

County of Monterey

Board of Supervisors Chambers 168 W. Alisal St., 1st Floor Salinas, CA 93901

Legislation Details (With Board Report)

File #: 11-533 Name:

Type: Minutes Status: Passed

File created: 5/17/2011 In control: Board of Supervisors

On agenda: 5/17/2011 **Final action:** 5/17/2011

Title: Accept the Fiscal Year (FY) 2009-10 First 5 Monterey County Annual Report to the Community and

the First 5 Accept the Fiscal Year (FY) 2009-10 First 5 Monterey County Annual Report to the

Community and the First 5

Sponsors:

Indexes:

Code sections:

Attachments: 1. Completed Board Order

Date	Ver.	Action By	Action	Result
5/17/2011	1	Board of Supervisors	approved	

COMPLETED BOARD ORDER " | *|E | LOF |

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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 17th 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

Ву

Deputy

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♦ FISTS 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 I!, change in systems, policies, and practices thof enrich the development of children in their F RST 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 I y. U

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 F5MM'C. 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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COMPLETED BOARD ORDER " | *|E1 LOF L **♦** WHAT OUR INVESTMENTS

ACCOMPLISHED

Below are key findings from the F5MC evaluation activities during fiscal year 2009-2010. To earn 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 DATAF FICAL, YEA2 2099 2010 Administration. 6'i Evaluation

Toter nd 7, 25,4" Salinas, fCA 93906,1 F rst5l~go&ttereyarg 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 2007-201 5 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 F5M-, - planning and evaluation reports please visit. www.First5Monterey.org

FUNDED PROGRAMS

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Develrment

4%) Monterey Peninsula College Child Development, Center Technical and Education Program Flortnell Child Development Center: Technical Assist nce: Al sal Healthy Start Family Resource Center; Family Connections Castro Plaza Family Resource Center;-Centro Binational; Community Foundation o Monterey County j iteracy, Camper rreand Neighborhood Grants; Interactive Parenting Media-M1loesiros N iios and Childhood Matters King. City Family Resource Center; Monterey County Office of Education-Dads in Action; Palaro Family Resource Center; Radio Bilingye Satmas Adult Schools, 5oledad Adult Scheel; United 1Nay 21;1' Mont rey County'; Il early Care c mprehensive Approaches to Raising Educational Standards CARES) Assistance, Tanimura", & Antle Technical; Assistance III.:3Child Health Avance-Special steeds Project; Community Foundation of Monterey County 37%) Nutrition Education, CortrtnunityOralHealthServices; Doortol lope4MCSTART; Department. Child-Advocate Program Children's.B.ehavioral Health Services, Mo terey County Probation. Easter Seals Central California; Monterey County Health Depattment ' COMMISSIONERS***

STAFF***

Elliott Robinson Chairperson) Francine Redd Manuela Kolpin

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Em Officer

y Beth Reeves-Fortney

Simon Salinas Vice-Chairman) Senior Program Officer Joanna Jensen

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Monterey County Board of Supervisors

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Su Administrative

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Manager

Jeanne Hori-Garcia Secretary) Program Officer

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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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COMPLETED BOARD ORDER " | * |E1 LOF | ♦ INFORME ANUAL A LA **COMUNIDAD DE PRIMEROS 5 DEL CONDADO DE MONTEREY** 2009-2010 Ilzz zzziznero creciente de evidencia etezztz ca nutestra gtte las inflztencias teznpranas ya sean positives o negativas-sozz criticas para el desarrollo cerebral y la salud de los nifios a"10 largo de sits villas Centro so6re el Nino en nesarrello, NrSrd University Inversiones Que Duran Toda Una Vida Primeros 5 del Condado de Monterey financia programas locales que benefician a ninos pequenos y a sus familias Primeros 5 del Condado de Monterey F5MC, par sus siglas an ingles) se establecib an 1998 cuando los votantes de California aprobaron la Proposition 10, La Ley de Ninos y Familias de California, la cual recauda un impuesto de 50 centavos par paquete sabre 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 ninos entre los 0 y 5 anos. Desde sus comienzos, F5MC ha invertido mbs de 64 millones de dolares para ofrecer servicios a ninos entre 0 y 5 anos de edad y a sus familias. Durante el ano fiscal 2009-2010, F5MC suministr6 aproximadamente 7.5 millones de dolares para programas, servicios y eventos comunitarios que obordaron temas comp el desarrollo de los padres, el cuidado

infantil y la educacibn temprana, y la salud

comunidad que valora y respeta la ninez

NUESTRA MISION

Servir como catalizador para crear cambios sostenibles an los sistemas, las p6lizas 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

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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 Eslra, '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 1 FSMC_AR09-10_07A-Spanish 02A.indd 1 3/29/11 12:20 PM

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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 hallczgos, visile www.frst5monterey.org y Naga clic en Evaluatinn" Evaluci.dn) as brechas de dispnr-dad social y econornica en los resultados de ninos y familias parecen dismiruir despees de on are de particpacion en programas financiados por F5MC Los ninos que participan en

programas financiados por FSMC

eslan desarrollando las habilidades sociales y emocionales necesarias Pala oslar oreparados pare ingicsar al kindergarten
Los padres cue ocrticipun en programas financiados per F5MC les eslan leyen do rids liar eon err onto a sus hijos y estan pa'ticipanda on actividades educativos en el hogar man a me-ado que cuendo ccmenzaron el programa.

Los programas cc F5MC apoyan a las familias de ninos pequenos aumentande el acceso a servicios y fortaleciendo el sisterna de servicios. Las programas de r 5MC cstan sirviendo a I, poblaclon cbjelivo incluyendo aquellos due tiener, bajos niveles educalivos y viven en la pobrezo,

Los Tondos de F5MC proveen mac de 100 errpleos de Tempo complete en el Condado de Monterey coda one. DATOS FINANCIEROS PARA EL ANO FISCAL 2009 2•1 0

Gastos Mejorando Vidas a Traves de Servicios del Programa Durante 2009-2010, los programas financiados par F5MC continuaron prestando servicios que afectaron positivamente a ninos y familias. La población servida coincide con nuestra meta de ayudar a aquellos mas necesitados de acuerdo con el Plan Estrategico de F5MC para 2007-2015**. Desde 1999, F5MC ha tocado a ma's de 250,000 vidas.

SERVICIOS MAS COMUNMENTE PROVEIDOS

Information, remisiones y ayuda

Consultase intervenciones de alto intensidad

Closes de education para padres

Creacionde capacidad comunitaria

Grupos de juego para el desarrollo de padres e hijos

Visitas de salud y desarrollo a domicilio pars padres e hijos

Servicios de desarrollo infantil para bebes ninos pequenos

y ninos en edad pre-escolar

Chequeo initial o evaluation de necesidade

Para ver lodos los info-es de planificación y evaluation de FSMC, visile vs PROGRAMAS FINANCIADOS

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T Desairollo de los Ceuta de Recursos Fanf fares I Healthy Start; Canextories

Padres Familiares a'irirly Connections! Centro de Reqursos Fami{rares

59%}' Cali o Plaza entro' Binactor al Furtdocibn, or unitaria del

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

United Way 2- 1 del Condado de Y ionterey4

Acci in Centric de Recursos Familiares de Palaro; Radio, Bilinghe;

Condado de'`Monterey Community Foundation of Monterey

Couunty} Campana de Alfa@rptrzocrssn y Subveneiones pa@

Ve indanos Interactive Parenting Media= vestros Ninon y

Childhood Mafters; Centre de Recursas Far N; ares de sg' City,

L7fieina de Ede cocidn del Candadc de Monterey-Papas en

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y EducationEducativos CoMprehensve Approaches to Raising Educational

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d�loj de.Hortnell; Ayuda Tecinea al Cenci ez_p

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Monterey Peninsula College Ayuda Tecnica a Centro de Desaroilo

III. Salud Infantil Avarice-Proyecto de Necesidodes Especioles Community 1 d Foundation of Monterey iunty Educacton e Nutnehori; Sev cos

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COMMISIONADOS***

Elliott Robinson Presidente)

Director, Departamento de Servicios sociales y

do Empleo del Condado de Monterey

Simon Salinas Vicepresidente)

Supervisor, Juno de Supervisores del Condado

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Jeanne Hori-Garcia Secretarial

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Hartnell Community College

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Pediolro, The Pediatric Group of Monterey

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Official de Programas Superior

Ana Gonzalez-Romo

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Oficial de Evoloeciones

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Joanna Jensen

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Ana Duran

Asistente Administrative de Finoezon

Lisa Luis

Asistente Administrative de Programas

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♦ 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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FSMC 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

2009-10 Participatory Evaluation Report

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♦¹ 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.

SUMMARÝ:

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 fisca) i lica s co ected 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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