

**COMIENZOS
BRILLANTES**

INICIATIVA PARA PROMOVER EL DESARROLLO INFANTIL

**BRIGHT
BEGINNINGS**

EARLY CHILDHOOD DEVELOPMENT INITIATIVE

**FUTURE
LEADER**

Annual Report 2020-2021

Transforming Systems

that support all young children and their families,
centered on race, equity, diversity and inclusion.

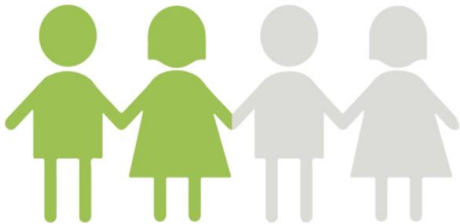
Universal Goal

25%

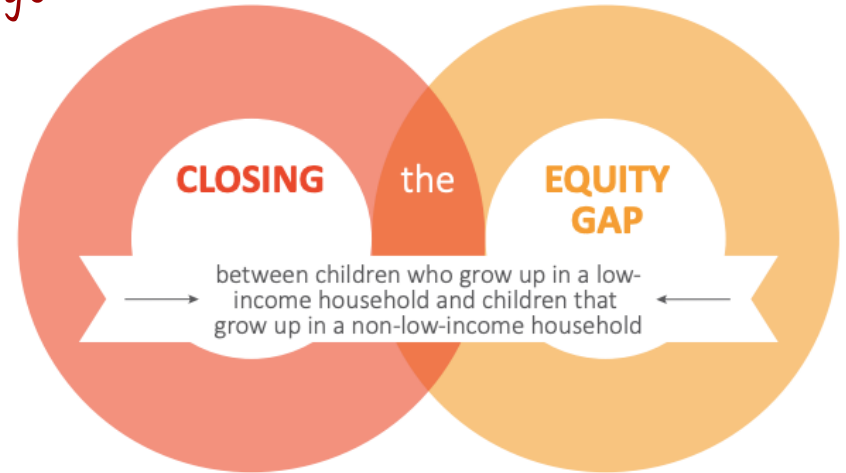


By 2025, **DOUBLE** the number of children ready for kindergarten

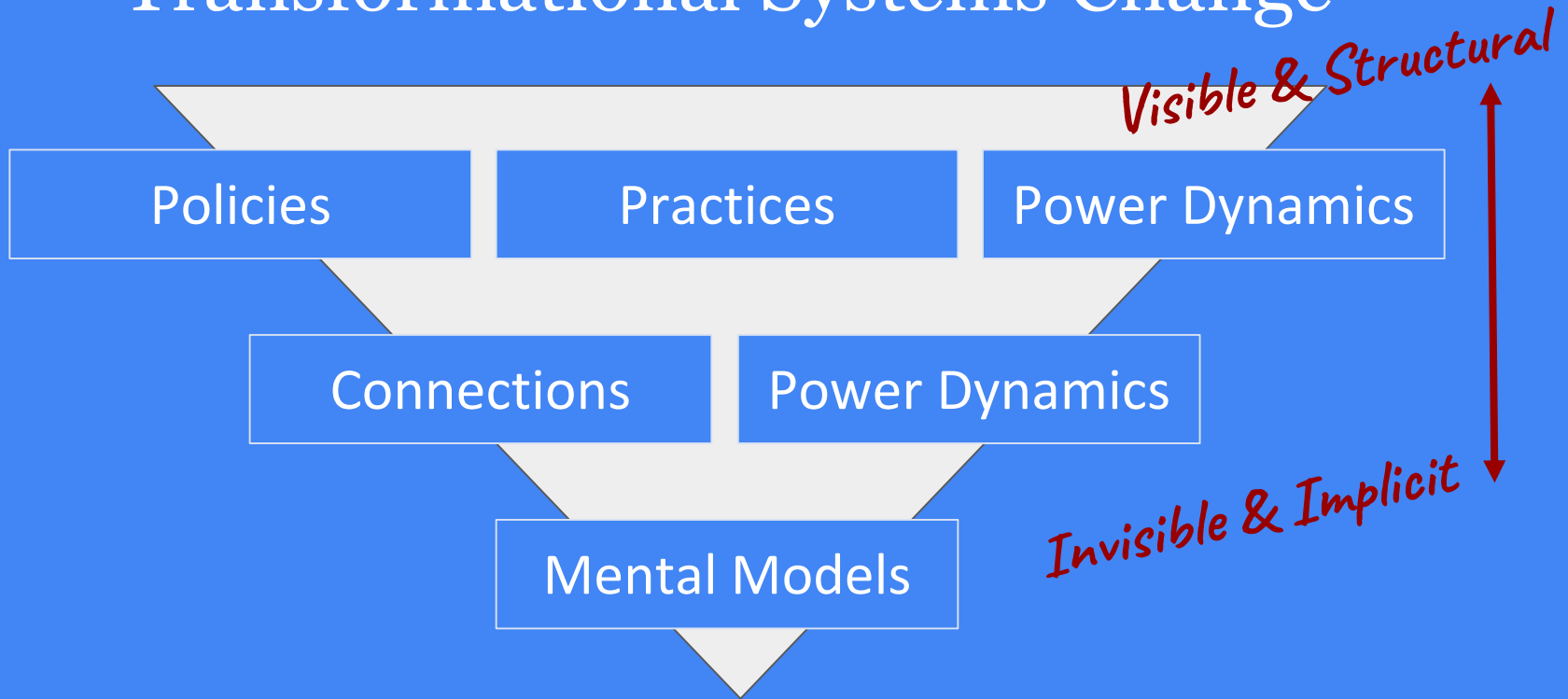
50%



Targeted Goal



Transformational Systems Change



CROSS-CUTTING CAPACITY

Generate sustainable funding for early care and learning.

Engage families in advocacy.

Raise awareness and capacity.

Collective Impact

Guiding Principles

Common Agenda

Backbone

Mutually Reinforcing
Action

Continuous
Improvement

Shared Measurement

Equity-centered

Interconnected

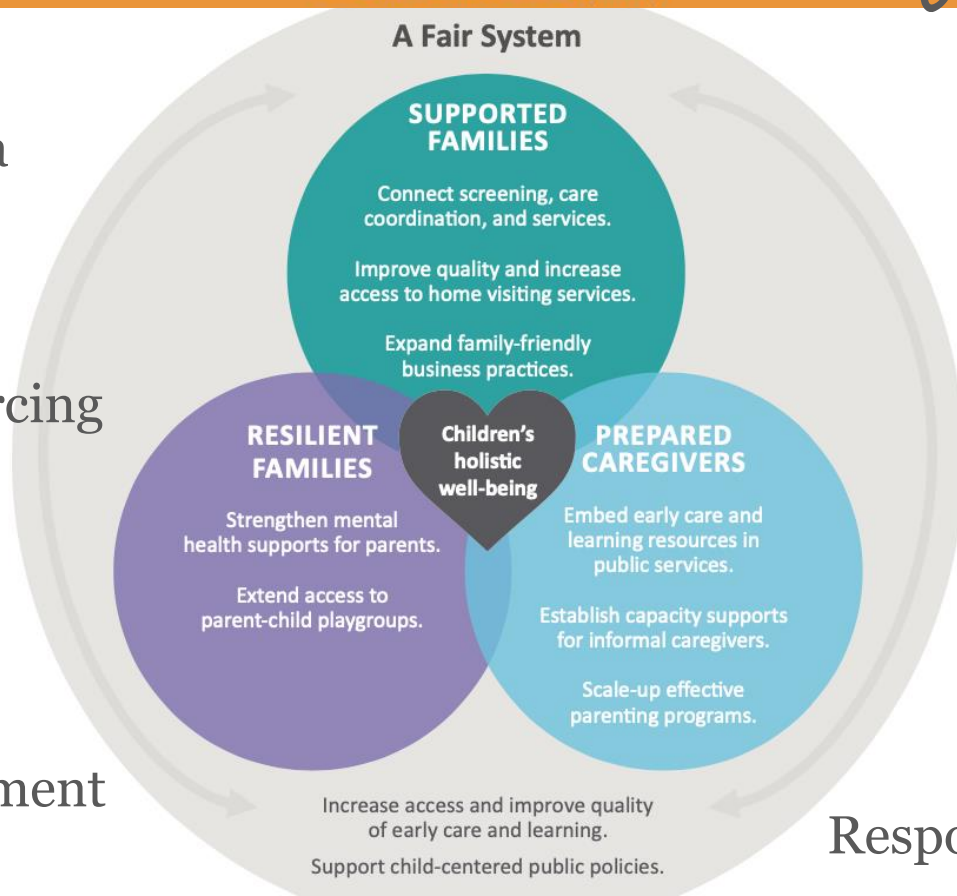
Holistic

Co-creative

Results-based

Data-informed

Responsive & Reflective



2020-21 Strategy Aligned Change Projects

supported by the backbone team

A FAIR SYSTEM

1.1 Access & Quality

- Salinas CAT: Preschool for All (also Mamas)
- Greenfield Early Learning Partnership & Kinder Festival
- Early Learning Network
- Child Care Accessibility Project
- COVID Response & Recovery

1.2 Public Policies & Practices

- Preschool for All (also Mamas)

RESILIENT FAMILIES

2.1 Parent Mental Health

- Monterey County Maternal Mental Health Task Force

SUPPORTED FAMILIES

3.2 Home Visiting

- Home Visiting Coordination Hub

3.3. Family Friendly Business

- Family Friendly Business Certification

PREPARED CAREGIVERS

4.2 Informal Caregiver Supports

- Family Friends & Neighbors Network

CROSS CUTTING

5.1 Sustainable Funding

- Assistance to state contractors (also A Fair System)

5.2 Advocacy

- Mamas de Salinas Abogan - Moms of Salinas Advocate (also Salinas CAT)

5.3. Capacity & Awareness

- REDI systems - centered in Race, Equity, Diversity, Inclusion

Stories of Resiliency



Mamas de Salinas Abogan



Maternal Mental Health



Greenfield Early Learning Partnership



Balancing Business & Workforce Well-being, Productivity, Profitability

Nowadays, work and family life balance looks very different. Businesses have new, health-related protocols, some people are working from home, school-aged children are distance learning, and childcare and education options for our youngest are very limited.

According to the US Chamber of Commerce Foundation, the "childcare equation" drives employee productivity and satisfaction. That equation is made up of a parent's work schedule and responsibilities, family and home environment, and childcare options in the community. In the time of COVID, it's been turned inside out.

Family friendly policies and practices are vital for a business and its workforce, affecting well-being, productivity, and profitability. We need safe, nurturing spaces for children of all ages, and workplaces have to be more flexible than ever so parents can earn a living, contribute to a thriving economy, and take care of their families.

It can be hard to know what to do to balance it all. Here are a few ways you can support the large part of our workforce who are parents so your business can thrive:

- Acknowledge and talk about the challenges and creative solutions to addressing childcare and other needs of parents with your fellow employers and with business associations.
- Have open conversations with your employees. Listen to and empathize with each other. Stretch in new ways to meet the challenges you both face. Some employers are offering highly flexible schedules, others a leave of absence. Help them find childcare options at www.MontereyCountyChildCare.org

- Set up temporary all-ages childcare for employees at the workplace. Costs can be minimal and shared between the parent and employer to make it possible. Sponsor an instructor, or parents can share supervision responsibilities through a co-op model. Partner with a local nonprofit to provide services.
 - Be a family-friendly Business. Family-friendly business policies and practices can improve productivity, reduce absenteeism and turnover, increase job satisfaction, lower healthcare costs, and improve organizational effectiveness. The suggestions above are some examples of family friendly practices. Learn more and certify through Bright Beginnings at www.BrightBeginningsMC.org
 - Share your needs and experiences with other sectors – like government and nonprofit – so they can help connect you with resources.
 - Think long-term. Advocate for universal childcare and other policies so there is more public funding to be family-friendly.
- What's good for families is good for business. To learn more, visit www.BrightBeginningsMC.org or email info@BrightBeginningsMC.org.



Sonja Koehler

Sonja Koehler is Director of the countywide, multi-sector Bright Beginnings Early Childhood Development Initiative. Prior to moving to Monterey County in 2006, she lived in Chicago and worked in public relations for public policy, urban planning, and local economic development.



The Salinas Valley Chamber of Commerce and Bright Beginnings proudly recognize the Chamber members who are certified Family Friendly Businesses!



A family friendly business supports the well-being, retention, and productivity of employees with children. Visit www.BrightBeginningsMC.org to learn more and to certify.



COVID-19 Response & Recovery for Child Care & Wellbeing



ADDRESSING DISPARITIES IN VACCINE ACCESS

COVID-19
VACCINE

8
KSEW

Bienvenido al cuidado infantil del condado de Monterey

Haga clic aquí o en la imagen de abajo para encontrar cuidado de niños. Haga clic aquí o en la imagen a continuación si brinda o desea brindar cuidado y educación infantil.



Encuentre cuidado de niños



para educadores



MONTEREY
COUNTY CHILD CARE

Find Child Care

www.montereycountychildcare.org

COMIENZOS BRILLANTES
HOUSING FOR PROGRESS TO BEHOLDERS OF DREAMS

BRIGHT BEGINNINGS
EARLY CHILDHOOD DEVELOPMENT INITIATIVE

www.MontereyCountyChildCare.org

Family, Friends & Neighbor Child Care

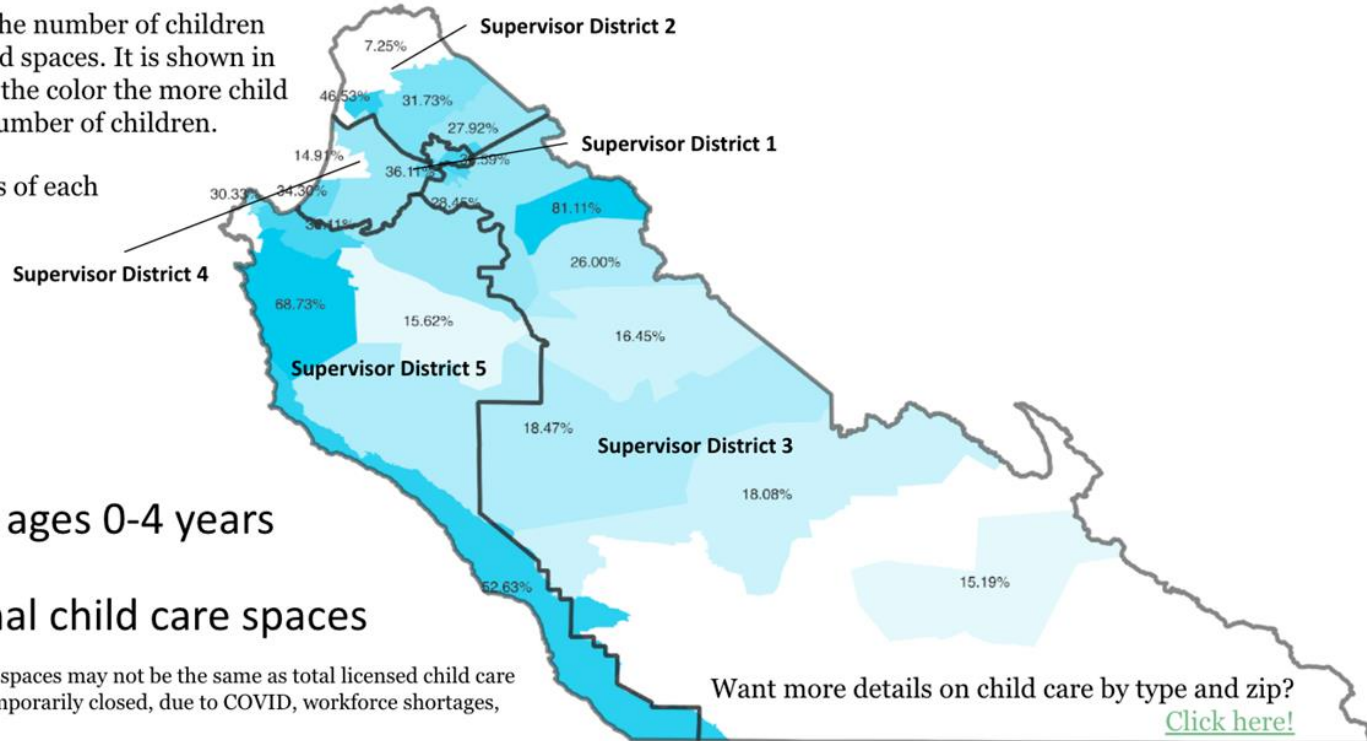


Mónica
García
Santiago

In Monterey County, only 26% of children ages 0-4 years have access to child care & education in a licensed center or child care home.

Access is measured by comparing the number of children ages 0-4 and the number of licensed spaces. It is shown in this map by **zip code** - the darker the color the more child care is available compared to the number of children.

The map also shows the boundaries of each County Supervisorial District.



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