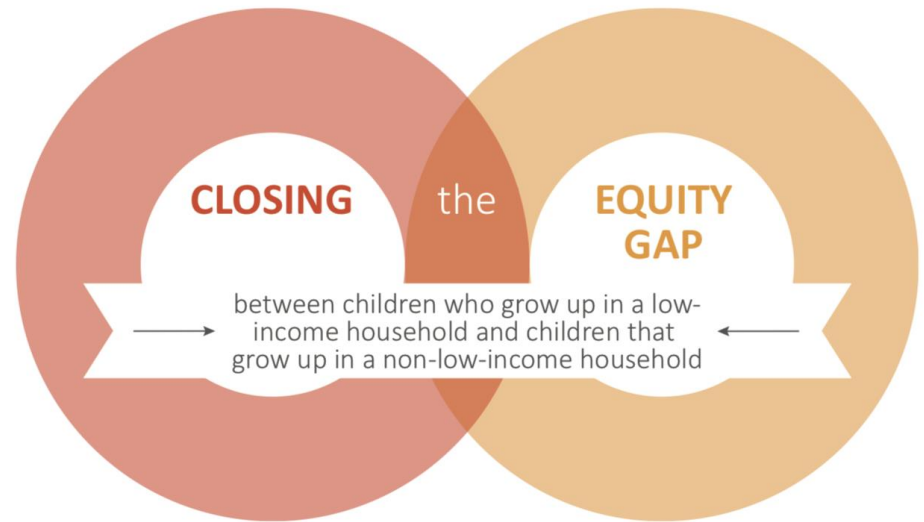
Director, MC Health Department
Chair, Children's Council



Together, preparing every child for life and school.



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



Systems Change

Policies

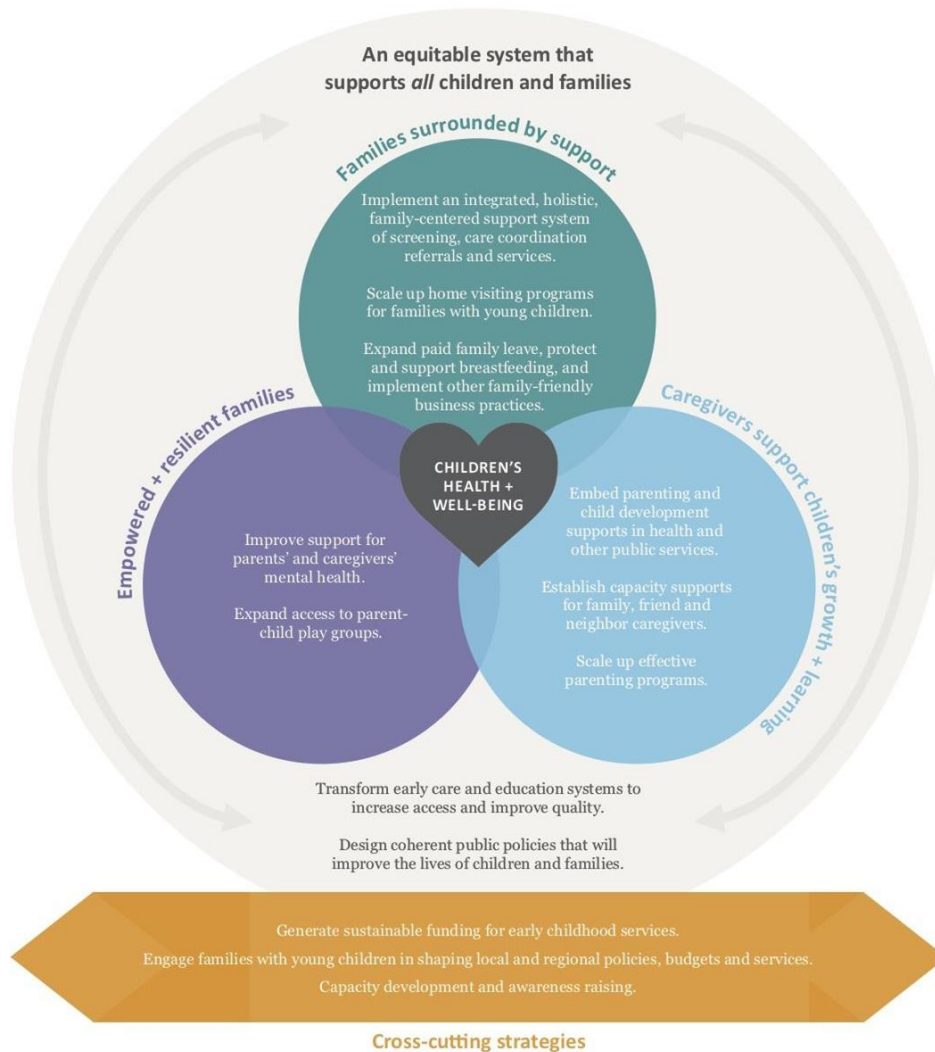
Practices

Resource Flows

Relationships &
Connections

Power Dynamics

Mental Models



Strategic Drivers

1. Fair & Equitable Systems
2. Empowered & Resilient Families
3. Holistic Supports
4. Capable Caregivers



Bright Beginnings Back Bone

Iris Gamez
Laura Keeley-Saldana
Sonja Koehler
+ F5MC In-Kind Admin

Stephanie McMurtrie
Michelle Molina
Maria Carmen Para
Jamie Smith
Spoke Consulting

Initiative Co-Chairs

Ed Moreno Francine Rodd

Back Bone Partners

Bright Futures United Way

Bright Futures Goal Leads

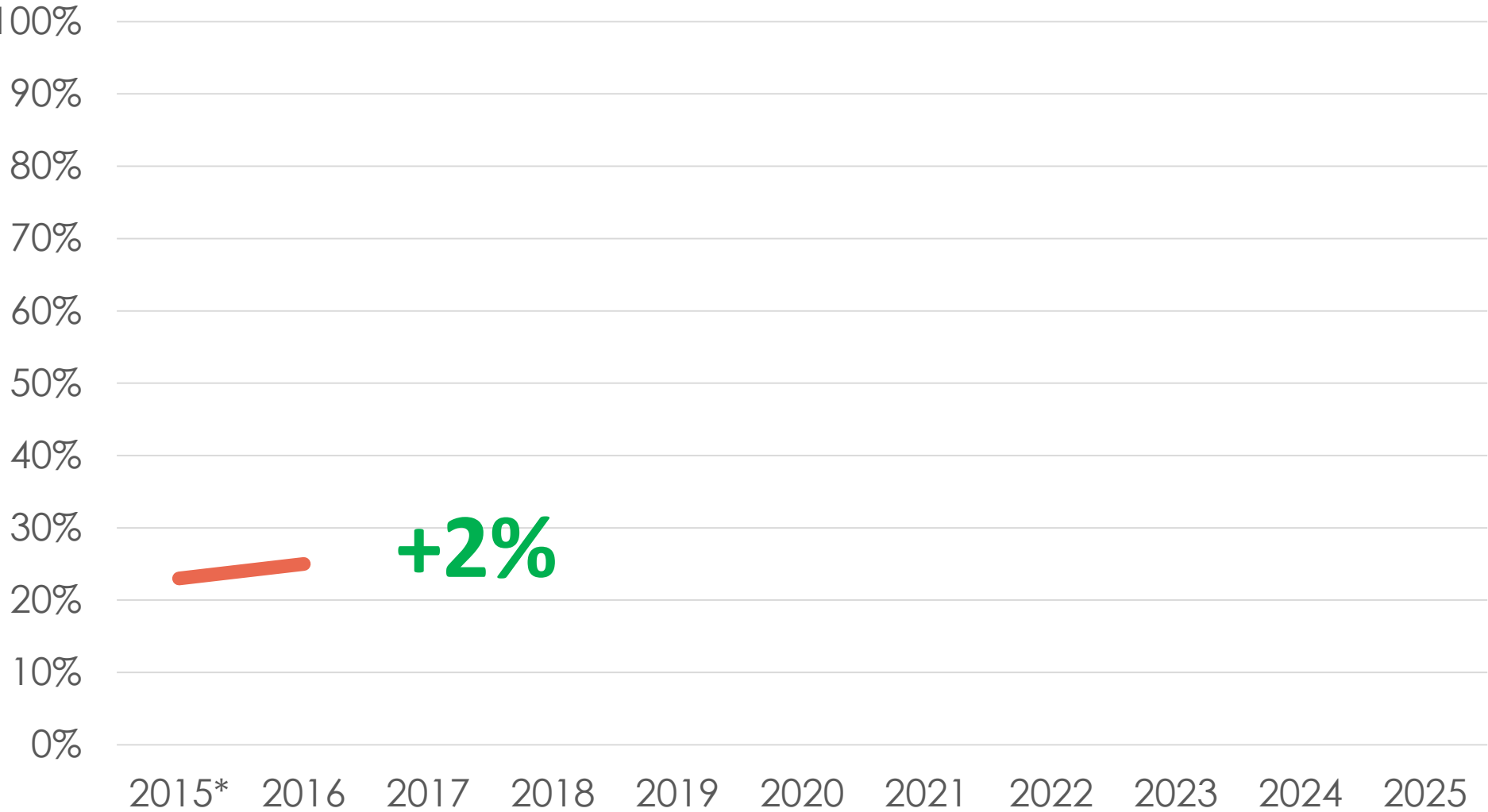
Caryn Lewis Francine Rodd
Josh Madfis Shannan Watkins

Early Childhood Development Advisory Group

30+ multi-disciplinary, cross sector experts

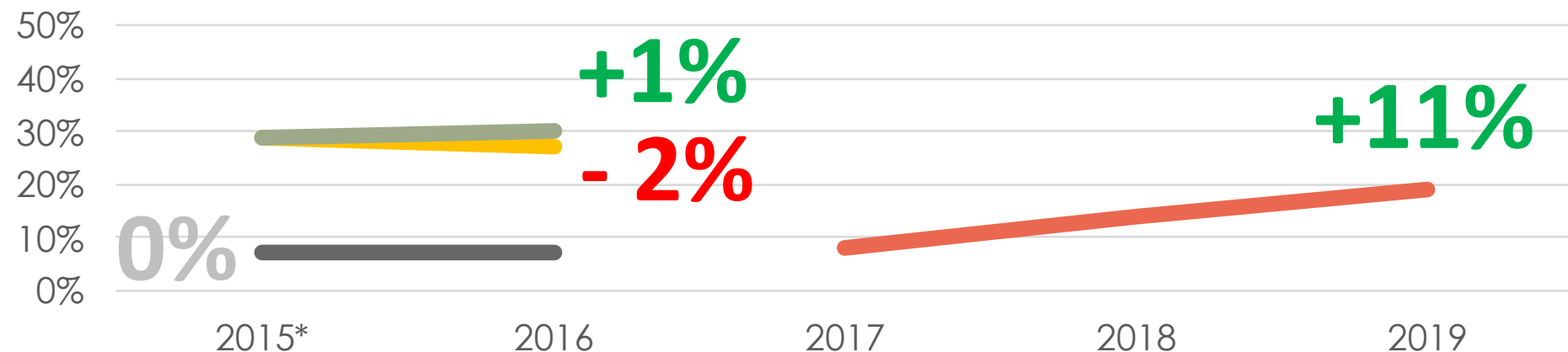
And all our community partners

Kindergarten Readiness



— % Socially and Emotionally Ready (25%)

Access to Quality, Affordable Early Care & Learning



— % Licensed Sites Rated by QRIS (19%)

— % 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 One Child 5 or Under (30%)

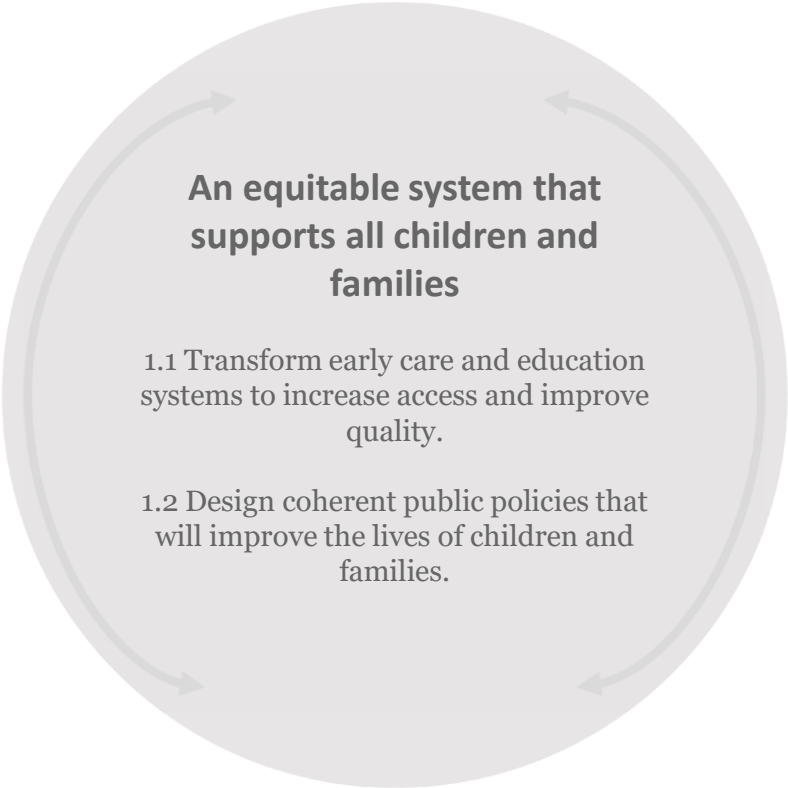
— % Can Afford Full-Time Child Care for Two Children 5 or Under (7%)



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www.montereycountychildcare.org





An equitable system that supports all children and families

1.1 Transform early care and education systems to increase access and improve quality.

1.2 Design coherent public policies that will improve the lives of children and families.

1.1 Access & Quality

- Salinas CAT – Mamas; Preschool for All Campaign; EL Enrollment at AUSD
- Greenfield CAT – Kinder Festival
- Early Learning Network
- Childcare Accessibility Project
- Community Solutions: Seaside/Marina
- ECE Workforce Pathways and Jobs Website
- Child Care Planning Council Capacity Building

1.2 Public Policies

- Gonzales and Seaside General Plans
- Housing Security & Early Childhood
- Impacts of Immigration Policy & Enforcement

Empowered + resilient families

2.1 Improve support for
parents' and caregivers'
mental health.

2.2 Expand access to parent-
child play groups.

2.1 Parent Mental Health

- Monterey County Maternal Mental Health Task Force

2.2 Parent Play Groups

- Play Group Learning Group

Families surrounded by support

3.1 Implement an integrated, holistic, family-centered support system of screening, care coordination referrals and services.

3.2 Scale up home visiting programs for families with young children.

3.3 Expand paid family leave, protect and support breastfeeding, and implement other family-friendly business practices.

3.1 Integrated Support System

- F5MC Integrated Service Collaboratives

3.2 Home Visiting

- Home Visiting Triage Hub

3.3. Family Friendly Business

- Certification of family friendly employers and child welcoming businesses
- Employer sponsored child care

Caregivers support children's growth + learning

4.1 Embed parenting and child development supports in health and other public services.

4.2 Establish capacity supports for family, friend and neighbor caregivers.

4.3 Scale up effective parenting programs.

4.1 Embed Parenting Supports

- WIC+

4.2 Family, Friend and Neighbor Supports

- Informal Caregiver Learning Network

4.3. Parenting Programs

Cross-cutting Strategies

Generate sustainable funding for early childhood services.

Engage families with young children in shaping local and regional policies, budgets and services.

Capacity development and awareness raising.

5.1 Sustainable funding

- Support grant and contract writing
- Children's Fund
- ECD Strategic Framework Fiscal Landscape

5.2 Engage families

- See Salinas Mamas
- Pajaro Promotores

5.3. Capacity Development

- BB Communications Plan
- Trainings

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 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 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 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 (specific focus strategies to be defined with input of EC DAG Dec. 20, 2019).

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:

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



Courageous Leadership



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Salinas
Mamas

&



**PADRES
UNIDOS**



Thank You,
Monterey
County!



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