FIRST 5 SAN MATEO COUNTY
ACCOMPLISHMENTS
2018 – 2019

FIRST 5
SAN MATEO COUNTY
Success for Every Child

CREATING AN IMPACT AS A

LEADER

INVESTOR

PARTNER

2

Creating an impact as a **LEADER**

Build Up
for SMC's Children

- US CHAMBER FOUNDATION COLLABORATION:
  - Presentation to Chambers across the country

  - Case Study

- SUCCESS STORY:
  - City of San Carlos exempting traffic fees to child care providers

- REGIONAL ECE FACILITIES CONVENINGS AND COLLABORATION

3

Making an impact as a **LEADER**

FIRST 5 ASSOCIATION NETWORK LEADERSHIP

San Mateo's representation on State Association Executive Committee and Policy Committee

LGBTQ LEARNING CIRCLE

Well attended and well received

4

Creating an impact as a **LEADER**

WELCOMED 2 NEW
COMMISSIONERS

Nancy Magee

Alexis Becerra

5

Creating an impact as an
INVESTOR

- LAUNCHED THE CALL CENTER IN JANUARY 2019

- COMMISSIONER AND HMG PHYSICIAN CHAMPION DR. NEEL PATEL COALESCED 10 PHYSICIANS AROUND THE COUNTY

- CONVENED 3 PEDIATRIC ADVISORY TEAM MEETINGS

6

Creating an impact as an
INVESTOR

INCREASED SOCIAL MEDIA PRESENCE ON KEY ECE ISSUES

20TH ANNIVERSARY CELEBRATIONS

Immigration
Public Charge
Census

7

Creating an impact as a
PARTNER

MENTAL HEALTH SERVICES ACT

SMC SHERIFF'S DEPARTMENT

Co-fund Trauma Resiliency Informed System Initiative

Connecting through their Community Alliance to Revitalize Our Neighborhood (CARON) program

8

Creating an impact as a
PARTNER

C E N S U S
2020
SAN MATEO COUNTY

First 5 SMC Deep
Engagement

- SURVEY

- PARTICIPATION ON SMC
  CENSUS COUNTS

- HOSTED A LEARNING CIRCLE

- SUPPORT TO OTHER FIRST 5
  COUNTIES & FIRST 5
  ASSOCIATION

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**First 5 San Mateo County
Strategic Plan 2020-2025
And
Strategic Plan Implementation Plan Process**

Kitty Lopez, First 5 San Mateo County

September 23, 2019

FIRST 5
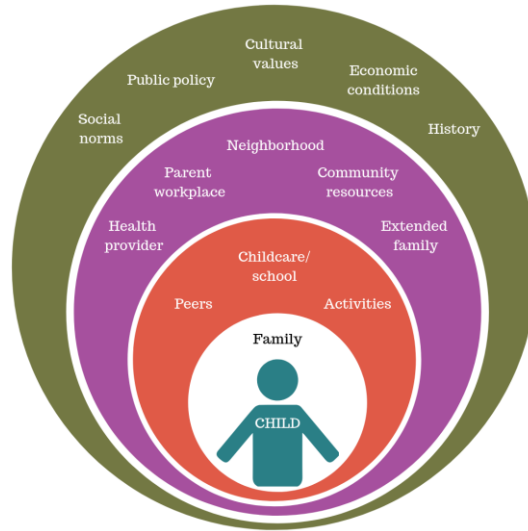**SAN MATEO COUNTY**

F5SMC Strategic Plan

Vision: Success for every child

Mission: First 5 San Mateo County promotes positive outcomes for young children and their families through strategic investments, community leadership, and effective partnerships

PREPARING CHILDREN FOR LIFELONG SUCCESS

Ecological Theory & The Social Determinants of Health

Desired Outcomes

1. **San Mateo County will give priority to young children and their families**
2. **Communities provide a safe and healthy environment for young children**
3. **Children have access to high-quality early care and education settings**
4. **Families feel connected to and supported by their community and able to nurture their child's health and development**
5. **Children have healthy attachments to their parents and caregivers**
6. **Children have access to and are utilizing appropriate health care services to meet their health and developmental needs**

How will outcomes be achieved?

It is understood by the Commission and community that investment alone will not make significant impact on the outcomes.

For the 2020-2025 Strategic Plan, First 5 San Mateo County will focus on three primary community roles (not in order of priority):
1. Strategic Financial Investor
2. Community Partner in aligned efforts
3. Community Leader to advocate for the prioritization of young children and their families in decision making processes

2020-2025 Plan

Focus Area: Quality Care & Education
- 2 Strategies for Investment

Focus Area: Healthy Children
- 3 Strategies for Investment

Focus Area: Resilient Families
- 3 Strategies for Investment

2020-2025 Plan

Systems Building: Community Approach
- 3 Priority Approaches

Component: Research and Evaluation
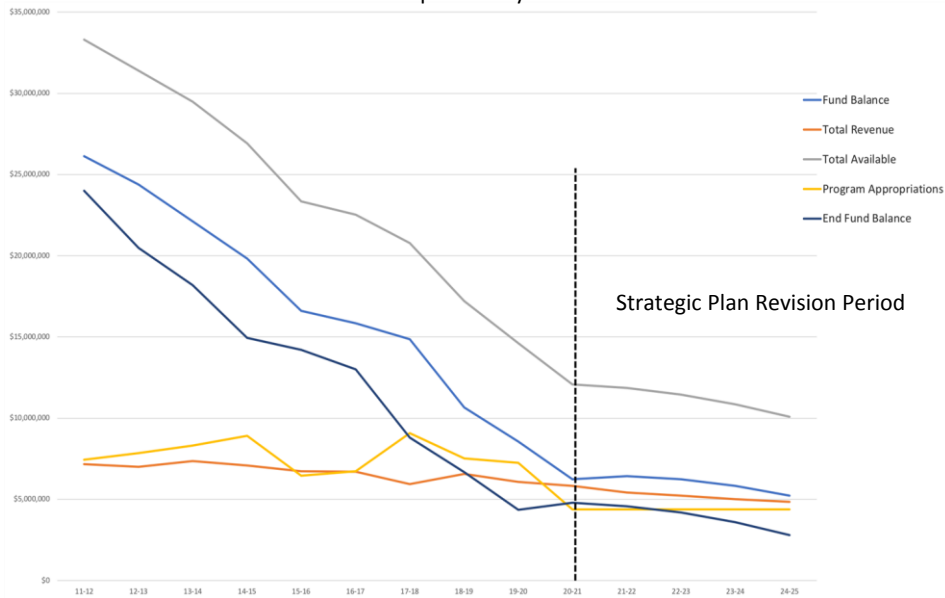
Component: Accountability

Persistent Challenge

How can First 5 San Mateo County maximize impact in the community at a time of declining financial resources?

Financials Over Time

Prepared May 2018

Chart legend:
- Fund Balance
- Total Revenue
- Total Available
- Program Appropriations
- End Fund Balance

Strategic Plan Revision Period

SMC Public Forum – Key Themes

1. **Convener and Collaborator:** Helping local funded and unfunded stakeholders tap into collaborative opportunities
2. **Resource Maximization:** Leveraging, aligning, blending funding as well as ensuring available public funds are maximized before F5SMC funding is utilized
3. **Impact Investor:** Focus investments on prevention and target intervention to the very highest needs children
4. **Systems Catalyst:** Striking the right balance between program investments and systems improvements through cross sector initiatives and effective partnership
5. **Advocate and Champion:** Impacting local and regional decision makers including community business leaders to prioritize young children

STRATEGIC PLAN IMPLEMENTATION PLAN

- **3 Year Cycle: FY'S 20-23**
- **Community Investment of $11,340,000**
- **Procurement process to determine grantee organizations and partnerships**

Investment/SPIP Budget Allocation FY's 20-23

Quality Care and Education	Total
Quality Improvement	
Expand Access for Children with Special Needs	
	$3,180,000
Healthy Children	**Total**
Oral Health Access and Utilization	
Integrated Systems for Children with Special Needs & Their Families	
Early Mental Health Systems Infrastructure & Enhancements	
	$3,180,000
Resilient Families	**Total**
Intensive Supports for Children with Multiple Risk Factors	
Parent Connectivity	
Family Engagement Capacity Building	
	$3,180,000

Investment/SPIP Budget Allocation FY's 20-23

Policy Advocacy & Communications	Total
Leadership on Policy & Advocacy	
Community Partnership	
Community Education	
	$1,140,000

Research and Evaluation - External	Total
Data Collection	
Partnership & Systems	
In-depth research on program and parent specific topics	
	$339,000

Emerging Projects	Total
Intensive Supports for Children with Multiple Risk Factors	
	$321,000
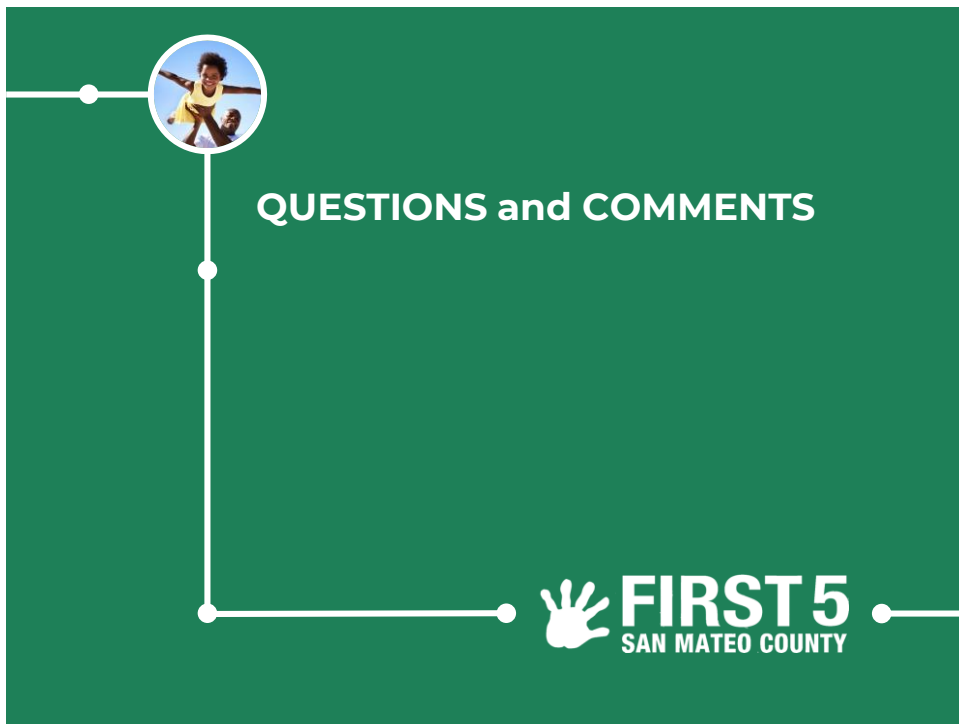
SPIP Timeline

- SPIP Procurement Process **November 2019 – June 2020**

- Periodic updates on procurement process **September - June 2020**

- Commission approval for contract amounts, negotiations and execution of agreements **February - May 2020**

NEXT STEPS

- ❑ **Commission Approval of Release of Funding Mechanisms for SPIP in 3 Focus Areas October 2019 Commission Meeting**

- ❑ **F5SMC staff continued work on the Strategic Plan Implementation Plan**
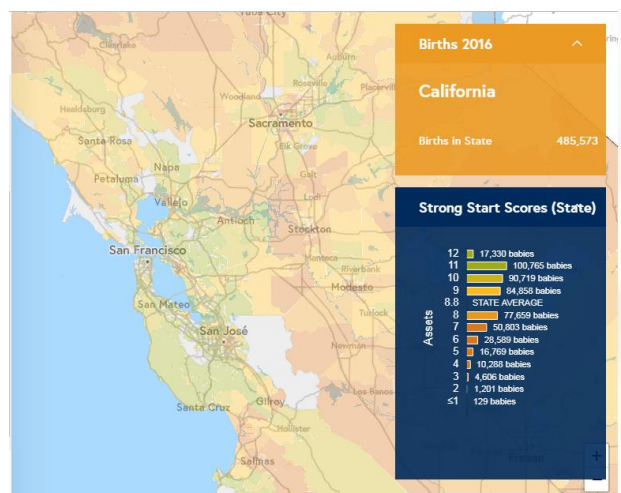

QUESTIONS and COMMENTS

The California Strong Start Index

What is the Strong Start Index?

- Asset-based scale calculated for every child born in California, using data collected on the birth certificate

- Developed by the Children's Data Network at USC, with support from the F5 Association of California
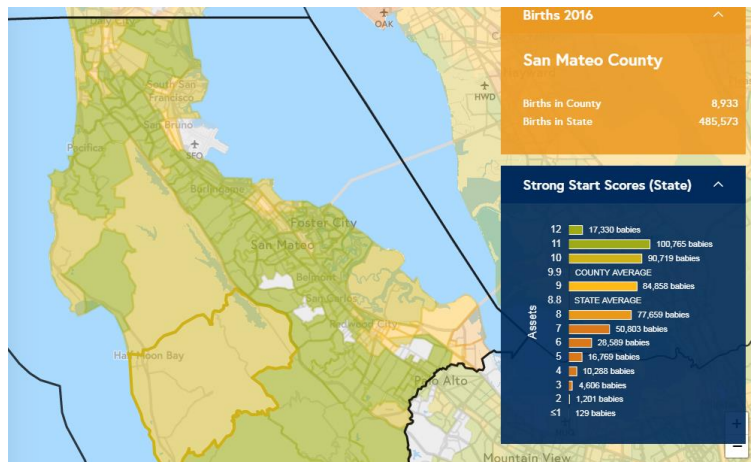
- www.strongstartindex.org
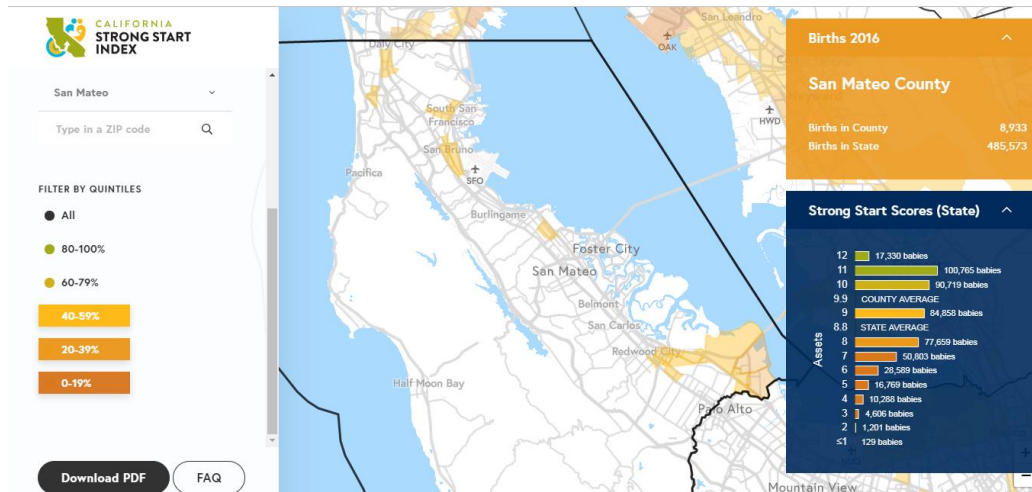
Strong Start Indicators

Family	• Legal parentage established at birth (93.6%) • Born to non-teen parents (89.6%) • Born to parents with at least a high school degree (69.6%)
Health	• Healthy birth weight (93.2%) • Absence of congenital anomalies, abnormalities, or birth complications (20.9%) • Absence of transmissible (mother-to-child) infections (99.8%)
Service	• Access to and receipt of timely prenatal care (82.4%) • Receipt of WIC if eligible (89.6%) • Hospital with high percentage of births with timely prenatal care (61%)
Financial	• Ability to afford and access healthcare (72.9%) • Born to parents with college degrees (42.9%) • Born to parents with employment history (69.1%)

Strong Start Index in San Mateo County

- Statewide Average: 8.8
- SM County Average: 9.9
  - Tied with San Francisco County for highest average in the State
  - 82% of babies born with 9 or more assets
 - 17% born with 5-8 assets
  - 1% born with 1-4 assets

Births 2016

San Mateo County

Births in County   8,933
Births in State   485,573

Strong Start Scores (State)

Assets		babies
12		17,330 babies
11		100,765 babies
10		90,719 babies
9.9	COUNTY AVERAGE	
9		84,858 babies
8.8	STATE AVERAGE	
8		77,659 babies
7		50,803 babies
6		28,589 babies
5		16,769 babies
4		10,288 babies
3		4,606 babies
2		1,201 babies
≤1		129 babies

Finding Low-Asset Census Tracts

Drilling Down into Census Tracts

- According to CCCS, 34% of children 0-5 (18,598) live in high need census tracts
- According to Strong Start, 20% of babies (1,771) are born into low asset tracts
- Four lowest-scoring tracts on the Strong Start Index are in East Palo Alto
 o Their average score is 8.7
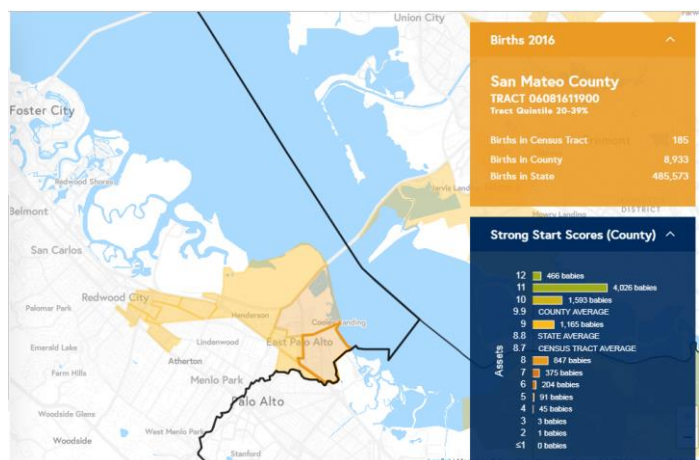
Additional Thoughts about the Strong Start Index

- Important proof of concept on the use of linked administrative data sets in the public policy arena and the use of "cumulative risk/asset" scales
  - o Index scores can be generated annually with minimal additional infrastructure or development
- Constraints on the data elements available on birth certificates result in a highly skewed data set, may not capture the most pressing needs
- CCCS data identifying high-risk neighborhoods through service utilization at older ages suggest that the Strong Start Index is under-identifying neighborhoods where children are likely to experience non-optimal outcomes

Questions and Comments
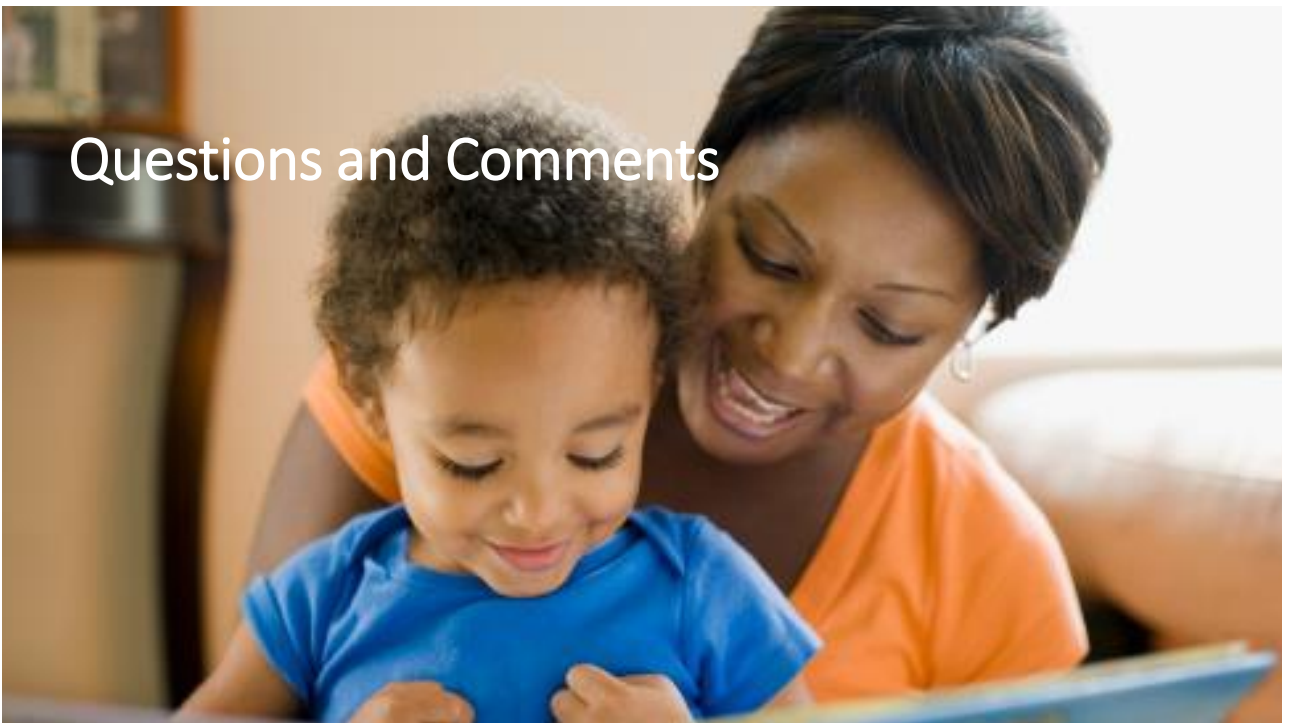
SAVE THE DATE

A CULTURE OF CARE

TRAUMA-INFORMED PRACTICES FOR FAMILY-SERVING SYSTEMS

Join community partners and nationally-recognized experts for a day of learning and reflection about how to transform the way we serve young children and their families

NOVEMBER 18, 2019

9 AM - 4 PM
SOBRATO CENTER | REDWOOD SHORES

A free event for organizational leaders and direct service staff from family-serving organizations in San Mateo County. We highly encourage coworkers to attend together.

DETAILS & REGISTRATION LINK COMING SOON

FIRST 5
SAN MATEO COUNTY