## Before the Board of Supervisors in and for the County of Monterey, State of California

Accept the First 5 Monterey County FY 2009/10							
Annual Report to the Community and the First 5							
Monterey	County	Connecting	the	Dots	)		
Evaluation	Report				)		

Upon motion of Supervisor Potter, seconded by Supervisor Salinas, and carried by those members present, the Board hereby;

Accepted the FY 2009/10 First 5 Monterey County Annual Report to the Community and the First 5 Monterey County Connecting the Dots Evaluation Report.

PASSED AND ADOPTED on this 17<sup>th</sup> day of May, 2011, by the following vote, to wit:

AYES: Supervisors Armenta, Calcagno, Salinas, Parker, and Potter

NOES: None ABSENT: None

I, Gail T. Borkowski, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 75 for the meeting on May 17, 2011.

Dated: May 17, 2011

Gail T. Borkowski, Clerk of the Board of Supervisors County of Monterey, State of California

\_\_\_\_\_\_



2009-2010 "A growing body of scientific evidence shows that early influences—whether positive or negative—are critical to the development of children's brains and their lifelong health."

-Center on the Developing Child, Harvard University



## Investments That Last A Lifetime

## First 5 Monterey County funds local programs benefiting young children and their families.

First 5 Monterey County (F5MC) was established in 1998 when California voters passed Proposition 10, The California Children and Families Act, that levied a 50-cent per pack tax on tobacco products. The money from this tax is used to fund local programs and services that promote early childhood development for children ages 0-5.

Since our inception, F5MC has invested more than \$64 million in providing services to children 0-5 and their families. During fiscal year 2009-2010, we provided approximately \$7.5 million to programs, services, and community events that addressed parent development, early care and education, and child health.

#### Why Ages Zero to Five?

Research shows that a child's brain develops most significantly during the first five years. A child's early experiences and relationships with parents and caregivers profoundly influence brain development and success in school and life.

Research shows community investments in programs reaching families with young children yield great financial and social benefits. With the current economic crisis, funding prevention and early intervention programs is a critical step to ensure the long-term success of our community. Recognizing this, F5MC invests in improving the lives of Monterey County's youngest children and their families. It is the only local funding source dedicated to children ages 0-5.

#### The Community's Plan

In 2005, we created a strategic plan\* with an emphasis on Early Learning Opportunities. More than 1,000 community voices participated in identifying the guiding visions for our work from 2007 to 2015:

- Community Vision 1: Parents feel competent, well-informed, and capable of supporting their child.
- Community Vision II: Families have quality, affordable early care and education of choice.
- Community Vision III: Children are mentally and physically healthy.
- \*To view the F5MC Strategic Plan for 2007-2015 please visit: www.First5Monterey.org

#### **OUR VISION**

All children reach their full potential in a family and community that values and respects childhood.

#### **OUR 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.

SHAPING THE FUTURE



Make the First 5 years count

In fiscal year 2009-2010, F5MC Funded Partners served over 30,000 young children, parents, and child care providers.

Total Served . . . . . . . . . . . . . . 30,349

## WHAT OUR INVESTMENTS ACCOMPLISHED

Below are key findings from the F5MC evaluation activities during fiscal year 2009-2010. To learn more about our findings, please visit www.first5monterey.org and click on Evaluation.

- The social and economic disparity gaps in child and family outcomes appear to be closing after one year of participation in F5MC-funded programs.
- Children who participate in F5MC-funded programs are developing the social and emotional skills necessary for kindergarten readiness.
- Parents participating in F5MC-funded programs are reading more frequently to their children and engaging in home educational activities more often than when they began the programs.
- F5MC programs support families of young children by increasing access to services and strengthening the service system.
- F5MC programs are serving our target population including those that have low levels of education and are living in poverty.
- F5MC funds support over 100 full-time jobs each year in Monterey County.

## FINANCIAL DATA FOR FISCAL YEAR 2009-2010

#### **Expenditures**

Total Expenditures . . . . \$7,525,458





1125 Baldwin Street, Salinas, CA 93906 831-444-8549 • www.First5Monterey.org

# Improving Lives Through Program Services

During 2009-2010, F5MC funded programs continued to provide services that positively affected individual children and families. In accordance with the F5MC Strategic Plan for 2007-2015 \* \*, the population served aligned with our goal of assisting those most in need. Since 1999, F5MC has touched more than 250,000 lives.

#### MOST COMMONLY PROVIDED SERVICES

- Information, Referral, and Assistance
- High Intensity Consultations and Interventions
- Parent Education Classes
- Community Capacity Building
- Parent/Child Developmental Playgroups
- Parent/Child Health and Development Home Visits
- Infant-Toddler and Preschool Child Development Services
- Special Needs Screening or Assessment
- \*\*To view all of the F5MC planning and evaluation reports please visit: www.First5Monterey.org

#### **FUNDED PROGRAMS**

Community Visions (% of Population Served)	Funded Partners		
I. Parenting Development (59%)	Alisal Healthy Start Family Resource Center; Family Connections; Castro Plaza Family Resource Center; Centro Binacional; Community Foundation of Monterey County-Literacy Campaign and Neighborhood Grants; Interactive Parenting Media-Nuestros Niños and Childhood Matters; King City Family Resource Center; Monterey County Office of Education-Dads in Action; Pajaro Family Resource Center; Radio Bilingüe; Salinas Adult School; Soledad Adult School; United Way 2-1-1 Monterey County		
II. Early Care and Education (4%)	Comprehensive Approaches to Raising Educational Standards (CARES) Program, Hartnell Child Development Center Technical Assistance; Monterey Peninsula College Child Development Center Technical Assistance; Tanimura & Antle Technical Assistance		
III. Child Health (37%)	Avance-Special Needs Project; Community Foundation of Monterey County- Nutrition Education; Community Oral Health Services; Door to Hope-MCSTART; Easter Seals Central California; Monterey County Health Department: Children's Behavioral Health Services; Monterey County Probation Department - Child Advocate Program		

#### COMMISSIONERS\*\*\*

Elliott Robinson (Chairperson) Director, Monterey County Department of Social and Employment Services

Simón Salinas (Vice-Chairman) Supervisor, Monterey County Board of Supervisors, District 3

Jeanne Hori-Garcia (Secretary)
Early Childhood Education Instructor, Hartnell Community College

Robert Black, M.D.

Pediatrician, The Pediatric Group of Monterey

Ray Bullick

Director, Monterey County Health Department

Esther Rubio

Head Start Director, Monterey County Office of Education

Josefina Silva

Preschool Coordinator, Greenfield Union School District

#### STAFF\*\*\*

Francine Rodd Executive Director

Beth Reeves-Fortney Senior Program Officer

Ana González-Romo Program Officer

Kim Stemler Policy, Advocacy & Communications Manager

David Dobrowski Evaluation Officer Manuela Kolpin Finance/Operations Officer

Joanna Jensen Administrative Manager

Ana Duran Finance Support

Lisa Luis Program Support

\* \* \* As of January 2011





## Inversiones Que Duran Toda Una Vida

#### Primeros 5 del Condado de Monterey financia programas locales que benefician a niños pequeños y a sus familias

٠

Primeros 5 del Condado de Monterey (F5MC, por sus siglas en inglés) se estableció en 1998 cuando los votantes de California aprobaron la Proposición 10, La Ley de Niños y Familias de California, la cual recauda un impuesto de 50 centavos por paquete sobre productos derivados del tabaco. El dinero recaudado con este impuesto se usa para financiar programas y servicios locales que promueven el desarrollo de la infancia para niños entre los 0 y 5 años.

Desde sus comienzos, F5MC ha invertido más de 64 millones de dólares para ofrecer servicios a niños entre 0 y 5 años de edad y a sus familias. Durante el año fiscal 2009-2010, F5MC suministró aproximadamente 7.5 millones de dólares para programas, servicios y eventos comunitarios que abordaron temas como el desarrollo de los padres, el cuidado infantil y la educación temprana, y la salud infantil.

#### ¿Por qué entre cero y cinco años de edad?

Estudios de investigación muestran que el cerebro de los niños se desarrolla más significativamente durante los primeros años de su vida. Las experiencias y relaciones tempranas de un niño con sus padres y proveedores de cuidado influyen profundamente el desarrollo del cerebro y el éxito en la escuela y en la vida.

Estudios de investigación muestran que las inversiones comunitarias en programas destinados a las familias con niños pequeños producen grandes beneficios financieros y sociales. Con la crisis económica actual, financiar programas de prevención e intervención temprana es un paso crítico para asegurar el éxito a largo plazo de nuestra comunidad. Reconociendo esto, F5MC invierte en mejorar las vidas de los niños más pequeños del Condado de Monterey y sus familias. Es la única fuente de financiamiento local dedicada a los niños con edades entre 0 y 5 años.

#### El plan de la comunidad

En 2005, F5MC creó un plan estratégico\* con énfasis en Oportunidades de Aprendizaje Tempranas. Más de 1000 voces comunitarias participaron en identificar las visiones para orientar su labor de 2007 a 2015:

- Visión de la Comunidad I: Los padres se sienten competentes, bien informados, y capaces de apoyar a su hijo.
- Visión de la Comunidad II: Las familias cuentan con cuidado infantil y educación temprana accesibles y de calidad de su elección.
- Visión de la Comunidad III: Los niños están mentalmente y físicamente sanos.
- \*Para ver el Plan Estratégico F5MC para 2007-2015, visite: www.First5Monterey.org



En el año fiscal 2009-2010, los Socios Financiados de F5MC brindaron servicios a más de 30,000 niños pequeños, padres y proveedores de cuidado infantil

y proveedores de cuidado in	itantil.
Niños	5,308
Padres/Proveedores de Cuidado	10,618
Proveedores de Servicios y de Cuidado Infantil	
Asistentes a Eventos Comunitarios	9,413
Familias que recibieron el Kit para Nuevos Padres	

Total Servido......30,349

#### NUESTRA VISIÓN

Todos los niños alcanzan su pleno potencial en una familia y una comunidad que valora y respeta la niñez.

#### **NUESTRA MISIÓN**

Servir como catalizador para crear cambios sostenibles en los sistemas, las pólizas y las prácticas que enriquezcan el desarrollo de los niños en sus PRIMEROS 5 años de vida.





#### LO QUE NUESTRAS INVERSIONES HAN **LOGRADO**

A continuación se presentan hallazgos fundamentales obtenidos por medio de las actividades de evaluación de F5MC durante el año fiscal 2009-2010. Para aprender más sobre nuestros hallazgos, visite www.first5monterey.org y haga clic en "Evaluation" (Evaluación)

- Las brechas de disparidad social y económica en los resultados de niños y familias parecen disminuir después de un año de participación en programas
- · Los niños que participan en programas financiados por F5MC están desarrollando las habilidades sociales y emocionales necesarias para estar preparados para ingresar al kindergarten
- · los padres que participan en programas financiados por F5MC les están leyendo más frecuentemente a sus hijos y están participando en actividades educativas en el hogar más a menudo que cuando comenzaron el programa.
- Los programas de F5MC apoyan a las familias de niños pequeños aumentando el acceso a servicios y fortaleciendo el sistema de servicios.
- Los programas de F5MC están sirviendo a la población objetivo incluyendo aquellos que tienen bajos niveles educativos y viven en la
- Los fondos de F5MC proveen más de 100 empleos de tiempo completo en el Condado de Monterey cada año.

#### **DATOS FINANCIEROS PARA** EL AÑO FISCAL 2009-2010

#### Gastos

Servicios . . . . . 80% \$6,042,480

Administración .... 8% .. \$608,938

Gastos Totales. . . . . \$7,525,458





l 125 Baldwin Street Salinas, CA 93906

831-444-8549

www.First5Monterey.org

### Mejorando Vidas a Través de Servicios del Programa

Durante 2009-2010, los programas financiados por F5MC continuaron prestando servicios que afectaron positivamente a niños y familias. La población servida coincide con nuestra meta de ayudar a aquellos más necesitados de acuerdo con el Plan Estratégico de F5MC para 2007-2015\*\*. Desde 1999, F5MC ha tocado a más de 250,000 vidas.

#### SERVICIOS MÁS COMÚNMENTE PROVEIDOS

- Información, remisiones y avuda
- · Consultas e intervenciones de alta intensidad
- Clases de educación para padres
- · Creación de capacidad comunitaria
- Grupos de juego para el desarrollo de padres e hijos
- Visitas de salud y desarrollo a domicilio para padres e hijos
- · Servicios de desarrollo infantil para bebés, niños pequeños y niños en edad pre-escolar
- Chequeo inicial o evaluación de necesidades especiales

#### PROGRAMAS FINANCIADOS

Visiones de la Comunidad A de la población servida base codo visida	Año Fiscal 2009-2010 Ano Fisca
I. Desarrollo de los Padres (59%)	Centro de Recursos Familiares Alisal Healthy Start; Conexiones Familiares [Family Connections]; Centro de Recursos Familiares Castro Plaza; Centro Binacional; Fundación Comunitaria del Condado de Monterey (Community Foundation of Monterey County)—Campaña de Alfabetización y Subvenciones para Vecindarios; Interactive Parenting Media—Nuestros Niños y Childhood Matters; Centro de Recursos Familiares de King City; Oficina de Educación del Condado de Monterey—Papás en Acción; Centro de Recursos Familiares de Pájaro; Radio Bilingüe; Escuela de Adultos de Salinas; Escuela de Adultos de Soledad; United Way 2-1-1 del Condado de Monterey
II. Cuidado Infantil y Educación Temprana (4%)	Programa Enfoques Completas para Aumentar los Estándares Educativos (Comprehensive Approaches to Raising Educational Standards, CARES), Ayuda Técnica al Centro de Desarrollo Infantil de Hartnell; Ayuda Técnica al Centro de Desarrollo Infantil de Monterey Peninsula College; Ayuda Técnica a Centro de Desarollo Infantil Tanimura & Anile
III. Solud Infantil (37%)	Avance—Proyecto de Necesidades Especiales; Community Foundation of Monterey County—Educación de Nutrición; Servicios Comunitarios de Salud Dental; Puerta a la Esperanza (Door to Hope)—MCSTART; Easter Seals de California Central; Departamento de Salud del Condado de Monterey: Servicios de Salud del Comportamiento Infantil; Departamento de Libertad Condicional del

#### **COMMISIONADOS\*\***

Elliott Robinson (Presidente) Director, Departamento de Servicios Sociales y de Empleo del Condado de Monterey

Simón Salinas (Vicepresidente) Supervisor, Junta de Supervisores del Condado de Monterey, Distrito 3

Jeanne Hori-Garcia (Secretaria) Instructora de Educación de la Infancia, Hartnell Community College

Robert Black, M.D.
Pediatra, The Pediatric Group of Monterey

Director, Departamento de Salud del Condado

Directora del Programa Head Start, Oficina de Educación del Condado de Monterey

Josefina Silva Coordinadora de Preescolar, Distrito Escolar de Greenfield

#### PERSONAL\*\*\*

Francine Rodd Directora Ejecutivo

Condado de Monterey-Programa de Defensoria Infantil

Beth Reeves-Fortney Oficial de Programas Súperior

Ana González-Romo

Oficial de Programas

Oficial de Políticas. Defensoria y Comunicaciones

David Dobrowski

Manuela Kolpin Oficial de Operaciones Financieras

loanna lensen

Ana Duran

Asistente Administrativa de Finanzas

Lisa Luis Asistente Administrativa de Programas

\*\*\*A enero de 2011



**(** 

**(** 

<sup>\*\*</sup>Para ver todas las informes de planificación y evaluación de F5MC, visite: www.First5Monterey.org

# Connecting the Dots: Findings from the 2009-10 *First 5 Monterey County* Evaluation

First 5 Monterey County (F5MC) funds local programs benefiting children from the prenatal stage to age 5 and their families. In fiscal year 2009-2010, F5MC supported 30,402 young children, parents and child care providers. Listed below are key findings culled from F5MC sponsored evaluation activities during fiscal year 2009-2010. For access to the full compliment of evaluation reports please visit: first5monterey.org

## The social and economic disparity gaps in child and family outcomes appear to be closing after one year of participation in a *F5MC*-funded program\* ®

Parent's level of education is a leading predictor of school readiness in Monterey County. Namely, children whose parents had more than a high school education were more likely to master social and emotional skills, communication skills, cognition and general knowledge skills, and develop positive approaches to learning.

Interestingly, data collected from the Parent Interview demonstrated that after one year of enrolling into a *F5MC*-funded program, family socio-economic characteristics, including level of education, became less of a factor when describing the extent to which parents engaged in activities known to promote child development. For example, after one year parent level of education and family income were not significantly associated in the area of frequency of reading to the child and educational activities in which families engage in with their children at home. More specifically, there was a significant increase among parents with less than a high school education (33 percent to 43 percent) as well as parents with a high school education (32 percent to 48 percent) who reported reading daily to their child. These findings are key given that daily reading to children is significantly associated with kindergarten readiness.

## Children who participate in *F5MC*- funded programs are developing the social and emotional skills necessary for kindergarten readiness\*

Social and emotional well-being is another factor found to be a predictor of kindergarten readiness in Monterey County. The 2009 Monterey County Kindergarten Readiness Assessment, sponsored by *F5MC*, found that children who mastered social and emotional skills prior to entering kindergarten were far more likely to demonstrate comprehensive readiness across other developmental domains, including cognition and general knowledge, approaches to learning and communication skills. Additionally, kindergarten teachers and early educators in Monterey County agreed that social and emotional well-being is the most important developmental domain for children to master before starting and completing kindergarten.

In the 2009-2010 Participatory Evaluation, parents who participated in *F5MC* parenting programs observed changes in their child's social and emotional development – they are learning how to positively interact with their parents, peers, and other adults (e.g., teachers and parent educators), are

more willing to ask for help, and are increasingly more successful at controlling their emotions. For children who do not or cannot attend preschool (which has also been found to be factor associated with kindergarten readiness), playgroups may be an alternative to help develop their social and emotional skills.

## F5MC parents are participating in reading and home educational activities more often\* ® ■

Although the 2009 Monterey County Kindergarten Readiness Assessment found that only 51 percent of parents reported reading books with their child daily, the report also demonstrated that reading daily has a profoundly positive influence on school readiness. Not surprisingly then, reading with your child and spending time with your child are the top activities educators recommend for parents seeking to prepare their children for kindergarten.

Data collected from the Parent Interview and the Participatory Evaluation demonstrate that parents receiving *F5MC*-funded services are reading more frequently to their child and engaging in home education activities more often. After one year of enrolling into a *F5MC*-funded program, over half (52 percent) of parents reported reading to their children every day, a 16 percent increase from the baseline year. Additionally, parents are engaged in five activities (such as helping their child learn letters, words or numbers) three or more times per week compared to four activities three or more times per week at baseline.

## F5MC programs support families of young children by increasing access to services, organizational capacity and sustainability, and by working together more collaboratively \*\*

In order to strengthen the system of services for children and families, five essential characteristics were identified by the community:

- culturally and linguistically appropriate services,
- community-based services,
- flexible hours,
- family-centered services, and
- coordinated services.

These enhancements to the service system are vital as they can directly increase parent participation and indirectly impact a child's readiness for kindergarten. Systems level survey findings suggest that *F5MC*-funded partners are taking steps to provide services that meet the five essential characteristics. Nearly all agencies reported offering enrollment, activities, referrals, and follow-up in English and Spanish, more than 90 percent indicated that their program was accessible by bus, and 81 percent reported their services were available during weekday evenings. Additionally, funded programs continue to work together more closely to strengthen the system of services for families. Specifically, they are taking steps to develop stronger partnerships with programs, refer families to appropriate services, and co-locate services.

Parents who participated in the Parent Interview reported being highly satisfied with the services they received and reported increased satisfaction with services in all essential characteristic areas when compared to baseline. Parents reported the greatest percent increase with "I feel like services between

different agencies are connected," (17.9 percent increase), "The program's hours of operation made it easy for me to participate in the services offered," (8.9 percent increase), and "The services offered in the programs are respectful of my culture (6.2 percent increase).

#### F5MC programs are serving the target population ^

At-risk families of young children, including those that are low-income, have low levels of education, and are living in poverty, are targeted for services by *F5MC* and its funded programs. These families face challenges that may impact their child's ability to be prepared physically, emotionally, socially, and intellectually when they enter kindergarten. Therefore, it is important that services are accessible to the children and families that most benefit from them.

Data from the *F5MC* client management system, which is described in the client level data report, provide a representation of the characteristics of families receiving services. Findings demonstrate that *F5MC* programs are serving the intended population: the proportion of Hispanic/Latino children served (87 percent) closely mirrors the proportion of Hispanic/Latino Medi-Cal funded births (91 percent); nearly 70 percent of parents served have not completed high school; 66 percent of children qualify for and were enrolled in Medi-Cal and five percent did not have health insurance coverage.

#### Legend

- \* Kindergarten Readiness Assessment, May 2010
- 2009-10 Parent Interview Report
- 2009-10 Participatory Evaluation Report
- ♦ 2009-10 Systems-Level Evaluation Report
- ▲ 2009-10 Client-Level Data Report

#### MONTEREY COUNTY BOARD OF SUPERVISORS

MEETING: May 17, 2011 AGENDA NO.: Consent 2/

SUBJECT: Accept the FY 2009/10 First 5 Monterey County Annual Report to the

Community and the First 5 Monterey County Connecting the Dots

**Evaluation Report** 

**DEPARTMENT:** Department of Social and Employment Services

#### **RECOMMENDATION:**

It is recommended that the Board of Supervisors:

Accept the First 5 Monterey County 2009/10 Annual Report to the Community and the First 5 Monterey County Connecting the Dots Evaluation Report.

#### **SUMMARY:**

The 2009/10 Annual Report to the Community provides an overview of the outcomes of First 5 Monterey County (F5MC) in the areas of improved child development, improved child health, and improved family functioning. This report serves as the FY 2009/10 Annual Report to the Board of Supervisors as required by Ordinance Number 05034. Also included, as additional background information, is the First 5 Monterey County Connecting the Dots Evaluation Report. Additional evaluation reports are available at www.first5monterey.org.

#### **DISCUSSION:**

First 5 Monterey County was established by the Monterey County Board of Supervisors in 1998 following the passage of Proposition 10, which added a 50-cent-per-pack tax to all tobacco products. The statewide-collected monies are earmarked for programs and services benefiting children from the prenatal stage through age 5 and their families. This is the only source of locally controlled funding for early childhood programs.

The Annual Report serves to demonstrate the impact on over 30,000 children, parents/caregivers, and child care providers served by First 5 Monterey County's twenty-three funded agencies and numerous sponsored community events. During FY 2009/10, First 5 Monterey County invested more than \$7.5 million to support community partnerships and agencies helping to enhance the lives of young children and their families throughout Monterey County. Below are key findings from the First 5 Monterey County evaluation activities during FY 2009/10.

- Some social and economic disparity gaps in child and family outcomes are closing after one year of participation in F5MC-funded programs.
- Children who participate in F5MC-funded programs are developing the social and emotional skills necessary for kindergarten readiness.
- Parents participating in F5MC-funded programs are reading more frequently to their children and engaging in home educational activities more often than when they began the programs.
- F5MC programs support families of young children by increasing access to services and strengthening the service system.
- F5MC programs are serving the target population -- those that have low levels of education and are living in poverty.
- F5MC funds support over 100 full-time employees and either partially or fully support almost 200 jobs in Monterey County.

#### **OTHER AGENCY INVOLVEMENT:**

In FY 2009/10 First 5 Monterey County collaborated with and funded a variety of County and community-based agencies and organizations. Commissioners include representatives from the Monterey County Board of Supervisors, Monterey County Health Department and Monterey County Department of Social and Employment Services.

**FINANCING:** 

There are no fiscal implications connected to receiving and accepting this Annual Report.

Signature:

Elliott Robinson, Chair First 5 Monterey County

Attachments: First 5 Monterey County 2009/10 Annual Report to the Community and First 5 Monterey County Connecting the Dots Evaluation Report