

FIRST 5 CENTER FOR CHILDREN'S POLICY

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First5center.org

- Think tank and policy development arm of the First 5 Association of California
- Adds in-depth research and thinking on California early childhood systems and services with a whole child / whole family framework
- Complements the Association's work to improve systems for children.



Focus Areas of Work



Resilient Families



Comprehensive Health & Development



Quality Early Learning

2020 POLICY AGENDA



First 5 builds the early childhood systems and supports needed to ensure California's young children are healthy, safe, and ready to succeed in school. This is accomplished through:

RESILIENT FAMILIES



VISION:

Promote parental resilience, social connections, concrete support in times of crisis, and knowledge of parenting and child development.

POLICY GOALS:

- Expand access to evidence-based family strengthening programs, including home visiting and parent education, and parent and father friendly practices to optimize child development and reduce the risk of abuse and neglect.
- Strengthen the social safety net to build family resiliency and promote early relational health.
- Ensure access to services for all families regardless of their immigration status.

- Support community hubs, such as Family Resource Centers, for integrated services and crisis supports for children and families.
- Reduce exposure to trauma and toxic stress to promote healthy social-emotional development and build prevention-based systems of care.
- Support parent engagement on child brain development, including **Talk, Read, Sing!**

COMPREHENSIVE HEALTH AND DEVELOPMENT



VISION:

Build a family-centered health system that prioritizes prevention.

POLICY GOALS:

- Increase coordination across systems of care to connect young children to screening and early intervention, including through the expansion of **Help Me Grow**.
- Increase use of and integrate essential **Head-Start** services across systems of care, including dental, mental health, and vision services.

- Ensure all pregnant women and children ages 0-5 have affordable and comprehensive health insurance and are able to use preventative care.
- Expand availability and geographic spread of health care providers and professionals.

QUALITY EARLY LEARNING



VISION:

Ensure children are healthy and have the social-emotional and cognitive skills to enter kindergarten ready to learn.

POLICY GOALS:

- Increase supply of high-quality early learning programs across our mixed delivery system for children 0-5.
- Embed high-quality standards in all state-funded early learning programs and support state and local efforts to meet them.

- Promote affordability of high-quality early learning programs.
- Elevate the early care and education profession by increasing compensation, providing professional development opportunities, and emphasizing diversity across the field.

SUSTAINABILITY AND SCALE



VISION:

Fulfill the voter-approved Proposition 10 mandate to create a comprehensive and integrated delivery system of information and services to promote early childhood development.

POLICY GOALS:

- Explore and advance additional revenue sources for services to children and families.
- Improve and integrate data systems to track and evaluate children's outcomes.

- Regulate tobacco products and promote smoking cessation.
- Regulate public health risks that widely affect children's health and wellbeing.
- Promote and sustain First 5's role in building systems of care for young children and their families.

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Resilient Families



- **Webinar series for home visitors:**
 - Building from the national Rapid Response Virtual Home Visiting collaborative to create a webinar series for CA home visitors.
 - Will offer best practice strategies to support home visiting professionals in maintaining meaningful connection with families during COVID.
- Working with The Children's Partnership to define best practices to leverage MHSA funds (coming soon!)
- Webinars & MHSA guides will be included in the Home Visiting Resource Hub

Comprehensive Health and Development



Whole-Family Wellness for Early Childhood: A New Model for Medi-Cal Delivery and Financing



FIRST 5 CENTER FOR CHILDREN'S POLICY

CONCEPT PAPER
September 2019



California's Early Identification and Intervention System and the Role of Help Me Grow

FIRST 5 CENTER FOR CHILDREN'S POLICY

POLICY BRIEF
May 2020

Whole-Family Wellness for Early Childhood: A New Model for Medi-Cal Delivery and Financing



Whole-Family Wellness for Early Childhood: A New Model for Medi-Cal Delivery and Financing



FIRST 5 CENTER FOR CHILDREN'S POLICY

CONCEPT PAPER
September 2019

- 64% of California children ages 0 to 5 are enrolled in Medi-Cal
- The report provides a framework for how to provide holistic services to a child and family, with significant consideration of social-emotional development and social determinants of health
- Partnership with California Children's Trust
- Offers a definition of whole family
- Contributed to the creation of a San Francisco pilot project to finance Healthy Steps through Medi-Cal

California's Early Identification and Intervention System and the Role of Help Me Grow



California's Early Identification and Intervention System and the Role of Help Me Grow

FIRST 5 CENTER FOR
CHILDREN'S POLICY

POLICY BRIEF
May 2020

- Discusses the early identification and intervention (EII) system in CA and how county First 5s have contributed to it over the past 15 years through Help Me Grow
- Highlights the role the state can play in reducing variation in and further strengthening the EII system statewide
- Distributed widely in May, including to the Master Plan Research Team

Early Identification & Interventions Systems Map

- An [interactive resource](#) that describes eligibility pathways and the role of different systems in delivering services for children with developmental delays and behavioral concerns.
- Goal is to help stakeholders understand the complexity of the pathways for families
- Accompanied by a report with 6 Key Takeaways

Family Stories about the EII System



Brianna's Age	Family Experience	System
10-11 months	The Regional Center contacts Karla and screens Brianna during her first appointment, which again shows that she is delayed in all developmental domains. The Regional Center then begins to look for providers to offer treatment services to Brianna.	Regional Center
11 months	In search of a diagnosis, Brianna's pediatrician refers her to a neurologist at San Francisco General Hospital.	Primary care
12 months	Without a specific diagnosis, Brianna begins receiving speech, early intervention, and physical therapy (PT) through the Regional Center, but Brianna wasn't approved for occupational therapy (OT) even though screening showed delays in gross motor skills. PT is done at her home, whereas speech and early intervention therapy are provided at two different centers.	Regional Center
14-15 months	Brianna has her appointment at San Francisco General and the neurologist refers her to UCSF for further evaluations. Brianna is given an appointment 5-6 months later.	Specialist
18 months	Brianna comes down with pneumonia three months before her UCSF appointment and ends up at UCSF, where doctors decide to run genetics tests they were planning on running during the originally scheduled appointment.	Specialist

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Quality Early Learning



Readying Our State:
How Kindergarten Readiness Inventories Can Benefit California

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POLICY BRIEF
March 2020

- Provides landscape of kindergarten readiness inventories (KRIs), examples from other states, and recommendations for a statewide approach.
- Distributed to stakeholders in March (originally planned release was postponed)
- Master Plan for Early Learning and Care research team is looking into KRI tools, using this report as part of their background

Current & Upcoming Projects



- **Medi-Cal Managed Care procurement** – input on new contracts!
 - Highlighting a pilot that seeks to draw down **Medi-Cal funding for the Healthy Steps model**. Goal is to gain additional momentum for financing dyadic care models through Medi-Cal.
 - Analysis of CA **prenatal and birth outcomes** by county and race (Children's Data Network)
-

Thank you!

Check out our work: www.first5center.org



ACCOMPLISHMENTS

2019 - 2020



FIRST 5 SMC CONTINUES WORK
INSPIRE OF THE COVID-19 PANDEMIC

STRATEGIC PLAN IMPLEMENTATION PLAN

Procurement Process

Contract Negotiations

Contract Executions



FUNDING ALLOCATIONS

Quality Care and Education

\$3,180,000

1 SYSTEMS LEVEL COLLECTIVE IMPACT INITIATIVE WITH LEAD AGENCY AND SUBCONTRACTORS

Healthy Children

\$3,180,000

1 SYSTEMS LEVEL LARGE COLLECTIVE IMPACT INITIATIVE WITH LEAD AGENCY AND SUBCONTRACTORS

Resilient Families

\$3,180,000

7 AGENCIES & PROGRAMS PROVIDING CRITICAL SUPPORT SERVICES

Partnership, Advocacy, Communications & Evaluation

To date:

\$597,000

COMMUNITY PARTNER & SYSTEM LEADER EFFORTS

STATE LEVEL:

- **Build Up California:** Build Up SMC is the model that launched this statewide network.

LOCAL LEVEL:

- **CARES ACT:** Helped secure \$2 million allocation of CARES Act Funds for the Child Care Relief Fund



RESPONDING DURING COVID-19

- **Partnership with Emergency Response Team Agencies to align and coordinate efforts:**

Child Care Partnership Council, SMCOE, 4Cs, The Big Lift, Build Up SMC, THE BOS, Community Equity Collaborative, SVCF and First 5 San Mateo County

- **Partnership with 4Cs and San Mateo County Event Center for Child Care and Community Supplies Distribution** such as diapers, masks, cleaning supplies and books through funding from First 5 California and California Department of Education

- 341 Child Care Providers received 4,565 items as of 9/9/2020
- 100 Community Families receiving child care supplies as of 9/24/2020
- PPE's also available for grantee organizations

RESPONDING TO COVID-19



- **Surveyed First 5 SMC Grantees to gauge the impact of COVID and Public Health Orders**
- **Approved Grant Extensions (no-cost) to allow additional time and flexibility for Scopes of Work to be completed**
- **Communications Focus:** COVID-19 related posts have been popular and have received some of the highest engagement rates. Posts that focus on issues--such as social justice--have also been popular; Traffic to the web-site has increased.
- **[San Mateo County ACEs Connection Website Curation, Check it out!](#)**

SECURED FUNDING

- **Sequoia Healthcare District**
\$1,190,520 over a three-year period
- **Peninsula Healthcare District**
\$35,000 for one year
- **ACEs Aware**
\$50,000 for one year
- **First 5 CA IMPACT Fund**
\$1,202,240



COMMUNITY ENGAGEMENT

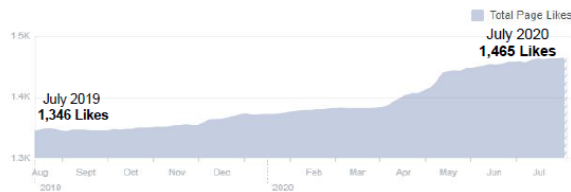


Facebook Follower Trends

July 23, 2019 – July 22, 2020

Facebook page likes and followers have increased during the coronavirus pandemic and correspond to Facebook paid ads.

Total Page Likes as of Today: 1,465



Total Page followers as of today: 1,662



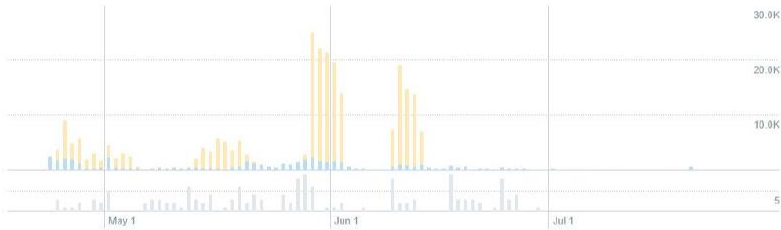
Facebook Followers increased by 17%

Twitter: Engagement and Followers

April 23, 2020 – July 22, 2020

Impressions on Twitter were highest in May.

Your Tweets earned **266.6K impressions** over this 91 day period



602 Followers (Average new follower growth: 6/month)

Followers are largely peer organizations (local and state), individuals working in related fields, and some undetermined individuals

Legend

Blue – organic impressions
 Orange – paid impressions
 Grey - # of Tweets

Instagram: Follower Demographics



1,002 Followers

Like Twitter, audience is a mix of individuals and organizations; Instagram is more slanted toward individual followers than Twitter

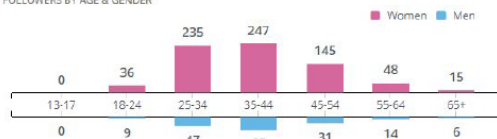
Followers Age & Gender

Export

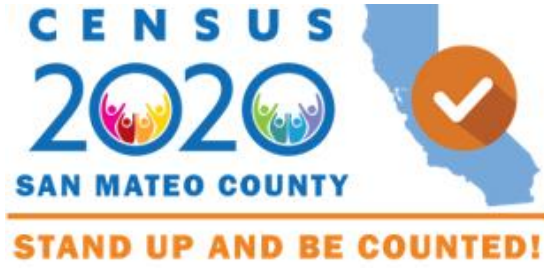
FOLLOWERS BY GENDER



FOLLOWERS BY AGE & GENDER



First 5 SMC Deep Engagement



A Culture of Care

One-day forum and training regarding trauma was attended by about 180 providers





STRATEGIC PLAN IMPLEMENTATION PLAN 2020-2025

UPDATE- SEPTEMBER 28, 2020

OUR FUNDED PARTNERS 2020-2023



Child Care Keeps Parents Earning
and
Children Learning!



Peninsula
Family Service



HELP ME
CALIFORNIA
Grow
SAN MATEO COUNTY
Resources to Thrive from 0-5



Community
Equity
Collaborative



abilitypath
INSPIRING INCLUSION



Build Up
for SMC's Children



QualityCounts
SAN MATEO COUNTY
Early Learning Excellence



FAMILY
CONNECTIONS
Thriving Kids. Thriving Families.



SAN M.
COUNTY
OFFICE OF
EDUCATION



STAR VISTA



LEGAL AID SOCIETY
OF SAN MATEO COUNTY



THE BIG
LIFT



firefly
CENTER
Therapy Services for Children



Stanford
Children's Health



Good2Know NETWORK



SILICON VALLEY
community foundation



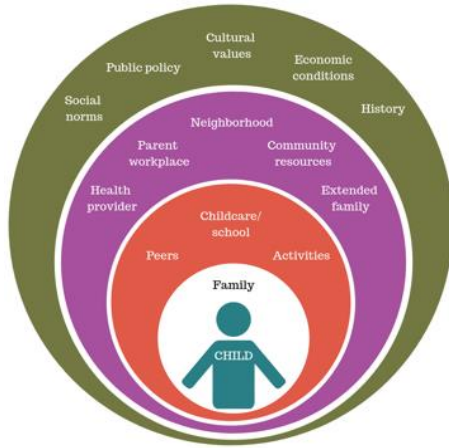
LifeMoves



I H S D



LIFE STEPS FOUNDATION
CHILDREN SERVICES



Convener and Collaborator

Resource Maximizer

Impact Investor

Systems Catalyst

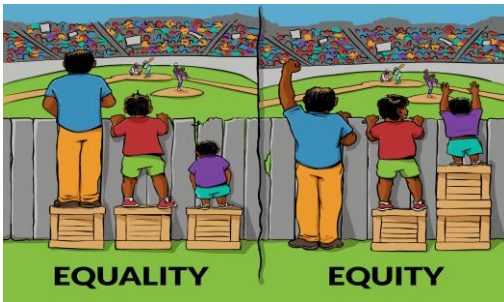
Advocate and Champion



ELVEVATING.....

Decision Making and Solutions; Understanding Data; Burdens & Benefits; Accountability;

Community and Community Engagement; Authentic Family Engagement





MINDFUL OF THE EFFECTS
OF COVID NEAR AND LONGER TERM

Future Strategy, Discussions and Investment Recommendations
(POLICY, ADOGENCY, COMMUNICATIONS, EVALUATION)



**Leadership, Advocacy
& Policy Development**

- Business Capacity Building/TA FCC's
- Policy Platform 20-23



Community Partnership & Education

- Communications
- Cross-Agency Collaboration



Evaluation & Research

- Evaluation Plan
- Family Stories Mini Projects



Emerging Projects

- New Opportunities
- Innovations
- Seed Projects

NEXT STEPS

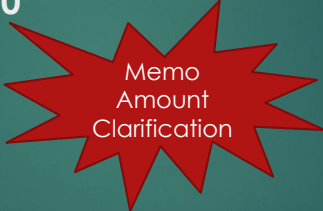
- ❖ Communication Plan Presentation in October
- ❖ SPIP and Budget Update in December
- ❖ Grantee Impact Stories or Presentations throughout the year
- ❖ Evaluation Plan
- ❖ Continued Roll-out of Investment Strategies and Recommendations



QUESTIONS?

QUALITY CARE & EDUCATION:

F5CA IMPACT- CA QUALITY COUNTS
SMCOE
Agreement Recommendation
\$1,052.240



SMC QUALITY RATING AND IMPROVEMENT SYSTEM(QRIS)



QRIS : Quality Counts SMC

- ▶ Helps early care and education programs improve their quality
- ▶ Uses evidence-based standards
- ▶ Helps parents make informed choices
- ▶ Recognizes and promote programs that participate
- ▶ Exists in most States



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Quality Counts California



- Began as Federal Pilot & Expanded to all counties
- Regional Hubs and Communities of Practices
- 7 Elements of Quality
- 5-tiered Rating System
- Led by CA Dept of Ed and CA F5
- Uses State approved quality improvement tools and resources
- Implemented at the County level

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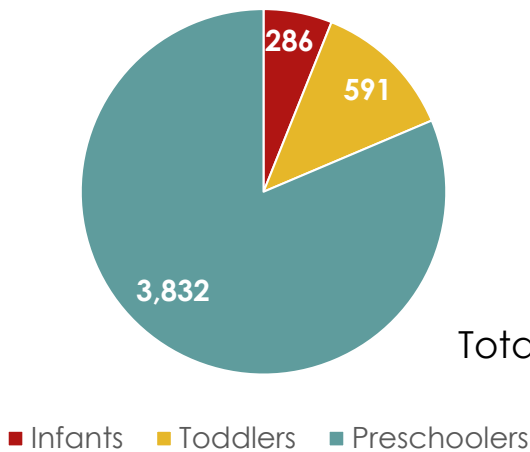
San Mateo's QRIS



- Follows California protocols
- Unique San Mateo County way of providing support and recognition to programs and families
- Implemented by First 5 San Mateo Cty, San Mateo County Office of Ed, and the Child Care Coordinating Council (4Cs)
- The Child Care Partnership Council is the Advisory Body



ON AVERAGE ANNUALY NUMBERS SERVED BY AGE



Total:

- 84 Center-based Providers
- 19 Family Child Care Providers
- 10% of child care providers
- 80% of providers have the highest ratings
- 85% Children/Families with low-income
- All program serve families with the greatest need of care

3 Year Budget Allocation to SMCOE \$1, 052.240

Agency	Scope of Work Highlights	FY 20-21 Budget
SMCOE	<ul style="list-style-type: none"> • Program Oversight • Coaching and technical assistance through a Quality Improvement Navigator (QIN) • Provides coordination support for the SM County Coaching Collaborative, • Monitors the Quality Improvement Plan process for effective practices. • Acts as the QRIS coach for a caseload of sites and classrooms. Position funded at .20 FTE for Quality Improvement • Professional Development opportunities • QI incentive disbursement to participating sites • Vertical Change database management, data collection and analysis • Instructional materials and supplies 	\$268,000
4C's	<ul style="list-style-type: none"> • Incentives to participating Family Child Care Home providers • Technical assistance and coaching to QRIS participating centers that accept CAPP or CalWORKs vouchers. 	\$82,000
Grand Total		\$350,000



QUESTIONS?

TRAUMA- & RESILIENCY- INFORMED SYSTEMS INITIATIVE (TRISI)

Recommendations for Initiative Design
Consultant, Cohort Facilitator, and
Organizational Coach

BACKGROUND

First 5 SMC EMCH Steering Committee: January 2018 Recommendation

Long-term goal: Embed Trauma-Informed Policies and Practices at every level of the system



Training and support for child- and family-serving organizations to become make internal operations more trauma-informed, including:

- **Agency Self-Assessments of Trauma-Informed Care**
- **Trauma Training:** Basic training on definition, prevalence, impacts and treatment of trauma as well as information about resiliency and protective factors
- **Reflective Practice Training and Supervision:** An approach that supports various models of relationship-based service delivery and can be used across disciplines, systems of care, and service models for children and families.

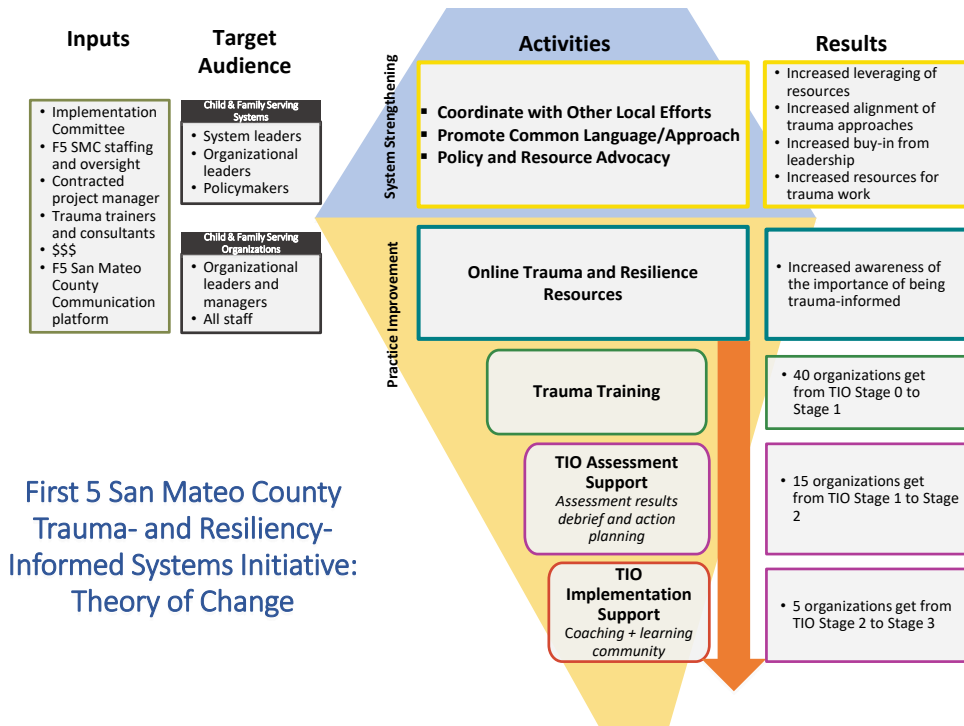


Training and resources for professionals working with children and families

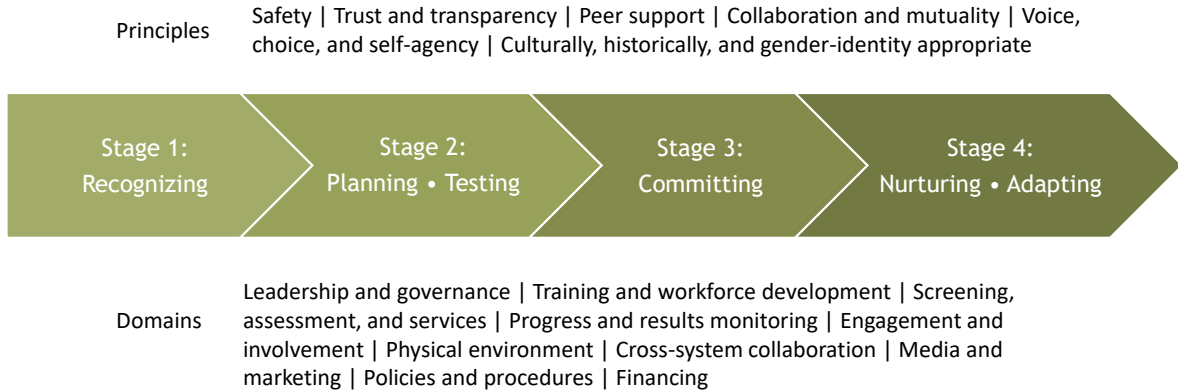
- To understand trauma, its impacts, and treatment options
- That incorporates cultural humility into trauma-informed work



Education for parents to help recognize the signs and symptoms of trauma



Becoming Trauma and Resiliency-Informed: 4 Stages of Development



Source: First 5 LA

Progress to
Date

- Online Resource Hub
- Market Assessment Survey
- Countywide Trauma Convening
- Organizational Assessment Tool
- And now...

PROCUREMENT PROCESS

Request for Qualifications

- Three roles:
 - Initiative Design Consultant
 - Cohort Facilitator
 - Organizational Coach
- 18-month timeline
- Four quotes received
- Review panel of local and regional partners with expertise related to process and/or content
- Unanimous decision for all three roles



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RECOMMENDATIONS

Hamai Consulting

Initiative Design Consultant

- Deep experience leading service improvement projects
- Concise, thorough, well-conceptualized proposal
- Specific knowledge of trauma and articulated connection to other trauma resources

Cohort Facilitator

- Strong subcontractor (RJAE Consulting) with deep knowledge of trauma and adult learning expertise
- Established relationship/ previous experience with proposing agency
- Equity-centered facilitation process



East Bay Agency for Children: Trauma Transformed

Organizational Coach

- Deep knowledge of trauma-informed organizational practices and work with large initiatives
- Extensive local and regional coaching experience
- Specific experience with child-focused agencies



Questions?



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