



MONTEREY COUNTY  
CHILDREN'S COUNCIL

# 2019-2020 Annual Report Overview



# Why an Annual Report is Important

- The Annual Report was created to help our community understand the needs of our children and youth, in order to build community commitment to meet these needs. It is a local and state “snapshot” documenting the status of our children and youth. This Annual Report is intended to help community members make informed decisions with regarding public policy issues, volunteer efforts and support for nonprofit organizations.
- The Annual Report has four goals:
  - To serve as a benchmark to measure how children and youth are faring over time
  - To serve as a catalyst to mobilize community wide efforts to address the most critical challenges to children and youth’s circumstances
  - To recognize areas in which services and initiatives have been successful in improving children and youth’s quality of life in order to maintain continued support for these efforts
  - To present multiple indicators in a simple arrangement and location

# What Changed in this Annual Report

- 28 Indicators were selected and organized into three major age ranges:
  - Birth to 18
  - Birth to 5
  - 6 to 18
- Conditions for children and youth are assessed as “stable”, “fluctuating”, “increasing”, “decreasing”, or “N/A” (not available) for Monterey County and the state of California.

**Note: Due to the Covid-19 pandemic and timing to complete this report, much of the data remains the same from the last fiscal year report. Indicators with an \* have updated data for this report.**

# Data Highlights – Birth to age 18

Birth to 18	Monterey County Trend	State Trend
Children Supported by CalWORKs *	Decreasing	N/A
Children Living Below Poverty Level *	Decreasing	N/A
Children with Health Insurance	Increasing	N/A
Child Abuse and Neglect *	Fluctuating	Stable
Children in Foster Care *	Decreasing	Stable
Free and Reduced Lunch Meal Program *	Increasing	N/A
Student Homelessness *	Fluctuating	N/A



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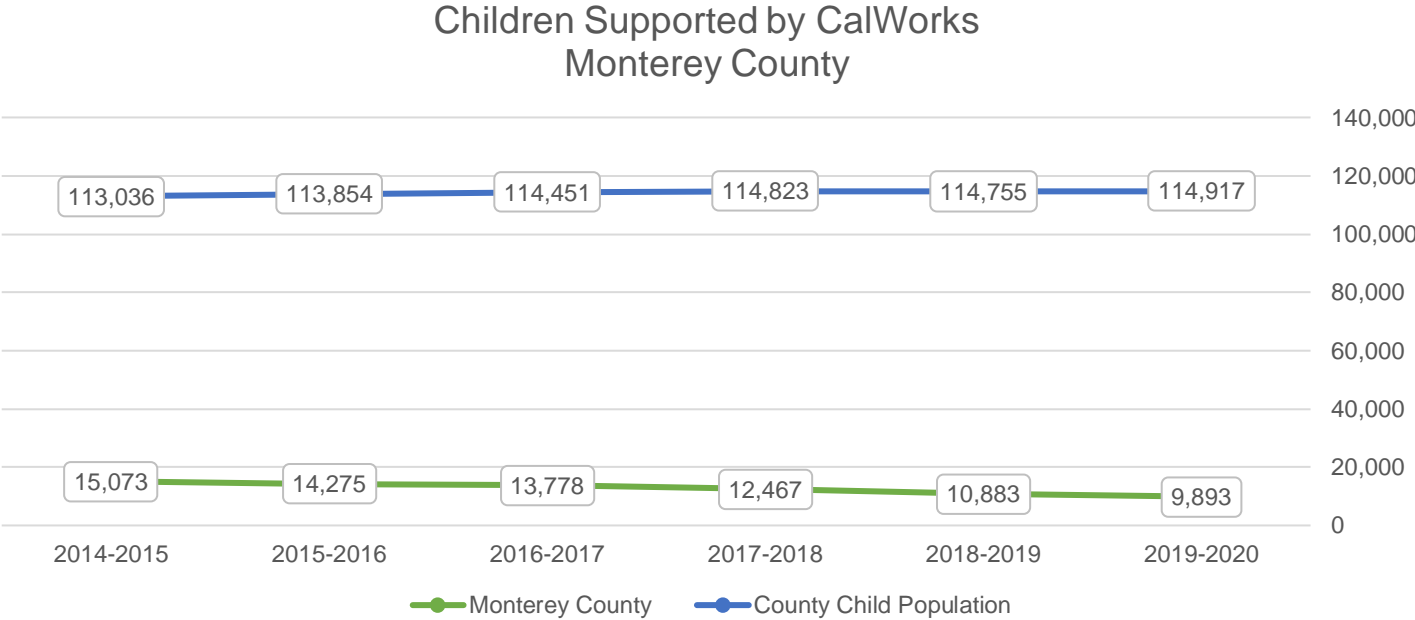
# Data Highlights – Birth to age 5

Birth to 5	Monterey County Trend	State Trend
Low Birth Weight	Decreasing	N/A
Early Prenatal Care	Increasing	N/A
Education of Mother	Increasing	N/A
Child Care Slots Available	Increasing	N/A
Child Care Costs	Increasing	N/A
Kindergarten Readiness	Increasing	N/A

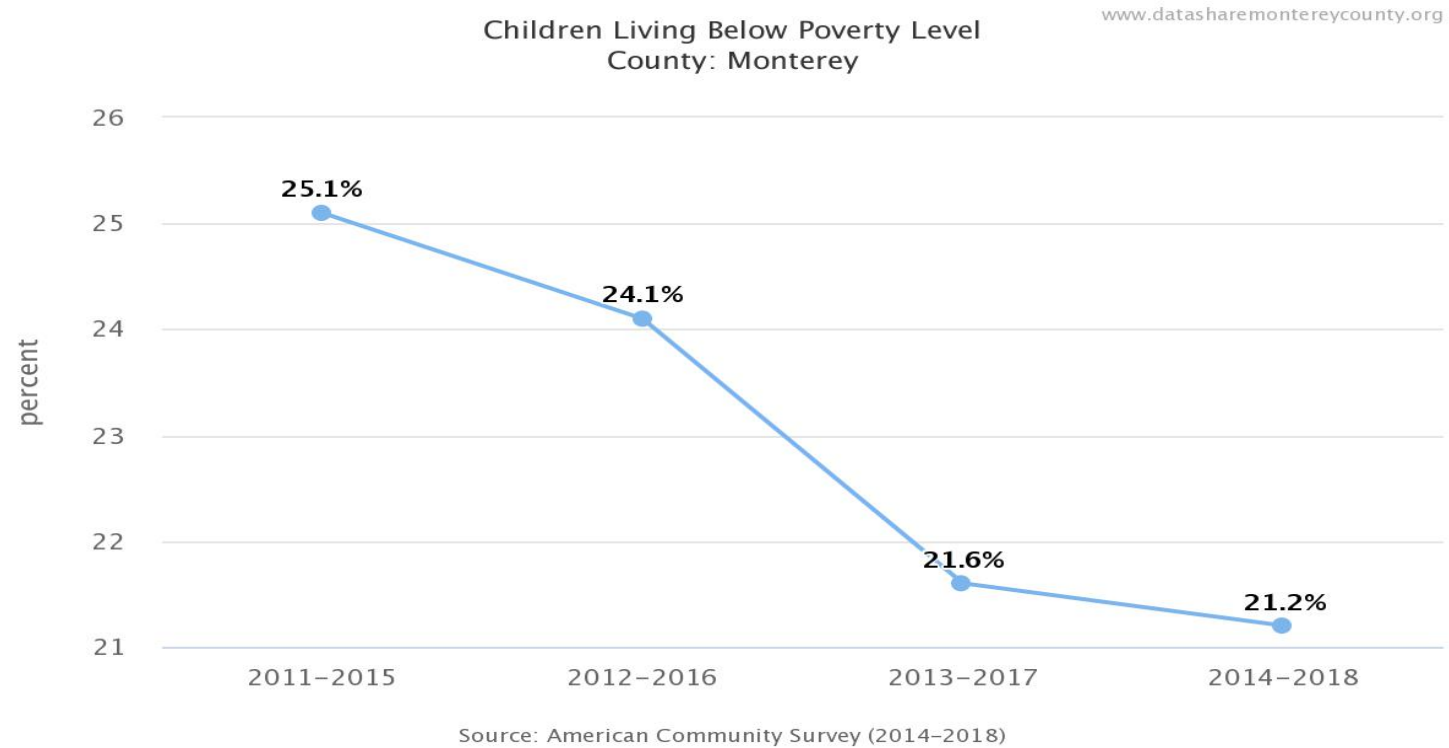
# Data Highlights – Age 6 to 18

6 to 18	Monterey County Trend	State
Public School Enrollment *	Decreasing	N/A
Children Enrolled in Special Education	Increasing	N/A
Reading CAASPP Scores	Increasing	Increasing
English Language Learners *	Decreasing	N/A
Math CAASPP Scores	Increasing	Increasing
Child Obesity	Fluctuating	N/A
Physical Fitness	Decreasing	Decreasing
Graduation Rates Over Time *	Fluctuating	Fluctuating
Student Suspension Rates Over Time	Decreasing	Decreasing
Student Expulsion Rates Over Time	Decreasing	Decreasing
Student Drop Out Rate *	Decreasing	Decreasing
Births to Teens	Decreasing	N/A
Sexually Transmitted Infection Cases	Increasing	N/A
Juvenile Misdemeanor and Felony Arrests *	Decreasing	N/A
College Going Rate	Fluctuating	Fluctuating

# Children Supported by CalWORKs

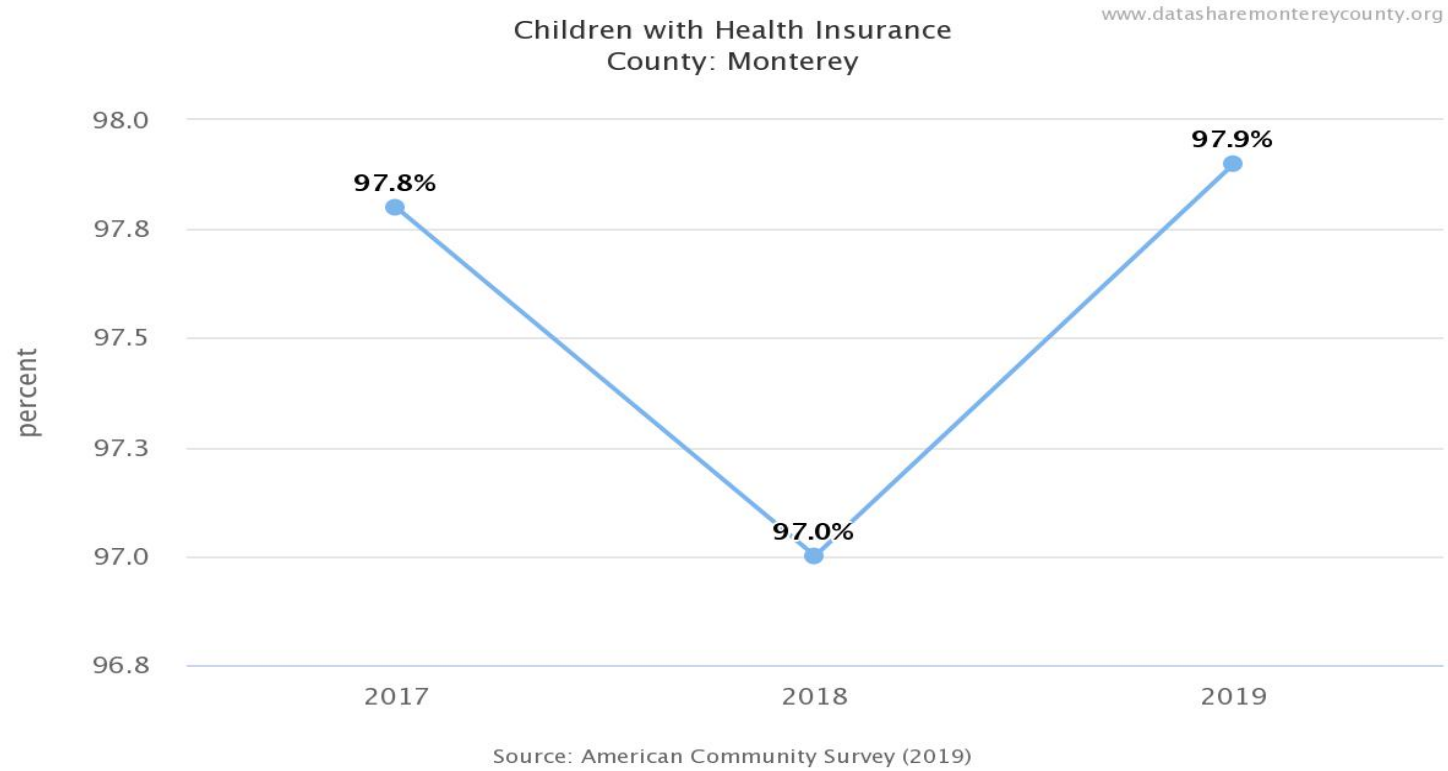


# Children Living Below Poverty Level

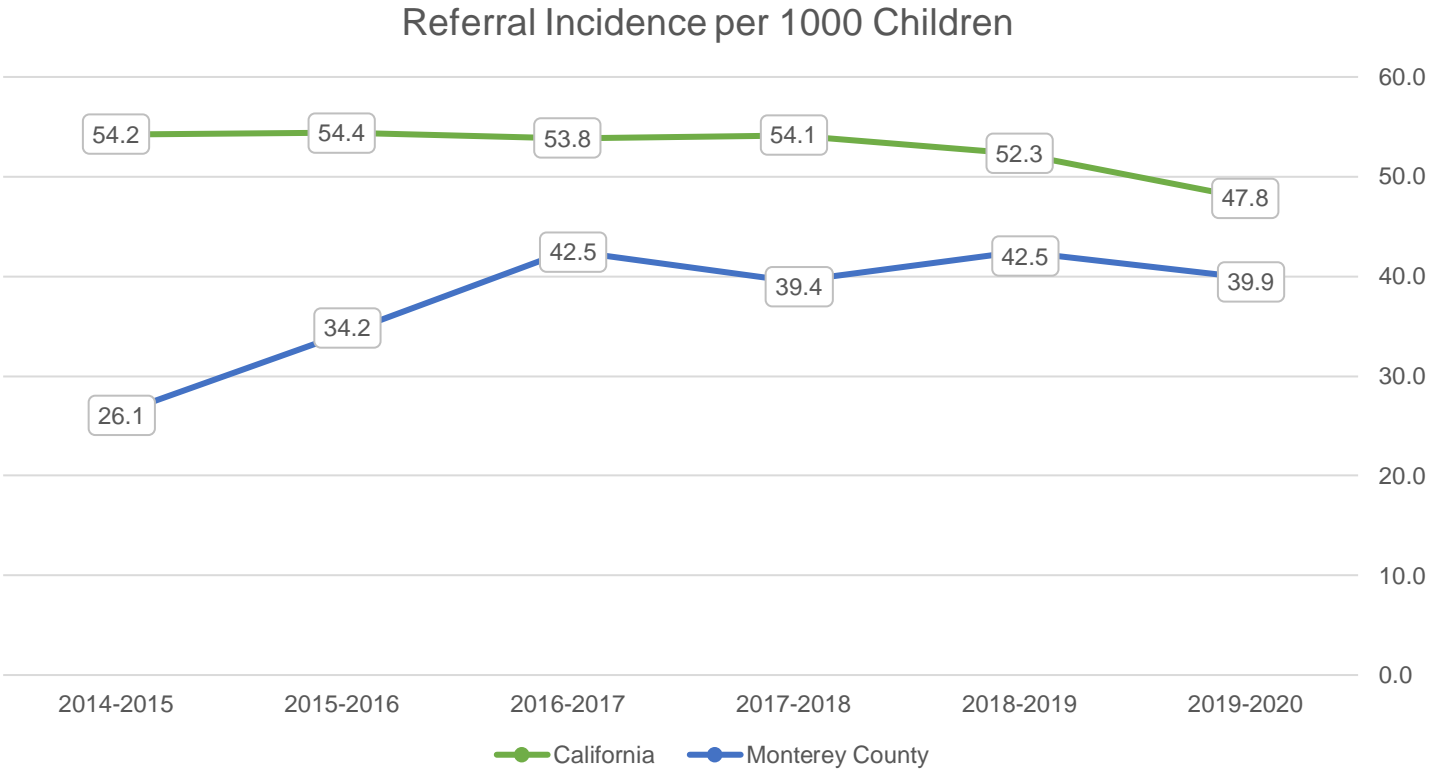




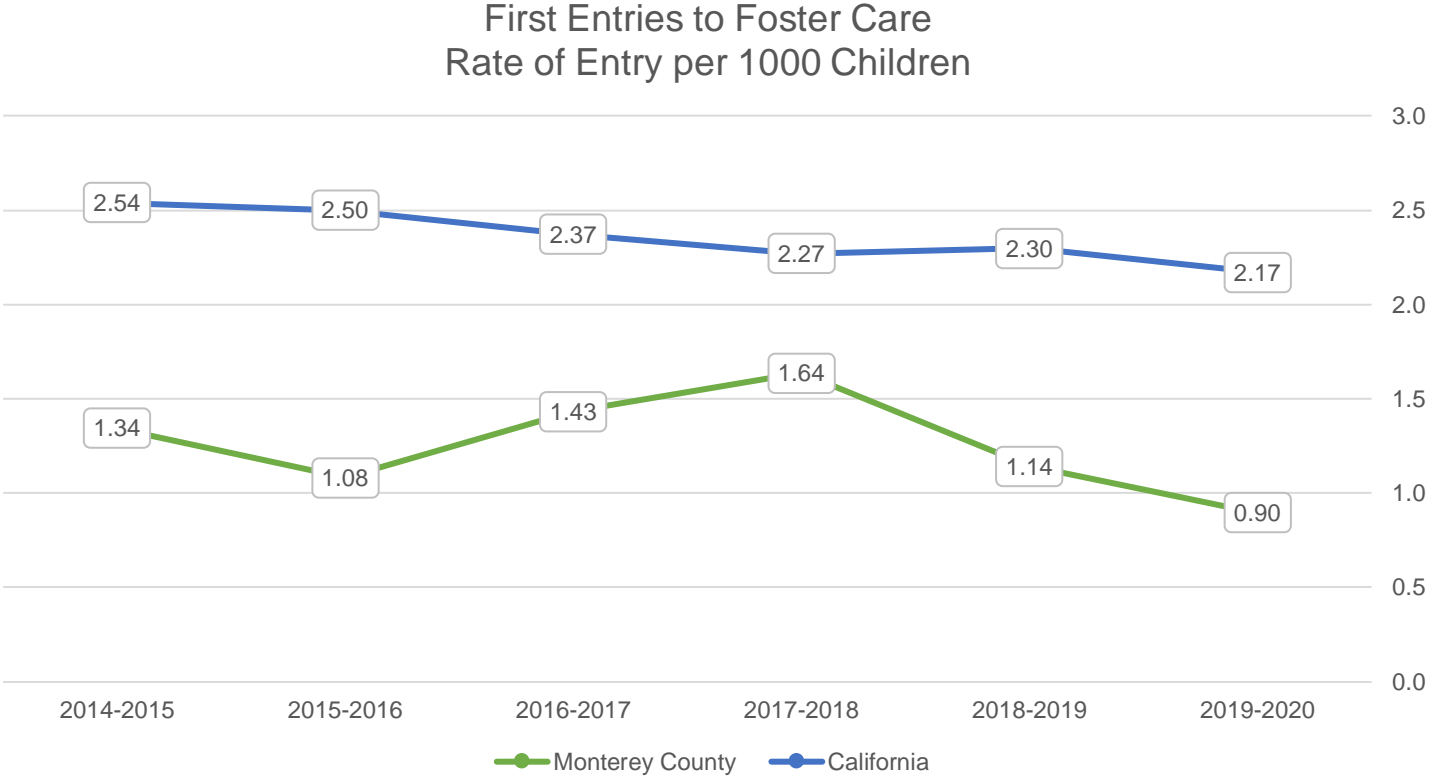
# Children with Health Insurance



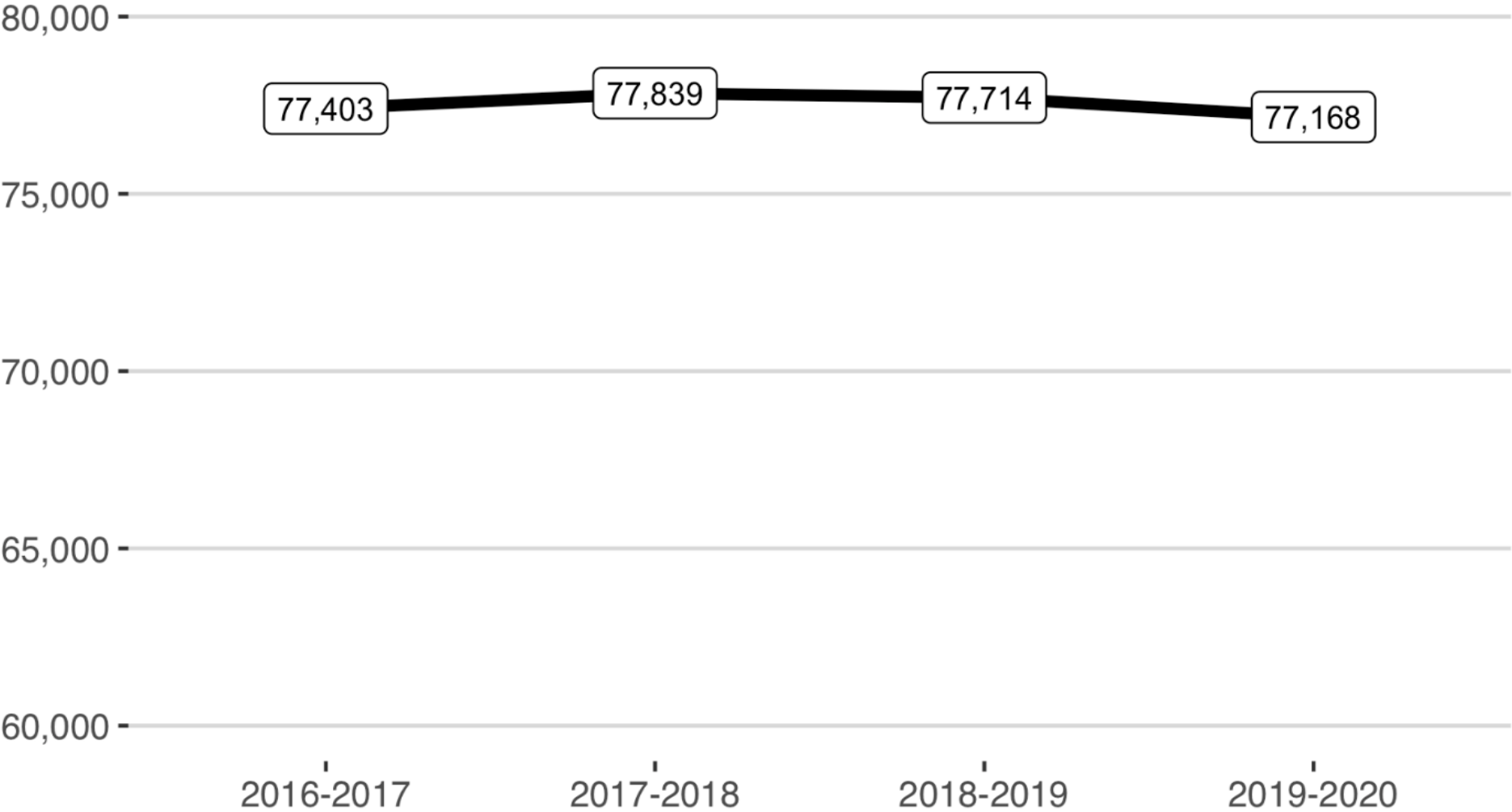
# Child Abuse and Neglect



# Children in Foster Care

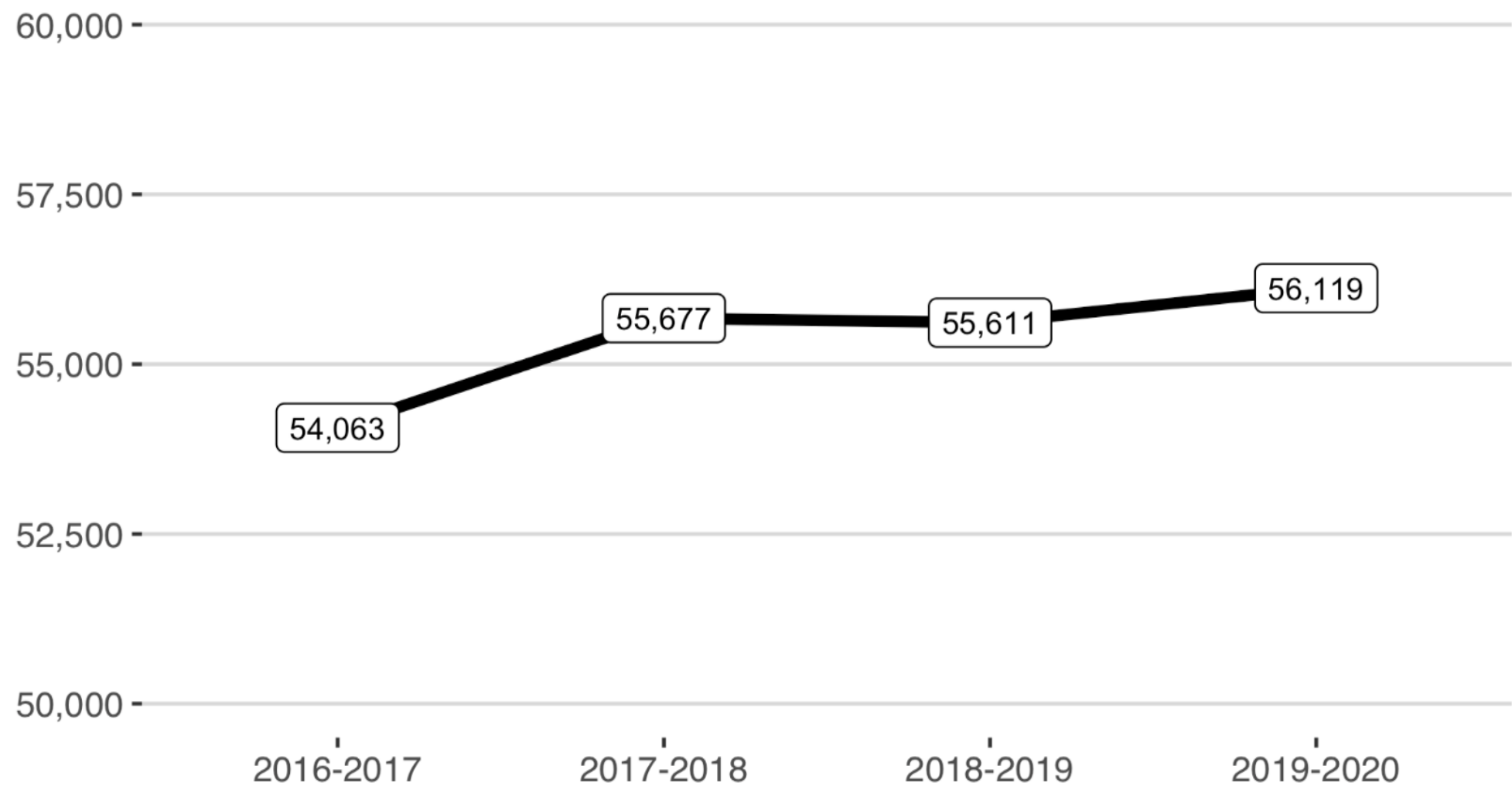


# Total Public School Enrollment



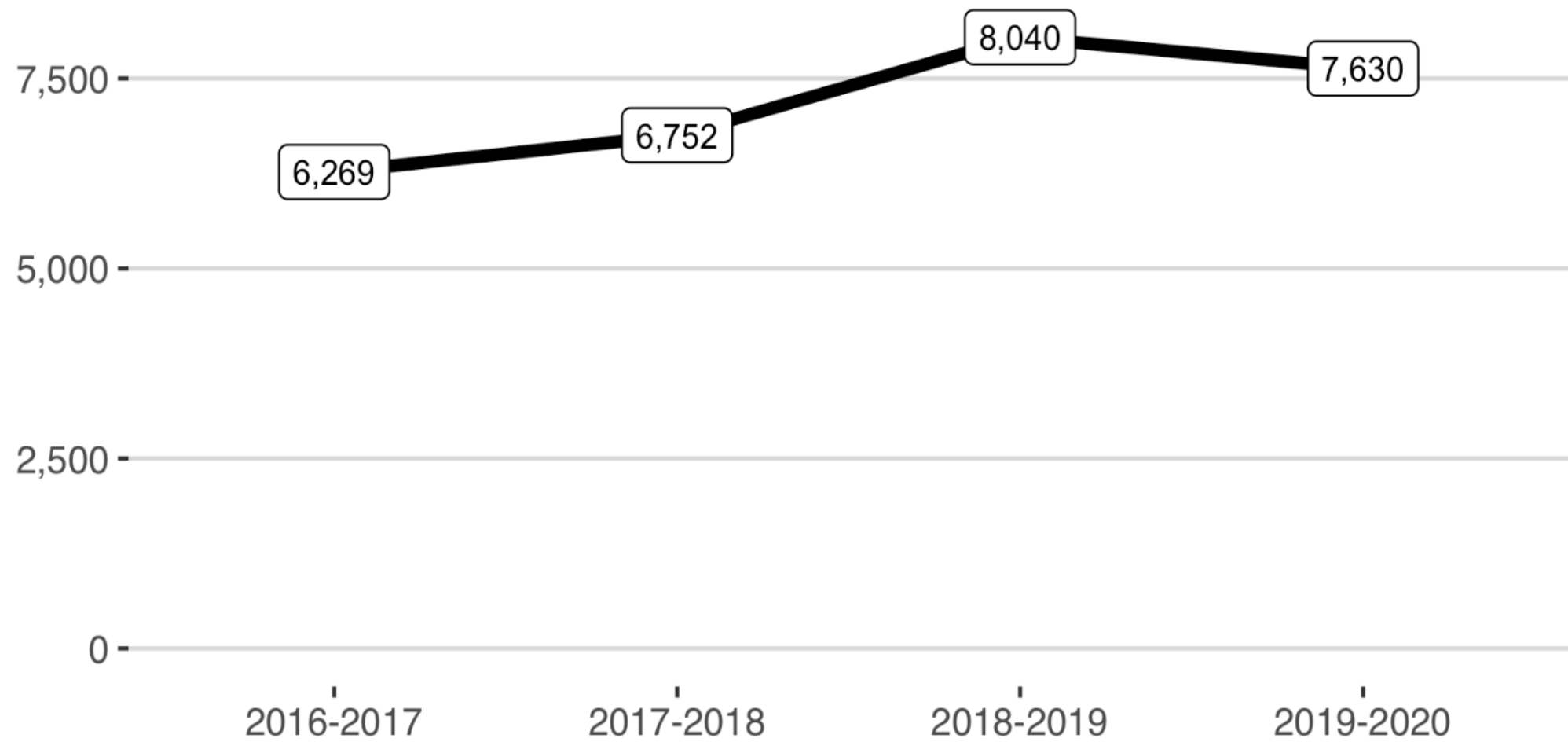
Source: Unduplicated Pupil Count  
<https://www.cde.ca.gov/ds/sd/sd/filescupc.asp>

# Free or Reduced Price Meals



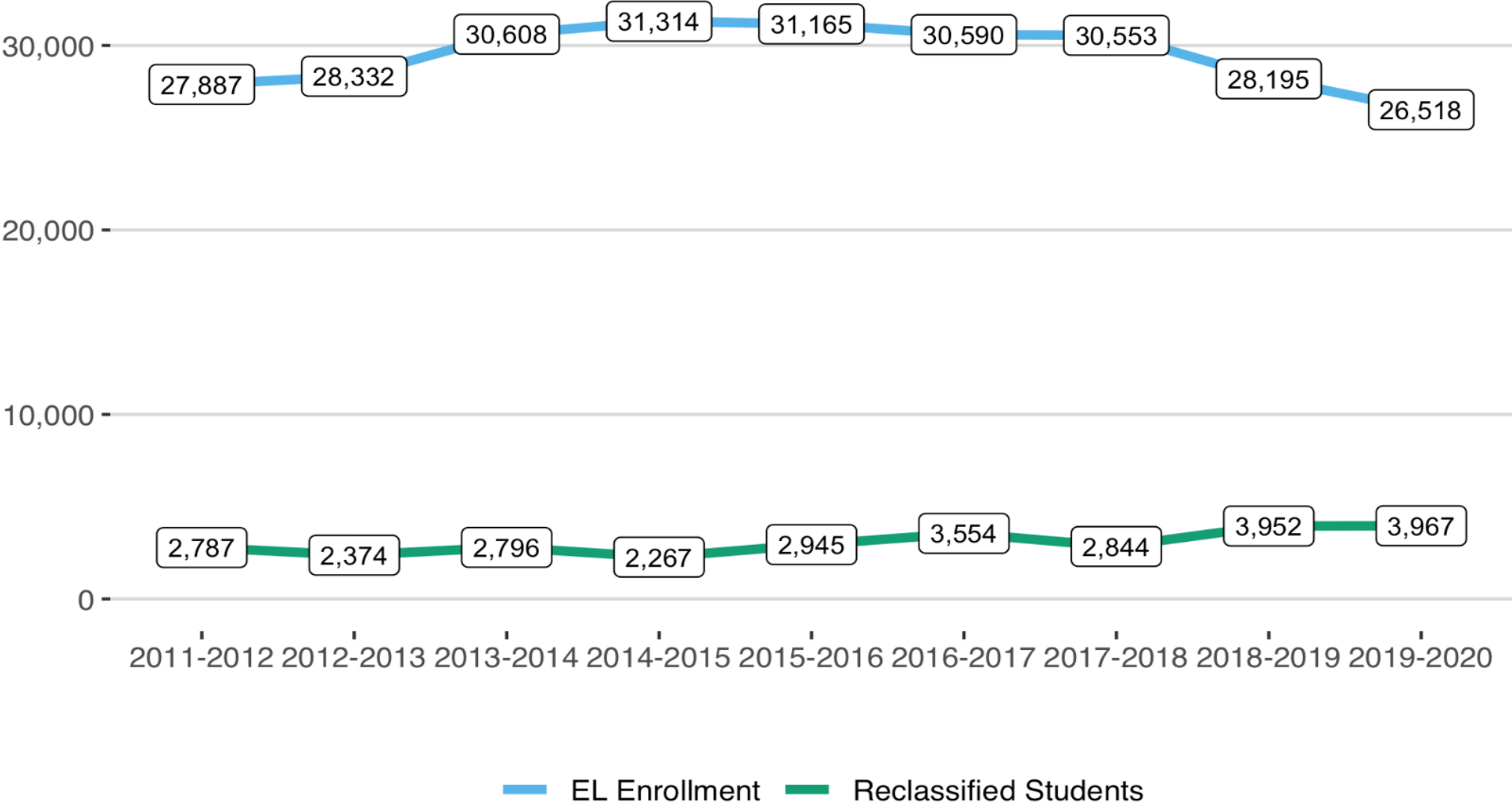
Source: Unduplicated Pupil Count  
<https://www.cde.ca.gov/ds/sd/sd/filescupc.asp>

# Student Homelessness

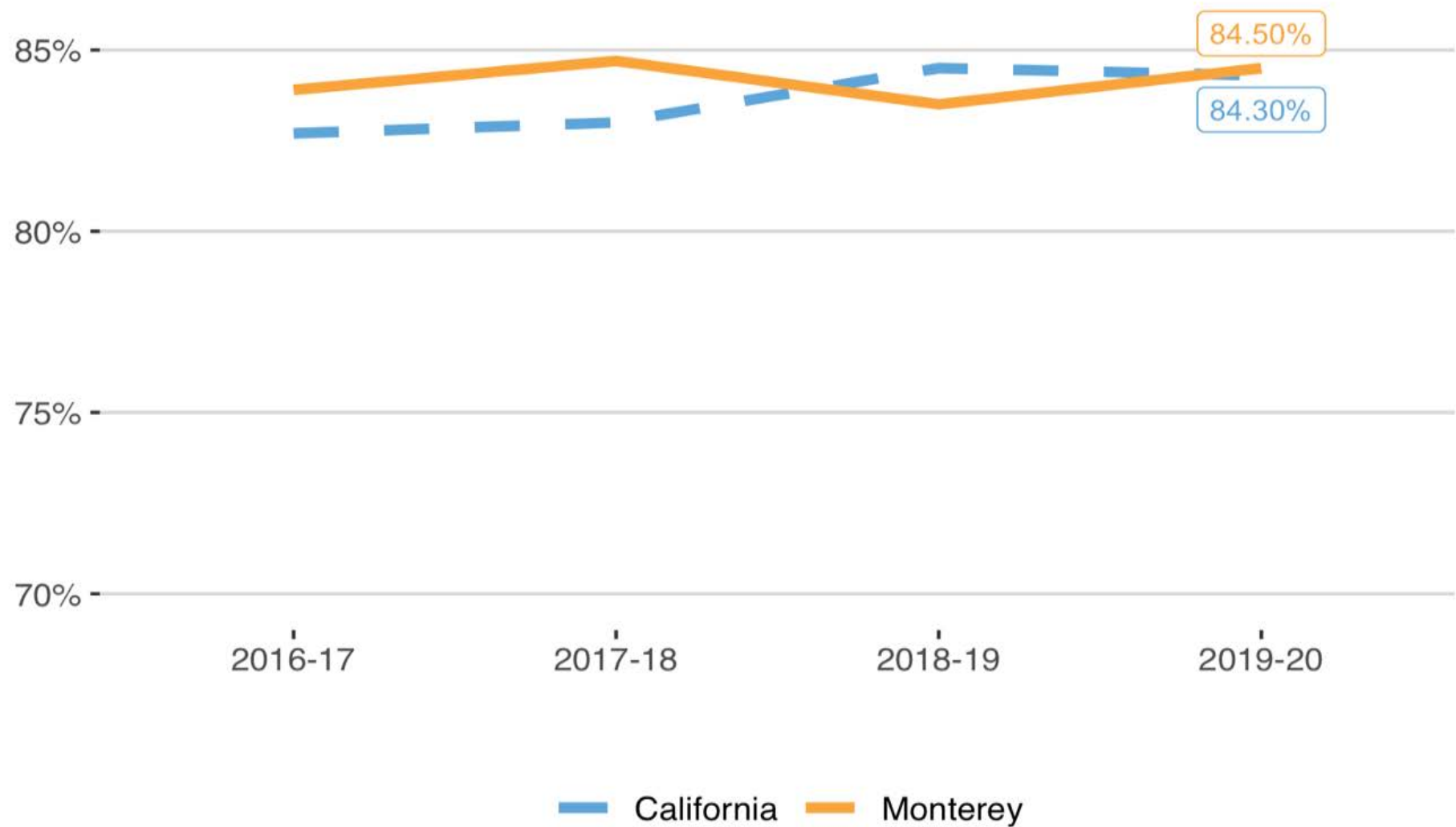


Source: Unduplicated Pupil Count  
<https://www.cde.ca.gov/ds/sd/sd/filescupc.asp>

# English Learners and Reclassified Students



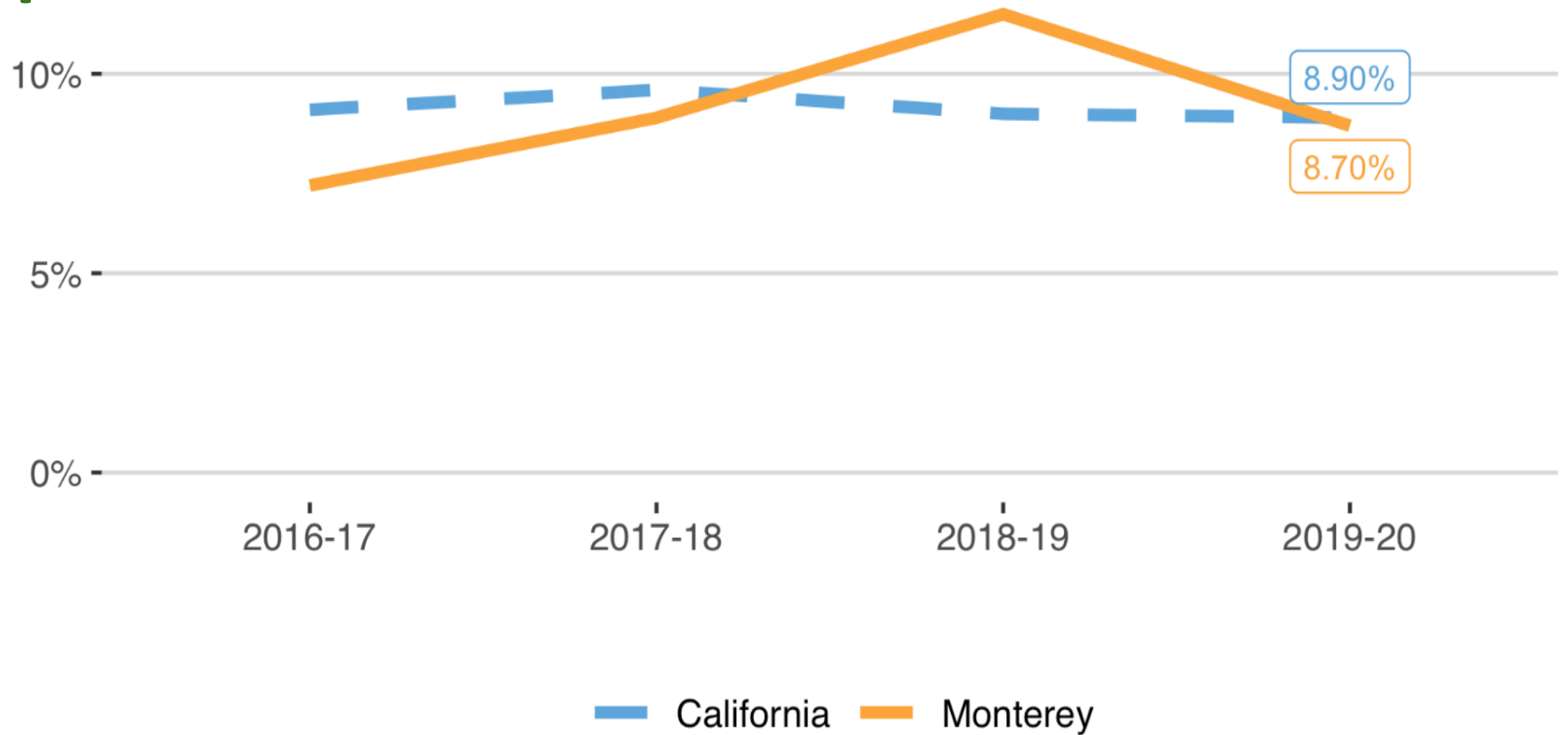
# Graduation Rates Over Time



Source: Adjusted Cohort Outcome Data  
<https://www.cde.ca.gov/ds/sd/sd/filesacgr.asp>

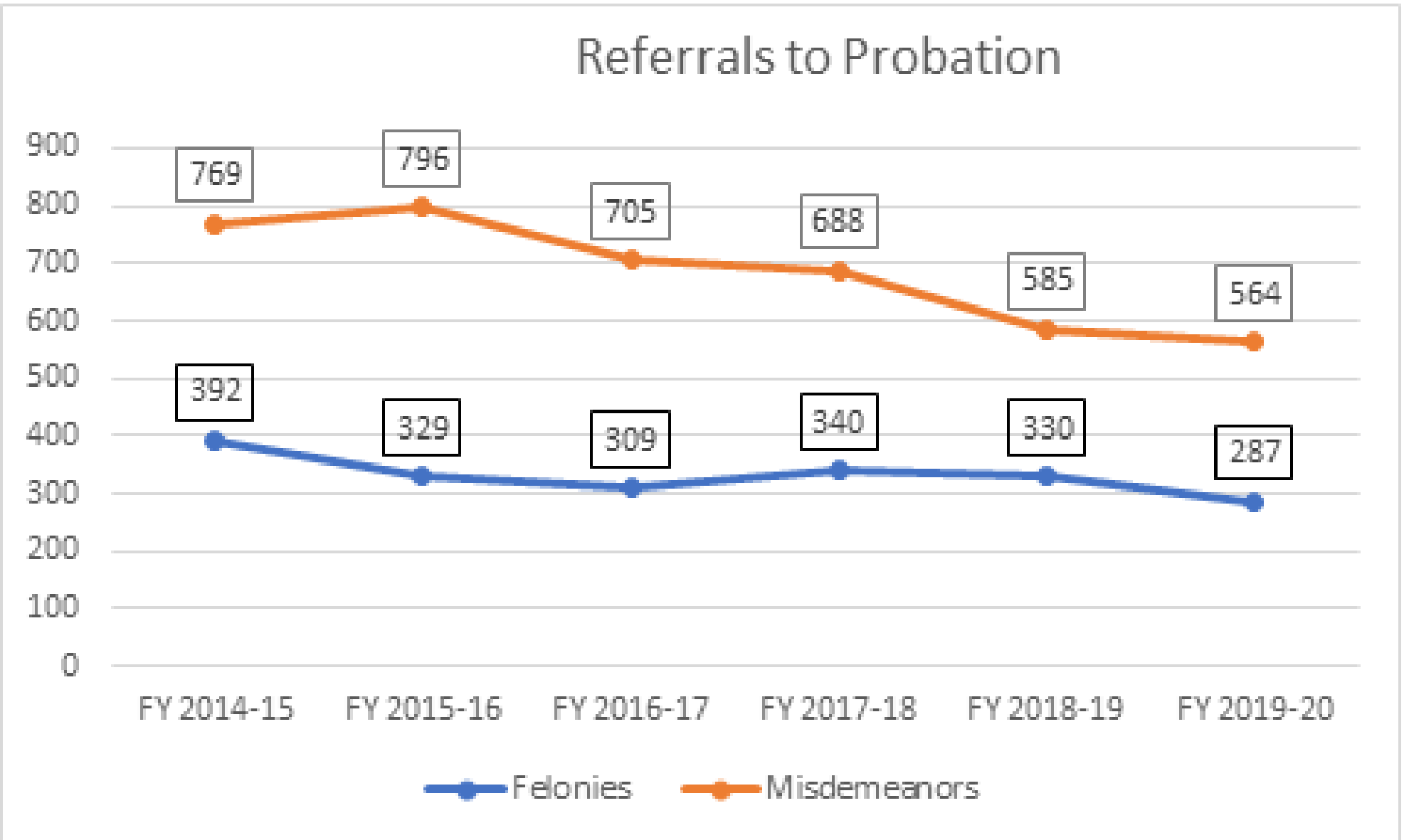


# Drop Out Rates Over Time



Source: Adjusted Cohort Outcome Data  
<https://www.cde.ca.gov/ds/sd/sd/filesacgr.asp>

# Juvenile Misdemeanor and Felony Arrests



# 2019-2020 Focus Area

Overarching theme is mental health and broadening focus to include substance use disorder or behavioral health on how it effects 0-24 year-olds.

# Previous Initiatives and Areas of Focus

**All Kids, *Our* Klds**

**Graduating  
Healthy Students**

**Community  
Alliance for  
Safety & Peace**

**System of Care**

**Child Welfare  
Redesign**

**THP**



# Bright Beginnings

Early Childhood Development Initiative

Annual Report to the Children's Council & Board of Supervisors  
July 2019+

**COMIENZOS  
BRILLANTES**

INICIATIVA PARA PROMOVER EL DESARROLLO INFANTIL

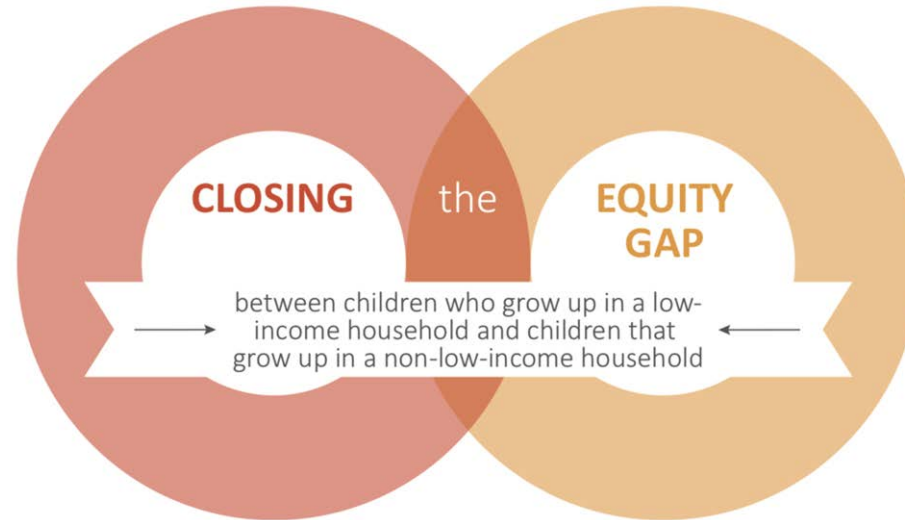
**BRIGHT  
BEGINNINGS**

EARLY CHILDHOOD DEVELOPMENT INITIATIVE

# Together, preparing every child for life and school.



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



## CORE PRINCIPLES

Holistic view of children and families.

The power of interconnected community systems.

The rights of *all* children to access equitable opportunities.

Culturally responsive and trauma-informed practices.

Co-creating solutions.

A tenacious focus on results.

Informed by research.

[Click here for details on these \*\*Core Principles\*\* \(p4\).](#)

## COLLECTIVE IMPACT

Common Agenda

Backbone Supports

Mutually Reinforcing Activities

Shared Measurement System

Continuous Communication

[Click here for details on these elements of \*\*Collective Impact\*\*.](#)

## SYSTEMS CHANGE

Mental Models

Relationships & Connections

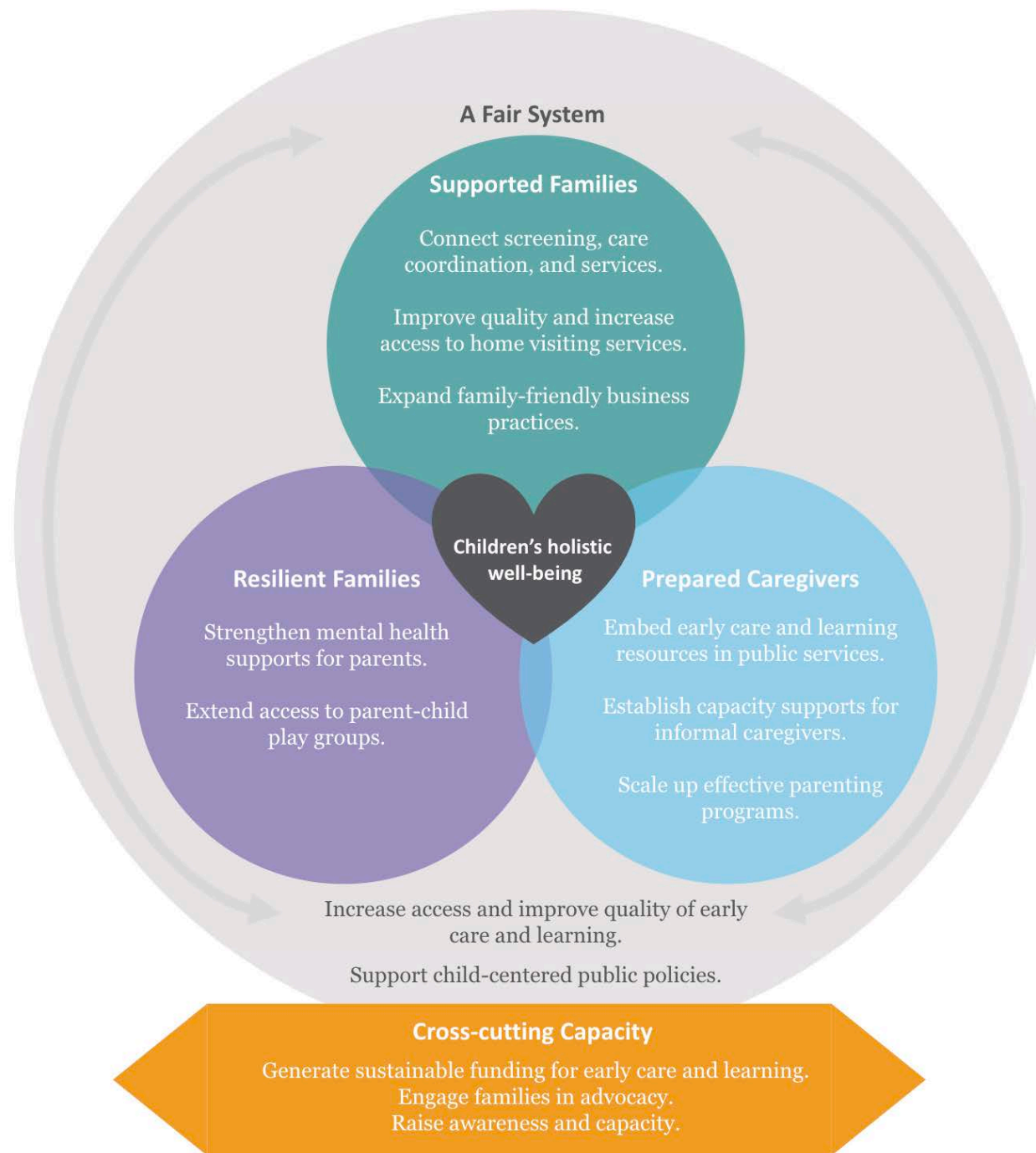
Power Dynamics

Resource Flows

Practices

Policies

[Click here for details on these conditions of \*\*System Change\*\*.](#)





### Shared Measurement

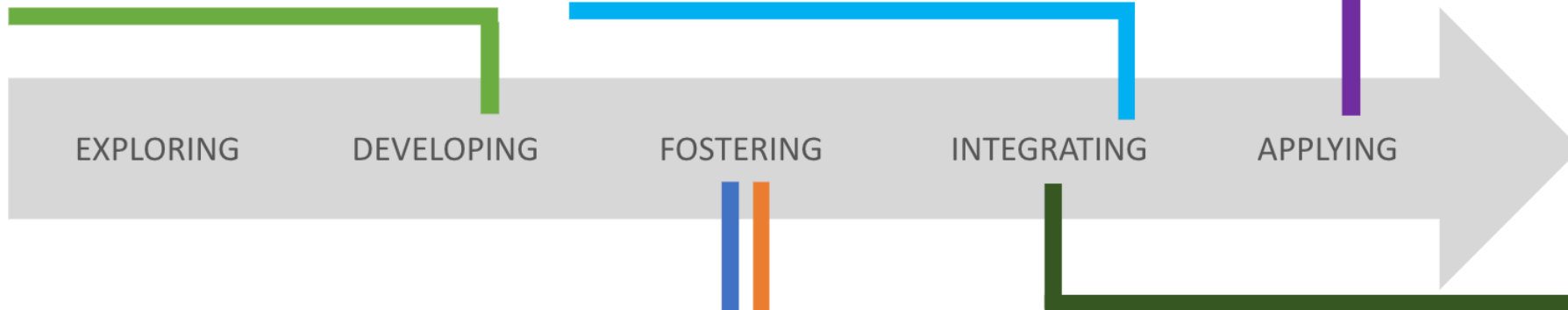
Supported **redesign of new School Readiness Assessment**, rollout fall 2021. Completed evaluation tools for one new project. Updated Fair Systems indicators with Bright Futures. Postponed further development of systems change and racial equity indicators.

### Mutually Reinforcing Action

resulting in **better integration of projects and connecting to other networks**. More intentionally applying core principles, systems change levers to project design and improvement. Broadened network of partners through COVID Coalition.

### Common Vision

The common vision of **“Together, preparing every child,”** guides strategic collaboration. Fidelity ensured through Children’s Council and Early Childhood Development Advisory Group.



### Continuous Communication

Maintained **monthly Initiative newsletter** with circulation of about 775. Increased circulation of monthly activity reports. Added weekly digest for pandemic related information and resources.

### Backbone & Infrastructure

Pivoted during pandemic to **support emergency effort through COVID Coalition**. Attracted increased funding to support backbone.

### Learning Culture & Collective Impact Capacity

Implemented **continuous improvement process for projects**. Team members participated in Women’s Policy Institute fellowship, attended national Strive Together Cradle to Career convening, and Collective Impact Forum.



Collaborative Change





County of Monterey  
Health Department



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## 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
- Community Solutions: Seaside/Marina
- ECE Workforce Pathways and Jobs Website
- COVID Response & Recovery

### 1.2 Public Policies & Practices

- Preschool for All (also Mamas)
- Gonzales and Seaside General Plans
- Impacts of Immigration Policy & Enforcement
- ECD Embedded in Economic Development

## RESILIENT FAMILIES

### 2.1 Parent Mental Health

- Monterey County Maternal Mental Health Task Force

## PREPARED CAREGIVERS

### 4.2 Informal Caregiver Supports

- Family Friends & Neighbors Network

## SUPPORTED FAMILIES

### 3.1 Integrated Support System

- F5MC Integrated Service Collaboratives

### 3.2 Home Visiting

- Home Visiting Coordination Hub

### 3.3. Family Friendly Business

- Family Friendly Business Certification
- Employer sponsored child care

## CROSS CUTTING

### 5.1 Sustainable funding

- Assistance to state contractors (also A Fair System)
- Children's Fund (Integrated)

### 5.2 Advocacy

- Mamas de Salinas Abogan (also Salinas CAT)

### 5.3. Capacity & Awareness

- Trauma-Informed Practices
- REDI systems - centered in Race, Equity, Diversity, Inclusion

## INITIATIVE BACKBONE SUPPORT

- Communications
- Team Capacity Building
- Shared Measurement & Continuous Improvement
- Accountability & Integration: Council, ECDAG, Bright Futures
- Fund Development

# 18 Month Spotlights

## Greenfield Kinder Festival

**148** completed survey at 5<sup>th</sup> Annual Kinder Festival in February 2020 (136 in 2019)

## Early Learning Network

**5** meetings, with higher and more consistent attendance since going virtual

## Maternal Mental Health Task Force

**100** cross-disciplinary attendees to Leadership Breakfast

**2** collaborative grant applications completed (1 awarded)

*CCAH TA Grant @ CSUMB  
Training Series (2020-2021)*

## Family Friendly Business Certification

**8** new businesses certified as Family Friendly Business or Child Welcoming

*F5CA HV Coordination @ BB \$300,000  
(2020-2023)*

## Home Visiting Coordination Hub

**2** collaborative grant applications completed (2 awarded)

*CA MCAH HV Innovation @ MCHD  
\$276,000 (2021-2023)*





**Bright Beginnings Monterey County** added ...  
a new photo.

December 3 at 1:37 PM · 🌐

Bright Beginnings is representing the young children and families of Monterey County at [California Forward's 2020 #CAeconomy Summit](#). We are so inspired by our passionate, equity-driven partners sharing stories of success and resilience in our community.

"Without each other, we are nothing." — Dr. Carissa Purnell, [AUSD Family Resource Centers](#)

"Our values, our future – students success is at the heart of what we do." — Jaqueline Cruz, [Hartnell College...](#) [See More](#)



- Lobby
- Stage
- Sessions
- Networking
- Lounges
- Expo
- People

2020 California Economic Summit

Hello, Sonja

Chat Polls People Q&A

Main Stage 1: Leading Resilient Regions • LIVE



Main Stage 1: Leading Resilient Regions

3

**Lenny Mendonca**  
Wish we could have been in person to see the Salinas Valley, but great to hear about the work being done

4

**Adriana Saldivar**  
Our families are our why ❤️

6

**Jacqueline Martinez**  
"Committed to Justice" it is who we are

3

**Kelley Gulley**  
We know how to fight with a love that is so powerful it is unstoppable!



Bright Spots – Courageous Leaders + LIVE UNITED Awards

# 893 calls to families March-August 2020

Mamas de Salinas Abogan

Padres Unidos

Building Health Communities

Mujeres en Accion

Center for Community Advocacy

COPA

MILPA

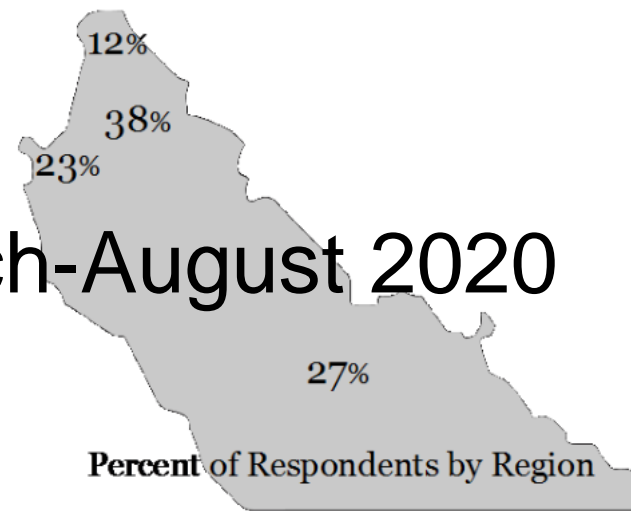


## FOOD & SHELTER

**36%** are concerned about their ability to access **food** – whether they can buy it or receive enough from the food bank.

**43%** are concerned that they can't stay in their **homes** – or have already had to move out.

**23%** are concerned about their ability to pay for **utilities and housing supplies** – some already missed payments.



## ECONOMIC SECURITY

**25%** are concerned about losing their **jobs** – or have already lost them or have limited prospects of finding a new one.

**17%** are concerned about their overall **financial stability** – or have used up savings or are accumulating new debt.



## HEALTH & WELLBEING

**35%** are concerned about their own and/or their children's **mental health**.

**8%** are concerned about their own and/or their children's overall **health**.





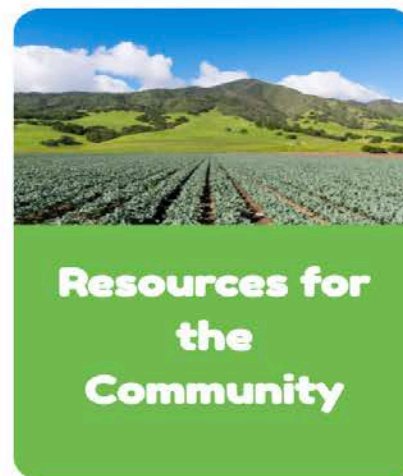
# Welcome to Monterey County Child Care



**For Families**



**For Educators**



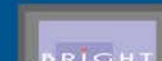
**Resources for  
the  
Community**



**Find Child Care**



And Partner Organizations



Contact Resource & Referral (MAOP)

📍 11 Quail Run Circle, Suite 101, Salinas, CA 93907

🕒 Monday – Friday: 8:00 AM – 5:00 PM

📞 831-757-0775

✉️ [info@brightbeginningsmc.org](mailto:info@brightbeginningsmc.org)

About Us

Tell us what you think about our website:

# COVID-19 Response & Recovery for Child Care & Wellbeing

**80**<sub>ish</sub> Coalition participants

**23** Coalitions briefings held

**34** Weekly Digests issued

**5,000**<sub>ish</sub> new users in 2020 of  
[www.MontereyCountyChildCare.org](http://www.MontereyCountyChildCare.org)

**45** Small Business Grants

**80** ECE CARES \$500 Stipends

**20%-80%** Centers Open

**85%** Child Care Homes Open

**200**<sub>ish</sub> formal & informal caregivers  
provided support  
(tech, mental health)



## **LOTS** PPE & Supplies Distributed

(F5CA, MCOE, R&R, Chevron, MST, OES, Ag)

**56,600** Masks + Visors & **82,000** Gloves

**4,800** Personal Disinfectants

**8,500** Surface Cleaning Supplies

**69,100** Diapers & **99,600** Baby Wipes

# Looking Ahead

- Uplift community voice and needs
- Invest in race, equity, diversity and inclusion
- Roll out School Readiness Assessment
- Integrate ECD in economic resiliency planning
- Improve data-driven decision making
- Develop long-term Master Plan for early learning system
- Check-in on strategic framework



[Sonja@BrightBeginningsMC.org](mailto:Sonja@BrightBeginningsMC.org)

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# Questions



**"It is easier to build strong children  
than to repair broken men."**

**~ Frederick Douglas**