



Board of Supervisors Report

January 30, 2018

First 5 Monterey County History

- Planning, implementation, and fiscal management of Proposition 10 funds in Monterey County
 - Prop 10 passed by voters in 1998
 - Dedicated source of funding for early childhood development
 - Tobacco tax



Proposition 10 History

- Prop 10 Authority
 - 80% of funding under local control
 - County Children and Families Commissions
 - Boards of Supervisors appoint

Proposition 10 History

- **F5MC** Commission includes:
 - BOS representative
 - DSS representative
 - Health Department representative
 - 4 Community Members
 - Early care and education, parenting, literacy, health, and advocacy

Types of Support

- General information
 - Reaches wide audiences throughout the county
 - Community Events
 - Financial Sponsorships, eg. Stuff the Bus
 - MY Museum Wheelie Mobilee
 - First 5 California Express
 - Bilingual book donations
 - Educational campaigns
 - State TV and radio ads
 - » Read. Talk. Sing.®
 - Kit for New Parents



Types of Support



- 2016/2017 Intensive investments
 - Parenting
 - Child Care Quality
 - Mental Health and Child Well Being

\$7.1M

INVESTED

35,423

CHILDREN, PARENTS, CAREGIVERS,
PROVIDERS, AND EDUCATORS SUPPORTED

Total Expenditures: \$7,143,821

Programs & Services: \$6,085,188

Evaluation: \$328,128

Administration: \$730,505

Our investments in nearly 30 local programs are based in the understanding that family and relationships are central to the healthy development of children ages 0 to 5.



A circular infographic with a central title and three segments. The central circle is divided into three colored arcs: green, dark blue, and purple. The green arc is the largest, followed by the purple arc, and then the dark blue arc. Each arc corresponds to a program category below it. The background features a large, light gray circular arc on the left and a gray semi-circle at the top right.

HOW WE INVESTED IN PROGRAMS AND SERVICES



44%

Parenting
Programs



29%

Child Care
Quality Programs



27%

Mental Health & Child
Well-Being Programs

Supporting Parents

- Through playgroups, parenting classes, and home visiting programs, parents understand their child's unique development and nurture a strong parent-child bond with positive day-to-day interactions.



Supporting Parents

- Parents participating in First 5 Monterey County funded programs saw strong improvements in parenting skills.
 - **8 out of 10** parents indicated improvement in their confidence of helping their child learn
 - **9 out of 10** parents indicated improvement in their knowledge of how their child was growing and developing
 - **8 out of 10** parents indicated improvement in the amount of activities they do together with their child

Child Care Quality: Quality Matters



- Catalyzing the support for the establishment of a Quality Rating Improvement System
- Partnered with Monterey County Office of Education

Quality Matters has one of the **highest rates** of participating family childcare providers in the state of California.

Infant-family and Early Childhood Mental Health Training series

- Training designed to strengthen a diverse workforce of partners across systems
- Focus on social, emotional and developmental needs of infants, young children and their families relevant to all service providers

Infant-family and Early Childhood Mental Health Training series

- 123 participants
 - Probation, child care providers, and mental health clinicians
- **90% of participants** increased or deepened their knowledge of how to work with children and families as a result of the IFECMH training

Policy: AB 300

- AB 300 (Caballero): Child care and development services
 - Meet child care needs
 - Help Child care providers stay in business
 - Make immediate use of allocated Title 5 state subsidized funds
 - Gov. Brown signed in October 2017



Strategic Plan Framework July 2017-June 2023

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.

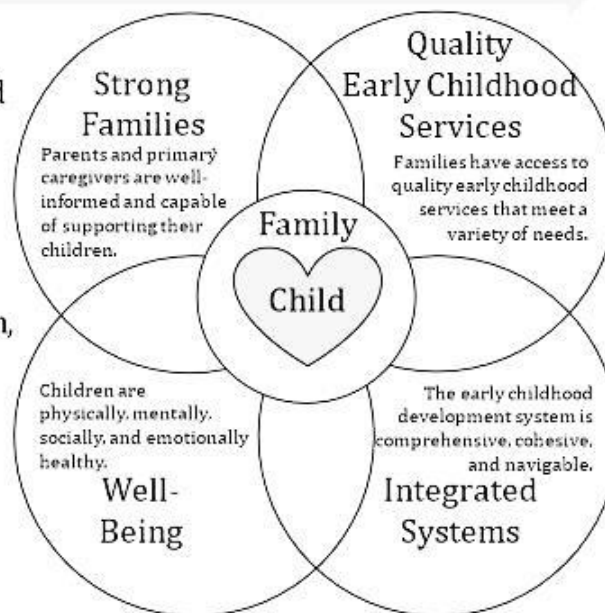
Evaluate Impact

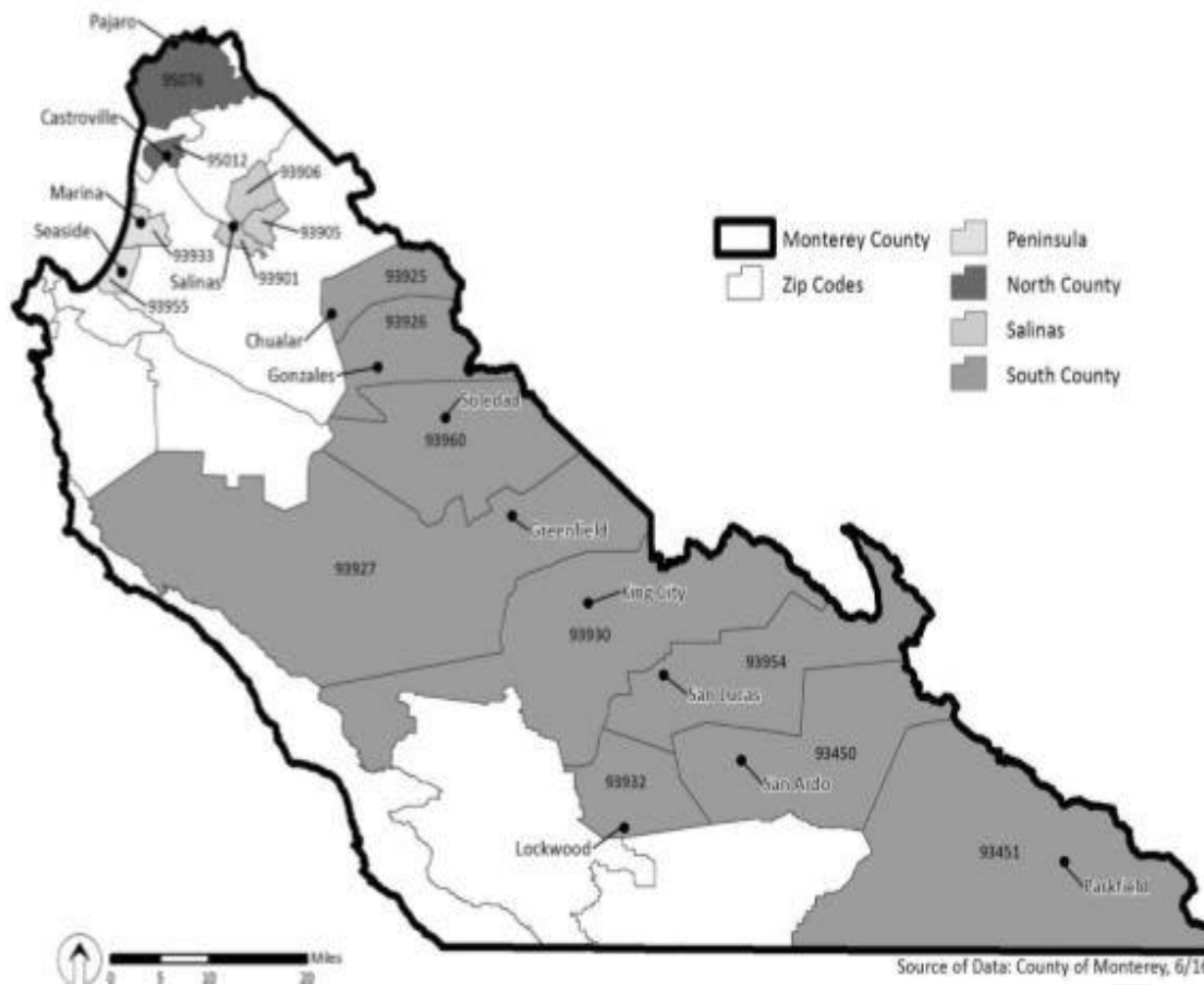
Tracking progress and supporting strategic decision-making.

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 & GOALS



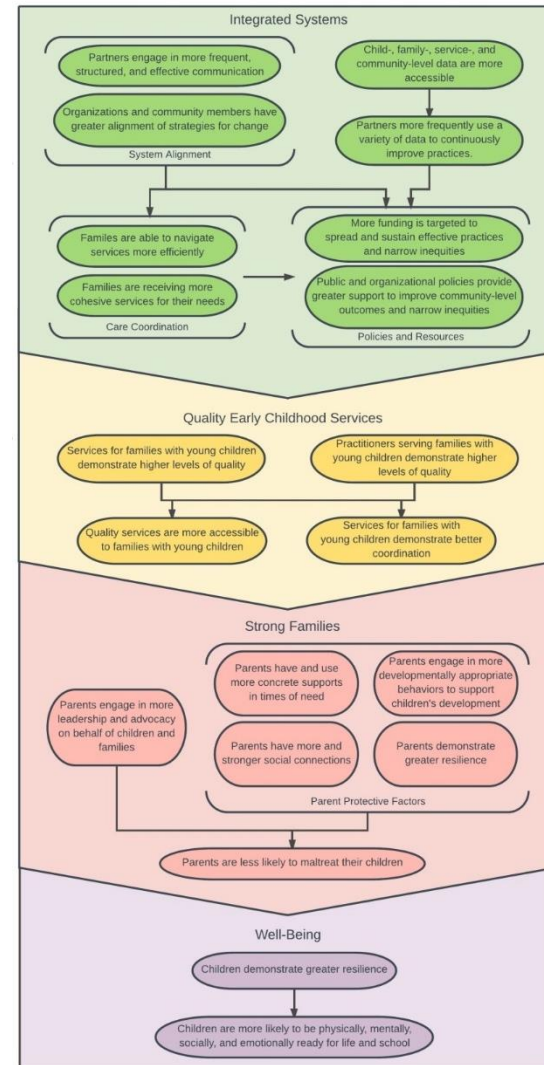


Serving Areas with the Highest Need

F5MC Theory of Change

Assumption

- The impact areas have cascading effects on each other.



Integrated Service Collaboratives

First 5 Monterey County Community Grantmaking for the 2017-2021 Funding Cycle

Collaboratives help connect families to resources by providing child development screenings, parenting information, and services to children prenatal through age 5 and their families. Each collaborative provides parent-child playgroups and also helps families with referrals and assist with coordination of services.

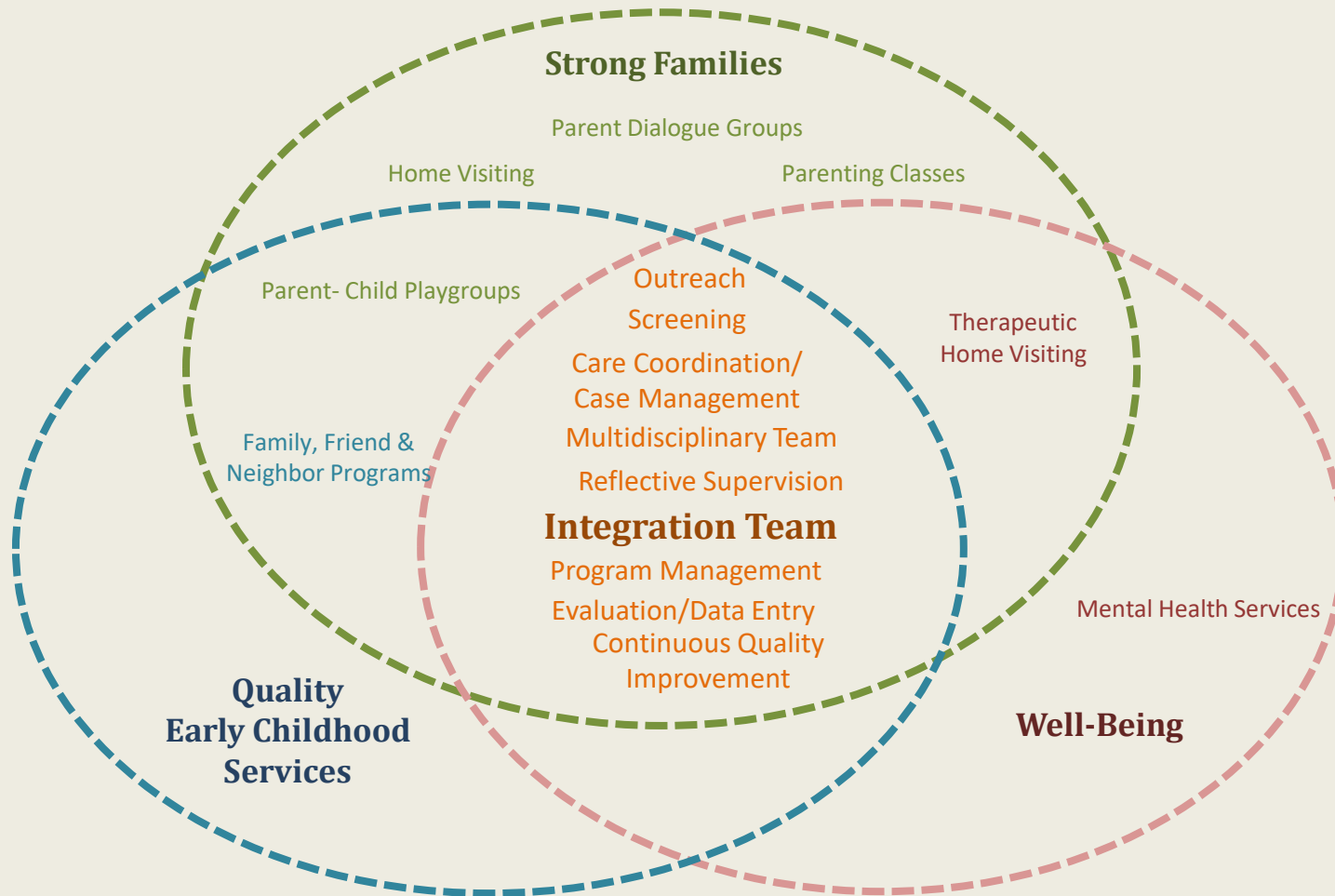


Integrated Service Collaboratives

First 5 Monterey County Community Grantmaking for the 2017-2021 Funding Cycle

- **GoKids, Inc.: Nuevas Posibilidades/New Possibilities**
 - **Serving Salinas**
- **Alisal Union School District: Alisal Health Start Family Resource Centers**
 - **Serving the Alisal Union School District Area**
- **Door to Hope: MCSTART**
 - **Services offered countywide with a focus in South County**
- **North Monterey County Unified School District: Castroville Family Resource Center**
 - **Serving the Castroville and surrounding area.**
- **Pajaro Valley Prevention and Student Assistance: Pajaro Saludable/Healthy Pajaro Collaborative**
 - **Serving the Pajaro area**

Integrated Service Collaboratives



Looking forward to 2017/18

- Implementing strategic framework priorities
 - Diversify and increase funding for early childhood development
 - Enhance access to resources, programs, and services through coordination, collaboration, and integration.
 - Inform, inspire, and facilitate the adoption of practices and policies that support early childhood development.

For More Information

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