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COMPLETED BOARD ORDER
FIRSTS MONTEREY COUNTY
ANNUAL REPORT TO THE
COMMUNITY
A growing body of
scientific evidence N.
shows that early
influences-whether--
positive or negative--
2009-
2010
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.

OUR VISION

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

OUR MISSION

latldlw.™

MONTEREY COUNTY

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.

EW,

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.

SHAPING OUR COMMUNITY

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 I: 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's Strategic Plan for 2007-2015 please visit: www.First5Monterey.org

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

Children 5,308

Parents/Caregivers 10,618

Service and Child Care Providers, 1,105

Community Event Attendees 9,413

Families Receiving Kit for New Parents... 3,905

Total Served 30,349

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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 FSMC-funded programs

Children who participate in FSMC-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

FISCAL YEAR 2009-2010

Administrative

Evaluation

Total 7,254

Salinas, CA 93906, 1

3

First5 Monterey

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

Information

NMR

Development

4%) Monterey Peninsula College Child Development Center Technical and Education Program Flornell Child Development Center; Technical Assistance;

Alisal Healthy Start Family Resource Center; Family Connections Castro

Plaza Family Resource Center; Centro Binational; Community Foundation

of Monterey County Literacy, Camper and Neighborhood Grants;

Interactive Parenting Media-Milesios Niños and Childhood Matters King.

City Family Resource Center; Monterey County Office of Education-Dads

in Action; Palero Family Resource Center; Radio Bilingüe Satmas Adult

Schools, Soledad Adult School; United Nations Monterey County;

Early Care Comprehensive Approaches to Raising Educational Standards CARES)

Assistance, Tanimura, and Antle Technical Assistance

Child Health Advance-Special Needs Project; Community Foundation of Monterey County

37%) Nutrition Education, Community Oral Health Services; Doortolope MCSTART;

Department. Child-Advocate Program

Children's Behavioral Health Services, Monterey County Probation.

Easter Seals Central California; Monterey County Health Department

COMMISSIONERS***

STAFF***

Elliott Robinson Chairperson) Francine Redd Manuela Kolpin
Director, Monterey County Department of Social and Executive Director Finance/Operations
ment Services
lo
Em Officer
p
y Beth Reeves-Fortney
Simon Salinas Vice-Chairman) Senior Program Officer Joanna Jensen
District 3
Monterey County Board of Supervisors
ervisor
Su Administrative

p Ana Gonzalez-Romo
Manager
Jeanne Hori-Garcia Secretary) Program Officer
Hartnett Community College
Childhood Education Instructor
Earl Ana Duran

y Kim Stemler
Finance Support
Robert Black, M.D. Policy, Advocacy
Pediatrician, The Pediatric Group of Monterey & Communications Lisa Luis
Manager Program Support
Ray Bullick
Director, Monterey County Health Department David Dobrowski
Evaluation Officer
Esther Rubio
Head Start Director, Monterey County Office of Education
Josefina Silva
Preschool Coordinator, Greenfield Union School District
*As of January 201 i

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INFORME ANUAL A LA
COMUNIDAD DE PRIMEROS 5
DEL CONDADO DE MONTEREY
2009-
2010

El crecimiento creciente
de evidencia científica

nutrición, las
influencias tempranas
ya sean positivas
o negativas son
críticas para el
desarrollo cerebral
y la salud de los
niños a largo de
sus vidas

Centro sobre el Niño en desarrollo,
North University

Inversiones Que Duran Toda Una Vida
Primeros 5 del Condado de Monterey
financia programas locales que
benefician a niños pequeños y a sus
familias

Primeros 5 del Condado de Monterey F5MC,
por sus siglas en inglés) se estableció en 1998
cuando los votantes de California aprobaron
la Proposition 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.

NUESTRA VISION

Todos los niños alcanzan su pleno
potencial en una familia y una

comunidad que valora y respeta la
ninez.

NUESTRA MISION

Servir como catalizador para crear
cambios sostenibles an los sistemas,
las pólizas y las prdcticas que
enriquezcan el desarrollo de los ninos
an sus PRIMEROS 5 anos de vida.

Par que entre cero y cinco ones
de edad?

Estudios de investigacion muestran que
el cerebra de los ninos se desarrolla mas
significativamente durante los primeros
anos de su vida. Las experiencias y
relaciones tempranas de un nino con sus
padres y proveedores de cuidado influyen
profundamente el desarrolla del cerebra y el
exito an la escuela yen la vida.

Estudios de investigacion muestran qua
las inversiones comunitarias an programas
destinados a las familias con ninos pequenos
producen grandes beneficios financieros y
sociales. Con la crisis econ6mica actual,
financier programas de prevention e
intervention temprana as un paso critico para
asegurar el exito a largo plaza de nuestra
comunidad. Reconociendo esto, F5MC
invierte an mejorar las villas de los ninos m6s
pequenos del Condado de Monterey y sus
familias. Es la tinica fuente de financiamiento
local dedicada a los ninos con edades entre
0 y 5 anos.

MOLD AND

H rl'm ros

f S Anfs'Cuenten

El plan de la comunidad

En 2005, F5MC cre6 on plan estrategico*
con enfasis an Oportunidades de Aprendizaje
Tempranas. M6s de 1000 votes comunitarias
participaron an identificar las visiones para
orientar su labor de 2007 a 2015:

Vision de la Comunidad 1: Los padres se
sienten competentes, bien informados, y
capaces de apoyar a su hijo.

Vision de la Comunidad 11: Las familias
cuentan con cuidado infantil y educacibn
temprana accesibles y de calidad de su
election.

Vision de la Comunidad III: Los ninos estbn
mentalmente y ftsicamente sanos.

Porn ver el Plan Esdra, `eo:co FS, v?C para
2007-20/5, v~,re. v wPurt5Manterey-ory

En el ano fiscal 2009.2010, las Socias
Financiados de F5MC brindaron servicios
as de 30,000 ninos pequenos, padres
proveedores de cuidado infantil.

Ninos 5,308

Padres/Proveedores
de Cuidado 10,618

Proveedores de Serviciosy Proveedores
de Cuidado Infantil 1,105

Asistentes a Eventos

Comunitarios 9,413

Familias que recibieron all Kit para Nuevos Padres... 3,905

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LO QUE NUESTRAS
INVERSIONES HAN
LOGRADO

A continuation se presenter, halicz9os
fundomeniales obionidos pa, media do
as activ,dodos do evaluation do F5MC
durante el aria fiscal 1N,9-20 10 Para
aprender mas score m estrus haliczgos,
visile www.frst5monterey.org y Naga clic
en Evaluatinn" Evaluci.dn)
as brechas de dispnr-dad social y
econornlca en los resultados de ninos y
familias parecen dismiruir despees de
on are de participacion en programas
financiados por F5MC
Los ninos que participan en
programas financiados por FSMC

eslan desarrollando las habilidades sociales y emocionales necesarias para los niños preparados para ingresar al kindergarten

Los padres participan en programas financiados por F5MC les enseñan leyendo y discutiendo con 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 pobreza,

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

Mejorando Vidas a Traves 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 COMUNMENTE PROVEIDOS

Información, remisiones y ayuda
Consultas de 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 necesidad

Para ver todos los informes de planificación y evaluación de FSMC, visite vs PROGRAMAS FINANCIADOS

en Monterey.org

T Desarrollo de los Centros de Recursos Familiares | Healthy Start; Conexiones

Padres Familiares | Family Connections! Centro de Recursos Familiares

59% | Calle Plaza Centro Binacional al Furtdocibn, o unitaria del

Escuela, de. Adultos de Salinas; Escuela de Adultos de Soledad;

United Way 2-1 del Condado de Monterey

Acción Centrada en Recursos Familiares de Palaro; Radio, Bilingüe;

Condado de Monterey Community Foundation of Monterey

County | Campana de Alfabetización y Subvenciones para

Ve indios Interactive Parenting Media= vestros Niños y

Childhood Matters; Centro de Recursos Familiares de San Jose City,

L7fieina de Educación del Condado de Monterey-Papas en

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y EducationEducativos Comprehensve Approaches to Raising Educational

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de Soled del Condodo do Monterey' Servicios de tSahid del
Comportamienta infantil; Deportamento de Eibertad Conditional del
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COMMISSIONADOS***
Elliott Robinson Presidente)
Director, Departamento de Servicios sociales y
do Empleo del Condado de Monterey
Simon Salinas Vicepresidente)
Supervisor, Juno de Supervisores del Condado
de Monterey, Distrito 3
Jeanne Hori-Garcia Secretarial
Instructors de Education de to Infancio,
Hartnell Community College
Robert Black, M.D.
Pediolo, The Pediatric Group of Monterey
Ray Bullick
Director, Departamento do Soled del Condado
do Monterey
Esther Rubio
Directors del Programs Head Start, Oficina
de Education del Condado do Monterey
Josefina Silva
Coordinadora de Preescolar, Distrito Escolor
do Greenfield
PERSONAL**
Francine Rodd
Directors Ejecoevo
Beth Reeves-Fortney
Official de Programas Superior
Ana Gonzalez-Romo
Official do Programas
Kim Stemler
Ofcial de Politicos, Defensoria y Comunicaciones
David Dobrowski
Oficial de Evoloeciones
Manuela Kolpin
Official de Operations Financieras
Joanna Jensen
Gerente Administrative
Ana Duran
Asistente Administrative de Finoezon
Lisa Luis
Asistente Administrative de Programas
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COMPLETED BOARD ORDER

Connecting the Dots: Findings from the
2009-10 First S 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*^w

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 Prepared by Harder+Company for FSMC Connecting the Dots November 2010 1

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COMPLETED BOARD ORDER

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" O

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 Prepared by Harder+Company for F5MC Connecting the Dots November 2010 2

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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 O 2009-10 Systems-Level Evaluation Report

O 2009-10 Parent Interview Report A 2009-10 Client-Level Data Report

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2009-10 Participatory Evaluation Report

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MONTEREY COUNTY BOARD OF SUPERVISORS

MEETING: May 17, 2011 AGENDA NO.: Consents 21

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.

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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 impacts associated to receiving and accepting this Annual Report.

Signature: Date:

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

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