

## FIRST 5 SAN MATEO COMMISSION MEETING

### HOW TO PARTICIPATE

- Commission and others, we recommend to be on the call Monday at 3:40 PM so we can test prior to the 4 PM meeting start time and ensure that you have connection.
- Please note that public is attending this meeting and they may join early so please keep that in mind
- Be sure to mute your microphone during the meeting until called upon to speak; and
- If you plan to join by phone, please let Myra Cruz or other First 5 Staff know the phone number in advance so we can identify you to the Commission, and we will rename your masked phone number to show your name instead. We highly encourage that you join early so we can make this change, OR you can email us your phone # ahead of time to [ecruz@smcgov.org](mailto:ecruz@smcgov.org) .
- **JOINING VIA ONLINE:**  
For those attending the meeting on the Zoom videoconference, (click the link listed on the agenda), we will use the “raise hand” feature in order to organize any public comments. During the general public comment period, and for each item on the Regular Agenda, F5SMC Staff, will ask those members of the public who wish to comment to click the “raise hand” feature to raise your hand to speak on that agenda item.
- **JOINING BY PHONE:**  
The phone number is listed on the agenda.  
Press \*6 to mute and unmute your phone  
Press \*9 if would like to speak. This would notify the staff that you would like to speak.

Please note that members of the public must wait for the prompt in connection with each Agenda item before using the raise hand function. For example, you cannot raise your hand at the beginning of the meeting for an Agenda item that is later in the meeting.

When you hear your name called, F5SMC Staff, will unmute your mic to begin speaking. You may only speak once per agenda item.

**\* PUBLIC HEARING MEETING NOTICE\***  
**FIRST 5 SAN MATEO COUNTY (F5SMC)**  
**COMMISSION MEETING**

As authorized by Governor Newsom’s Executive Orders N-25-20 and N-29-20, dated March 12, 2020 and March 17, 2020 respectively, the meeting will be held via teleconferencing with members of the Commission attending from separate remote locations. The meeting will be held and live cast from the following location where members of the public shall have the right to observe and offer public comment:

**DATE: Monday, January 25, 2021**

**TIME: 4:00 PM – 6:00 PM**

**Join Zoom Meeting**

**Online:**

<https://smcgov.zoom.us/j/91722273690?pwd=Y3ppL1NseGlxZ1BZd3VVL2c2Y1BTUT09>

**Phone: +1 669 900 6833**

**Webinar ID: 917 2227 3690, Passcode: 990994**

This altered format is in observance of the recommendation by local officials that certain precautions be taken, including social distancing, to address the threat of COVID-19.

<b>AGENDA</b>		
<b>Call to Order and Preliminary Business</b>		
<b>1</b>	<b>Roll Call</b>	<b>4:00 PM</b>
<b>2</b>	<b>Public Comment</b>	
<b>3</b>	<b>Action to Set Agenda for January 25, 2021 Meeting and Approve Consent Agenda Items</b> <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
<b>4</b>	<b>Commission Announcements</b> Welcome Commissioner Carole Groom	<b>4:05 PM</b>
<b>5</b>	<b>Storytelling: First 5 Work/Impact</b> Bart Charlow, CEO, Samaritan House	<b>4:10 PM</b>
<b>Discussion Item</b>		
<b>6</b>	<b>Roundtable Collaborative Network Analysis</b> by Jenifer Clark, Research and Evaluation Specialist, First 5 San Mateo County	<b>4:15 PM</b>
<b>7</b>	<b>Oral Health Strategy Update</b> by Emily Roberts, Health and Development Specialist, First 5 San Mateo County <i>(See Attachment 7)</i>	<b>4:35 PM</b>

Action Item		
<b>8</b>	<b>Reappointment of Commissioner Rosanne Foust to F5SMC Commission for her second 3-year term, expiring December 31, 2024</b> <i>(See Attachment 8)</i>	4:45 PM
Informational Items		
<b>9</b>	<b>Report of the Executive Director</b> <i>(See Attachment 9)</i>	4:50 PM
<b>10</b>	<b>Committee Updates</b> <i>(See Attachment 10)</i>	4:55 PM
<b>11</b>	<b>Adjournment</b>	5:00 PM
Other		
<b>12</b>	<b>CLOSED SESSION</b> <i>(The Commission will adjourn to closed session to consider the following item.)</i> <b>Public Employee Performance Evaluation (California Government Code Section 54957(b))</b> <b>Title: Executive Director, F5SMC</b>	

\* **Public Comment:** This item is reserved for persons wishing to address the Commission on any Commission-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed on the Consent Agenda; 3) Executive Director’s Report on the Regular Agenda; or 4) Subcommittee Members’ Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

Persons wishing to address a particular agenda item should speak during that agenda item. Speakers are customarily limited to two minutes, but an extension may be provided to you at the discretion of the Commission Chair.

The identified times are approximate and are intended to serve as a guide to the public and all First 5 meeting attendees regarding the approximate start times for any one section of the Agenda. The actual start and end times for an agenda item may differ from the noted times.

Public records that relate to any item on the open session agenda for a regular Commission meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Commission. The documents are also available on the First 5 Internet Web site at [www.first5.smcgov.org](http://www.first5.smcgov.org).

Individuals who require special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Myra Cruz, by 12 Noon on Friday, January 22, 2020 at 650.372.9500 x232 and/or [ecruz@smcgov.org](mailto:ecruz@smcgov.org). Notification in advance of the meeting will enable the Commission to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

First 5 San Mateo County Commission Meeting

**CONSENT AGENDA**

January 25, 2021

All items on the consent agenda are approved by one roll call motion unless a request is made at the beginning of the meeting that an item be withdrawn or transferred to the regular agenda. Any item on the regular agenda may be transferred to the consent agenda.

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- 3.1 Approval of the December 14, 2020 Commission Meeting Minutes  
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)  
COMMISSION MEETING MINUTES  
December 14, 2020  
San Mateo County Office of Education**

**Call to Order & Roll Call****1. Roll Call**

Commission Members: Ken Cole, Rosanne Foust, Nancy Magee, Neel Patel, Sandra Phillips-Sved, Louise Rogers

Youth Commissioner: Ryan Teh

Commission Members Absent: Alexis Becerra, David Canepa, Pam Frisella

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Emily Roberts, Jenifer Clark, Mai Le, Mey Winata, and Myra Cruz

County Counsel: Monali Sheth

A quorum was present. Commissioner Rogers called the meeting to order at 4:00 PM; roll call was taken.

**2. Public Comments: None****3. Action to Set Agenda for December 14, 2020 Meeting and Approve Consent Agenda Items**

MOTION: FOUST/ SECOND: COLE

AYES: COLE, FOUST, MAGEE, PATEL, PHILLIPS-SVED, ROGERS  
TEH (YOUTH COMMISSIONER)

NOES: NONE

ABSTAIN: NONE

Motion approved.

**4. Commission Announcement: None****5. Storytelling: First 5 Work/Impact**

Dana Stoehr, CEO of San Mateo County Event Center (SMCEC), shared the role of SMCEC during the pandemic. Stoehr shared the importance of the personal protection equipment (PPE) and getting it into hands of the families and providers during the pandemic. She acknowledged 4Cs for the collaboration in this effort. Kitty Lopez added that SMCEC's staff Justin Aquino and his team have been delivering the PPEs directly to providers and families with help from Samaritan House and the San Mateo County Office of Education. Aquino shared that as of today, 601 deliveries have been made throughout San Mateo County.

Commissioner Rogers, on behalf of San Mateo County Health, and Commissioner Cole, on behalf of Human Services, thanked SMCEC for all their efforts and support also with COVID-19 testing and vaccine.

**6. Presentation on California Policy Update**

Margot Grant Gould, Policy Director of First 5 Association of California provided an update on California State Policy, and she highlighted the following:

- Prior to pandemic, California was already in childcare crisis and COVID-19 pandemic only amplified it.
- Reviewed the First 5 Association Mission and Guiding Principles.

- COVID-19 impacts on young children and families.
- Opportunities to advance early childhood such as child care stability and expansion, integrating early childhood development in Medi-Cal, and family economic wellbeing.
- Policies that First 5 Association endorsed such as Universal Transitional Kindergarten (AB 22), Infant – Toddler Care Expansion (SB 50), Waiving Family Fees (AB 92), and Vape Tax.

Kitty Lopez added that Gould will be leaving First 5 Association and acknowledged for her advocacy efforts and policy leaderships for young children.

The Commission asked questions and made comments.

The PowerPoint Presentation can be found on the F5SMC's website, [December 14, 2020 Commission Meeting Presentations](#).

**7. Presentation on San Mateo County Strong Fund Presentation**

Commissioner Rosanne Foust, First 5 San Mateo County and CEO, SAMCEDA, provided an update on pandemic recovery funding for the San Mateo County Business Community, and highlighted the following:

- Communications and resources such as the SAMCEDA website, newsletter, social media, surveys, community presentations as well as a COVID-19 Business Continuity Action Plan.
- San Mateo County Strong Fund and San Mateo Credit Union Community Fund received \$8.047 million from 1,316 donors: \$3 million from Measure K, \$1,671,000 from Cities and Towns, and \$3,376,131 from Foundations, Corporations and Small Donors.
- \$2 million will be distributed to individuals and families, \$1.985 million to Non-Profits, and \$3.493 million to small businesses.
- San Mateo County Recovery Initiative grand total to date for COVID-19 Relief Funds is \$82,031,691 from Measure K, federal CARES Fund and Leveraged Funds.
- A Paid Work Experience Program for San Mateo County Residents is a new opportunity.
- Partner organizations were critical for successful implementation.

Commissioners Magee and Patel acknowledged the Commissioner Foust and her team at SAMCEDA for their efforts during the pandemic.

The PowerPoint Presentation can be found on the F5SMC's website, [December 14, 2020 Commission Meeting Presentations](#).

**8. Approval of First 5 San Mateo County 2021 Meetings Calendar**

Kitty Lopez asked for an approval of this agenda item.

MOTION: COLE/ SECOND: PATEL  
AYES: COLE, FOUST, MAGEE, PATEL, PHILLIPS-SVED, ROGERS  
TEH (YOUTH COMMISSIONER)  
NOES: NONE  
ABSTAIN: NONE

Motion approved.

Public Comment: None

9. **Approval of 2021 Committee Members for Finance and Administration Committee, Early Childhood Evaluation Advisory Committee, and Program, and Operations, and Planning Committee**

Kitty Lopez asked for an approval of this agenda item.

MOTION: PHILLIPS-SVED/ SECOND: FOUST  
 AYES: COLE, FOUST, MAGEE, PATEL, PHILLIPS-SVED, ROGERS  
 TEH (YOUTH COMMISSIONER)  
 NOES: NONE  
 ABSTAIN: NONE

Motion approved.  
 Public Comment: None

10. **Nomination and Election of Chairperson and Vice Chairperson to Commission for 2021**

Commissioner Rogers nominated Commissioner Phillips-Sved for Vice Chair.

MOTION: ROGERS/ SECOND: MAGEE  
 AYES: COLE, FOUST, MAGEE, PATEL, PHILLIPS-SVED, ROGERS  
 TEH (YOUTH COMMISSIONER)

NOES: NONE  
 ABSTAIN: NONE

Motion approved.  
 Public Comment: None

Commissioner Phillips-Sved nominated Commissioner Rogers for Chair.

MOTION: PHILLIPS-SVED/ SECOND: FOUST  
 AYES: COLE, FOUST, MAGEE, PATEL, PHILLIPS-SVED, ROGERS  
 TEH (YOUTH COMMISSIONER)

NOES: NONE  
 ABSTAIN: NONE

Motion approved.  
 Public Comment: None

11. **Executive Director’s Report**

The Executive Director’s written report was included in the [December 14, 2020 Commission Meeting Packet](#). Kitty Lopez, highlighted the following:

- Child Care Relief Fund and local partners awarded approximately \$2.5 million in funding for economic recovery and sustainability of child care center-based and family child care businesses in the County in a second round of funding for providers.
- Parent town hall hosted by the Child Care Relief Fund group on child care during COVID-19.
- Children’s Health Initiative (CHI) Oversight Committee passed the proposal recommendation to fund \$2 million from CHI Trust Fund to the Mission Asset Fund’s San Mateo County Immigration Relief Fund to help support young children and their families at this time.
- F5SMC Staff attended the Annual First 5 Network Association Summit on December 7 – 9, 2020 Virtual Meeting.
- F5SMC Staff, Michelle Blakely, participated in a panel discussion on *No Small Matter* documentary on early childhood education.

- *How We Show Up* authored by First 5 Association Summit keynote speaker Mia Birdsong, a local activist, speaker, and author who advocates for strengthening of communities and the self-determination of people with low-income is a recommended read. Lopez shared that the book made her appreciate how the Commissioners, staff, community partners, and providers are always showing up during these challenging times to help each other and the community.

Commission expressed their gratitude to Kitty Lopez and the staff for all the work.

Commissioner Rogers adjourned the meeting at 5:19 PM.



**DATE:** January 25, 2021  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Update on Oral Health Access and Utilization Strategy

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### **ACTION REQUESTED**

No action recommended. For discussion only.

First 5 SMC staff will update on the proposed shift in approach to the Oral Health Access and Utilization strategy considering the changing landscape created by COVID-19.

### **BACKGROUND**

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the LTFP and the Strategic Plan Implementation Plan (**SPIP— See Attachment 7.1**) One of the strategies identified for investment in the Strategic Plan is Oral Health Access and Utilization, which is more explicitly focused on partnerships to improve young children’s utilization of preventative oral health care and advocating for policies and practices that increase dental utilization for children on Medi-Cal. For the initial three-year funding term of the current Plan, \$375,000 has been set aside to support this strategy.

Previous First 5 SMC Oral Health Investment: First 5 SMC has historically funded an oral health strategy focused on increasing access for young children on Medi-Cal called the Virtual Dental Home model. This model partners with early learning and childcare sites to deliver preventative care in the classroom settings and links children to ongoing care and treatment by helping to establish a dental home in partnership with local dental clinics. The model is notable for the ability to address barriers to care including parents needing to take time off from work and reducing fear of the dentist for children. Additionally, because it is run through a Federally Qualified Health Center (FQHC), the provider can bill Medi-Cal for the services rendered, leveraging the First 5 SMC contribution and making the investment more sustainable. In the 2018-19 school year, Ravenswood Family Health Center served 711 children with First 5 SMC’s investment in this model. Funding to Ravenswood Family Health Center for the Virtual Dental Home Model expired in June of 2020 along with all of First 5 SMC’s other investments with the end of the previous Strategic Plan.

### **CURRENT CONTEXT**

As noted at the beginning of this memo, First 5 SMC has planned for a renewed investment in the area of Oral Health Access and Utilization in the current strategic plan, given the acknowledgment among many children’s health advocates that oral health outcomes for children locally and statewide, particularly for those on Medi-Cal, continue to be poor.

However, with the challenges presented by COVID-19 beginning in the Spring of 2020, oral health service delivery for children has encountered many hurdles. Many dental providers provided care only for emergent needs for the first few months and, with additional health protocols and measures to implement and families being weary of close contact, providers haven’t seen their service numbers fully recover. Additionally, for providers implementing models like Virtual Dental Home, where the service delivery model depends on in-person visits in classrooms, the impact of school closures and the need to maintain stable cohorts for early learning sites that remain open has effectively been brought to a standstill.

Meanwhile, as many families are struggling with balancing multiple stressors, providers anticipate that routine oral health care has not been a high priority, which is likely to result in increased need and poor outcomes.

**PROPOSED FUNDING APPROACH**

Due to the significant shifts required by oral health providers over the past 10 months, First 5 SMC has held off on releasing a procurement document to fund services addressing Oral Health Access and Utilization. However, recognizing that the need for oral health prevention and services has not disappeared with the onset of the pandemic, First 5 SMC staff are considering an adapted approach in the short term.

Over the last several months, many local providers have been piloting new approaches or adapting previous practices focused on oral health caries prevention and service delivery to meet the need. Others may have ideas for how to do so but lack the funding to implement these concepts. Therefore, First 5 SMC staff are proposing to allocate up to two-thirds (\$250,000) of the overall allocation for the Oral Health Access and Utilization strategy for FY 2021-22 to fund pilot projects or short-term oral health prevention strategies or service delivery through the issuance of a Request for Proposals (RFP) for a one-year term of service. The remaining one-third (\$125,000) of the allocation for this strategy would be held aside with the intention of distributing for use in FY 2022-23, hopefully informed by the previous funding cycle described here as well as any continued shifts in the landscape for children’s oral health locally.

While the specifics of the RFP have yet to be solidified, its likely that given the short-term nature of the funding, priorities would include partnerships with those in regular contact with families including schools, early care providers, and primary care providers; and strategies that can be implemented relatively quickly and without hiring of new staff. The overall goal would be to support preventative oral health education and service delivery for children.

**RECOMMENDED ACTION**

No action requested. For discussion only.

2020 – 2025 STRATEGIC PLAN IMPLEMENTATION PLAN\*

**RESILIENT FAMILIES**

Strategies	Language in the Strategic Plan	Total Allocation
<p><b>#1</b>  <b>Intensive Support for Families with Multiple Risk Factors</b></p>	<p>Provide ongoing, individualized, professional support to children and parents in families experiencing multiple challenges, such as: homelessness, low income, domestic violence, incarceration, mental illness, or substance abuse. Activities may include: home visiting, care coordination, case management, family needs assessments, social-emotional screening, and therapeutic services, as well as wrap-around services such as parent support/parent education groups.</p>	<p>\$3,180,000</p>
<p><b>#2</b> Parent Connectivity</p>	<p>Support informal or semi-formal social networks to promote parental resilience and reduce social isolation. Activities may include: mothers’ or fathers’ groups; paraprofessional- or peer-led support groups; social media networking opportunities; father involvement efforts; family cafés; father cafés; developmental playgroups; and partnering with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.</p>	
<p><b>#3</b> Family Engagement Capacity Building</p>	<p>Increase the understanding of early brain development, the parent-child relationship and culturally responsive practices among service providers from sectors whose decisions affect family functioning, and to promote the appropriate application of that knowledge within their work. Activities may include: training and learning communities (Friday Cafés) to create a culture of awareness, learning and sharing; building the capacity of both service sector leaders and direct service staff on early childhood development, adverse early childhood experiences, the 5 Protective Factors, and related subjects; systematized data sharing; and promotion of family-centric practices. Target service sectors include: child- and family-serving organizations.</p>	
		<p>\$ <b>3,180,000</b></p>

**HEALTHY CHILDREN**

Strategies	Language in the Strategic Plan	Total
<b>#4 Oral Health Access &amp; Utilization</b>	Partnerships to improve young children’s utilization of preventive oral health care and advocating for policies and practices that increases dental utilization for children on Medi-Cal.	\$ 375,000
<b>#5 Integrated Systems for Children with Special Needs and their Families</b>	Bolster the continuum of care to identify and treat children with special needs, and the ongoing efforts to address systemic issues that impact access to and quality of these services. Activities may include: promoting universal social-emotional and developmental screening services for children 0-5; embedding screenings, assessments, and care coordination into pediatric clinics, early learning settings, or family support services; and supporting linkages and timely access to care coordination, assessment, and services for children and families requiring additional assistance.	\$ 2,580,000
<b>#6 Early Mental Health Systems &amp; Infrastructure Enhancements</b>	Partnerships to support trauma- and resiliency-informed practices and policies in child- and family-serving organizations.	\$ 225,000
		\$ 3,180,000

**QUALITY CARE AND EDUCATION**

Strategies	Language in the Strategic Plan	Total Allocation
<b>#7 Quality Improvement</b>	In partnership with existing community efforts, support formal quality improvement frameworks in early learning environments, and provide the services required to help providers and programs improve their quality as measured by these frameworks. Such services may include: coaching/consultation, including reflective practice and consultation to support children with social-emotional needs or who are at risk for expulsion and/or reduced hours; peer mentoring; program quality assessments; facility enhancements; early learning provider training; and technical assistance. Recruiting, retaining, and educating the early learning workforce is vital to creating and sustaining high-quality early learning programs.	\$ 2,700,000

**ATTACHMENT 7.1**

<b>#8 Expand Access to Early Learning Settings for Children with Special Needs</b>	Support families’ ability to access appropriate early learning experiences for their children with special needs. Such efforts may include: enhanced referrals matching children with appropriate placements, training and technical assistance to providers who enroll children with special needs, and/or policy approaches supporting inclusion.	\$ 405,000
		\$ 75,000
		\$ 3,180,000
	<b>GRAND SUBTOTAL FOR FAMILY ENGAGEMENT, CHILD HEALTH &amp; DEVELOPMENT, AND EARLY LEARNING FOCUS AREAS</b>	\$ 9,540,000

**POLICY, ADVOCACY, EVALUATION, EMERGING AND COMMUNICATIONS**

Strategies	Language in the Strategic Plan	Total Allocation
<b>#9 Leadership on Early Childhood Advocacy &amp; Policy Development</b>	Identify strategic partners and align leadership and resources to promote optimal child and family outcomes. Activities may include: convening high-level, multi-agency policy conversations that keep early childhood priorities and the impact of early childhood in the forefront of decision making; development and implementation of a Policy and Practices Platform that advances First 5 San Mateo County’s vision of Success for every child; and partnering with elected officials, community leaders, and other stakeholders to promote an early childhood agenda.	<b>\$1,140,000</b>
<b>#10 Community Partnership</b>	Foster cross-agency and multidisciplinary partnerships to better serve children 0-5 and their families. Activities may include: facilitation of partnerships and collaborative efforts that increase the capacity and quality of services to children 0-5 and those that care for them; and hosting facilitated opportunities for multidisciplinary cross-training and networking for both funded and unfunded partners.	
<b>#11 Community Education</b>	Increase understanding about foundational early childhood topics such as early brain development. In coordination with other efforts, build public and political will to invest in the well-being and success of our young children. Activities may include: development and implementation of a Communications Plan highlighting the importance of a child’s early years, the needs and circumstances of families with young children in San Mateo County, and opportunities for stakeholders to act in ways that maximize positive outcomes for this population.	

## ATTACHMENT 7.1

<b>#12</b> Evaluation	Prop 10 mandates that we evaluate and collect data on our investments. Evaluation includes research activities.	<b>\$339,000.00</b>
<b>#13</b> Emerging Projects	Innovation, New Opportunities, Seed Projects	<b>\$321,000.00</b>

- Procurement process to determine grantees for FY 2020-2023 has commenced.

**Date:** January 25, 2021  
**To:** First 5 San Mateo County Commission  
**From:** Kitty Lopez, Executive Director  
**Re:** Reappointment of Commissioner Rosanne Foust to First 5 San Mateo County Commission for her second 3-year term, expiring December 31, 2024

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### **RECOMMENDATION**

Reappointment of Commissioner Rosanne Foust to First 5 San Mateo County Commission for her second 3-year term, expiring December 31, 2024

### **BACKGROUND**

The Commission consists of nine members (a) one member of the Board of Supervisors, (b) the director of San Mateo County Health, (c) the director of the County Human Services Agency, (d) the County Superintendent of Schools, and (e) five members appointed by the Board of Supervisors from among the following categories: recipients of project services included in the county strategic plan; educators specializing in early childhood development; representatives of a local child care resource or referral agency or a local child care coordinating group; representatives of a local organization for prevention of early intervention for families at risk; representatives of community-based organizations that have the goal of promoting nurturing and early childhood development; representatives of local school districts; and representatives of local medical, pediatric or obstetric associations or societies.

This appointment contributes to the 2025 Shared Vision statement of a Collaborative Community. Our diverse population works well together to build strong communities, effective government and a prosperous economy, civic engagement – including voting, public service, charitable giving, volunteerism, and participation in public discussions of important issues – is uniformly high among the diverse population of San Mateo County.

On the December 8, 2020 Board of Supervisors Meeting, the San Mateo County Board of Supervisors passed the recommendation for the reappointment of Commissioner Rosanne Foust to the First 5 San Mateo County Commission, as one of the five public members, for a second term commencing January 1, 2021 through December 31, 2023. Deputy County Counsel Brian Kulich administered the swearing in of oaths for Commissioner Foust.

### **FISCAL IMPACT:**

None.



**FIRST 5 SAN MATEO COUNTY (F5SMC)  
REPORT OF THE EXECUTIVE DIRECTOR  
JANUARY 2021**

## OVERVIEW

### STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

#### QUALITY CARE AND EDUCATION

##### **Quality Counts SMC and Quality Counts Regional Hub Draft Equity Funding Proposal**

Quality Counts SMC has submitted recommendations to the Quality Counts Regional Hub for an Equity Implementation Plan that addresses racial and social justice practices that better support the Quality Rating and Improvement System (QRIS). The Bay Area Region has designated funding to support regional and local efforts to identify and elevate practices. Action items and components include: Tools and Training (i.e., Coaching, Implicit Bias Curriculum & Training, Updates of a Social- Well-being Curriculum); Data & Communication (i.e. data to better determine equity gaps); Updated & Revised Matrix (i.e. Family Engagement and Inclusion emphasis, expansion of DLL pilot counties) and other Systems and Infrastructure recommendations. The regional Hub Leadership Team will review the draft Equity Funding proposal and vote on a final recommendation within the next few weeks.

##### **Build Up for SMC’s Children Highlights**

Measure K Funding: On January 10, 2021, the San Mateo County Board of Supervisors approved Measure K funding to support Build Up for San Mateo County’s Children Initiative (Build Up) to grow and improve the supply of child care and preschool facilities in San Mateo, Foster City, and Belmont. Measure K funding will specifically provide for a portion of the salaries and benefits of the Build Up Initiative Program Director and Technical Assistance Coordinator through June 2021. Build Up Director, Christine Padilla, and First 5 SMC Staff, Michelle Blakely and Kitty Lopez, gave public commentary.

Thank you, Greystar: On December 7, 2020, the Build Up Advisory Committee Members received an update on Greystar’s South Main Mixed-Use Project which was unanimously approved by the Redwood City Council Members. Build Up has been meeting with the developer since early 2019 and after many positive discussions, Greystar will provide unprecedented community benefits that will set a new standard of excellence. Greystar is supporting the Child Care Center operator at this multi--use development by providing:

- Free rent with no added lease costs
- 10 to 15-year Lease Term
- Tenant Improvements which include converting the unfinished space into a modern child care facility, estimated at \$300/\$400 sf - totaling a \$3M to \$4M investment.

US Chamber Communications Project: Build Up was asked to co-create an advocacy video on the importance of early childhood education and local efforts.

<https://www.youtube.com/watch=LB9EJDarbE4&feature=emb>





## HEALTHY CHILDREN

### **Help Me Grow Physician Advisory Group (HMG PAG)**

On January 11, 2021, the HMG PAG met for their regularly scheduled meeting. HMG Physician Champion and F5SMC Commissioner Dr. Neel Patel facilitated the meeting, with discussion focused on child care and school reopening as well as COVID response and vaccine rollout updates. Dr. Patel also updated on the letter he authored and distributed through local provider channels to support continued screening in the medical home for children during this time.

### **Systems Change Group for Children with Special Needs (Systems Change Group)**

The Systems Change Group convened on January 14, 2021 for their quarterly meeting. The agenda prioritized two topics; a presentation from HMG Multidisciplinary Roundtable convened by Stanford Children's Health on systemic barriers for families of children with special needs, and a discussion of actions that the group could take to center racial equity within the local system of care for children with special health care needs. The group identified next steps for both topics and will bring further information back to this group in April.

## RESILIENT FAMILIES

### **Grantee Reporting Training**

On January 13, 2021, Program Specialist, Karen Pisani, coordinated and led a mandatory Grantee Reporting Training held for all F5SMC grantees, along with other First 5 Staff members. The purpose of the training was to orient grantees to all contractual reporting obligations including: quarterly invoicing, mid-year and year-end progress reporting, fiscal requirements, budget revision procedures, and a Persimmony overview/demonstration (Persimmony is our online grants management program). The training complimented other one-on-one orientations and trainings conducted by F5SMC Program Specialists since contracts were executed. Pisani is also led the effort to update the entire Grantee Handbook that is scheduled to be rolled out this spring. The Grantee Reporting Training just conducted included training documents that will comprise the backbone of the Grantee Handbook. The Grantee Handbook will build on these initial documents providing a full and detailed explanation of all contractual and reporting expectations of grantees, as outlined in each Grantee Agreement.

### **Fatherhood Systems-Level Initiative**

Program Specialist, Karen Pisani, continues to research and benchmark aspects of the fatherhood initiative that best lend themselves to implementation. The meeting with core initiative partners scheduled for December 11<sup>th</sup> was postponed due to remote meeting technical difficulties. Karen is rescheduling the meeting for late January/February.

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## FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

### **2021 – 2022 California State Budget**

On January 8, 2021, California Governor Gavin Newsom released the proposed 2021-2022 State Budget. The budget demonstrates support and focus on whole child and equity with supports for families and providers. The F5 Association's press release can be found here:



<https://first5association.org/2021/01/08/first-5-holistic-equity-focused-approach-to-supporting-children-and-families-evident-in-governors-2021-22-budget-proposal/>

### **New First 5 California Commission Chair**

Governor Gavin Newsom appointed Dr. Nadine Burke Harris, California Surgeon General, to serve in the role of First 5 California Commission Chair. Dr. Burke Harris is California's first-ever Surgeon General and nationally recognized expert in the field of the adverse childhood experiences (ACEs) and toxic stress according to First 5 California January 8, 2021 Press Release. (See Attachment 9.1)

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## **COMMUNITY AND STATEWIDE EVENTS & UPDATES**

### **SMC COVID Recovery Initiative Equity and Vaccine and Communications Workgroup**

On January 14, 2021, the Board of Supervisors assembled a working group to help develop a community-specific vaccine communications plans that is accurate and linguistically and culturally appropriate. Participants included the SMC Recovery Initiative's Equity Group, Public Outreach Group, and Vulnerable Populations Committee, the 33 Office of Community Affairs community partners, and additional community members. County Health provided background information on the COVID-19 vaccine and the state and federal vaccination priorities, presented the proposed approach to the vaccine rollout locally (including equity measures) and acknowledged the real and painful history of health care for communities of color. The workgroup will meet weekly. First 5 staff Mai Le and Michelle Blakely are participating. Learn more about California's vaccine plans: <https://covid19.ca.gov/vaccines/> and the County's COVID-19 vaccination program at: [www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine).

### **Child Care Response Team**

The Child Care Response Team continues to curate and designate web-information and resources for children providers and parents. The 4Cs recently launched a web page designed to provide the most up to date information on the vaccine rollout with links to critical sites such as SMC Health. <https://sanmateo4cs.org/covid-19-vaccination-information/>

### **Racism as a Root Cause Approach: A New Framework**

Read the recent publication of the American Academy of Pediatrics' Ant-racism framework. Click the link: <https://pediatrics.aappublications.org/content/147/1/e2020015602>

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## **COMMUNICATIONS**

### **Newsletters**

On December 15, 2020, the First 5 SMC sent out its quarterly newsletter focusing on 2020 highlights which includes a message from F5SMC's Executive Director, Kitty Lopez, Child Care Relief Fund, ACEs Aware, COVID-19 Resources, and Partner Spotlights (Puente de la Costa Sur's, StarVista, and Peninsula Family Service). (See Attachment 9.2)



Click the link to join our mailing list:

[https://visitor.constantcontact.com/manage/optin?v=0011QHrsLot1-cPy5Vguw2sJaltbLtR8rQntK6vKoUT1bnHRZQwJ1db3ctHtLYpjaDz2wW2VOTKuT3tNuLUFwnDHto2\\_Pwp3QLd](https://visitor.constantcontact.com/manage/optin?v=0011QHrsLot1-cPy5Vguw2sJaltbLtR8rQntK6vKoUT1bnHRZQwJ1db3ctHtLYpjaDz2wW2VOTKuT3tNuLUFwnDHto2_Pwp3QLd)

**Website**

The First 5 Communications Team is working with its communications firm, VIVA Social Impact Partners, with elevating the current website. It is planned to launch it in a couple of months. Stay tuned for the preview of the website at the February Commission Meeting.

The Communications Team is also working on communication strategies with other programs and initiatives such as ACEs Aware and Help Me Grow.

**See attachment 9.3 for website and social media analytics report.**



**For Immediate Release**

January 8, 2021

**Contact: Oscar Ramirez**

(916) 267-0344

**Governor Newsom Appoints Two New Members to California  
Children and Families Commission**

**Sacramento, Calif.** — California Governor Gavin Newsom yesterday made two appointments to the California Children and Families Commission, also known as the First 5 California Commission. To serve in the role of First 5 California Commission Chair, Governor Newsom appointed Dr. Nadine Burke Harris, California Surgeon General. Additionally, Governor Newsom appointed Elsa Mendoza Jimenez, Director of Health, Monterey County Health Department, as a Commission member.

Dr. Burke Harris is California's first-ever Surgeon General, and she is a nationally recognized expert in the field of adverse childhood experiences (ACEs) and toxic stress. As Surgeon General, Dr. Burke Harris is an advisor to the governor and serves as the leading spokesperson on matters of public health and leading on solutions that tackle Californians most pressing health dilemmas. As the founder of the Center for Youth Wellness, Dr. Burke Harris is considered a national leader in advancing pediatric medicine to raise awareness and transforming societal responses to ACEs and toxic stress in young children. Dr. Burke Harris' TED Talks (TEDMED) presentation, "How

Childhood Trauma Affects Health Across a Lifetime” has amassed more than 8 million views.

“Dr. Nadine Burke Harris is an outstanding choice to lead the Commission,” said George Halvorson, immediate past Chair of the First 5 California Commission. “Her professional background and experience will serve the Commission well in advancing its mission and goals of serving California’s youngest children and their families. Her leadership and passion will propel the Commission in its pursuit of health and equity for Californians and she will continue to make helping young children in their earliest months and years a high priority for California and the Commission.”

Dr. Burke Harris recently collaborated with First 5 California in television and radio ads promoting its award-winning *Talk. Read. Sing.*<sup>®</sup> campaign, which emphasizes the benefits of talking, reading, and singing to children from birth in order to stimulate critical brain development during the earliest months and years of their lives.

“As we continue to respond to the secondary impacts of the COVID-19 pandemic, we have a tremendous responsibility to California’s children and families,” said Dr. Nadine Burke Harris. “The First 5 California Commission’s work in supporting families and children is imperative, especially in our years ahead. I am thrilled to be of service in continuing the work and promotion of science-based solutions to support the development of healthy children and families.”

New Commissioner Elsa Mendoza Jimenez oversees the Monterey County Health Department, consisting of nearly 1,000 employees who are committed to improving the communities’ collective health through prevention, empowerment, and the application of HiAP, (Health in All Policies). HiAP

incorporates health considerations as an investment in prevention when making policy decisions. As a current First 5 Monterey County Commissioner, her appointment to the State Commission will allow her to bring years of leadership, management, and fiscal experience in local governance and apply them to statewide issues affecting children and families, including a concerted effort to address issues of race, equity, diversity, and inclusion.

I am honored by this appointment. I am a strong advocate for investing in early childhood initiatives focused on policies and systems change strategies to remove obstacles and provide resources so that all Californian children have an opportunity to achieve their fullest potential,” said Ms. Mendoza Jimenez.

“Elsa has been instrumental in advocating for “whole family, whole child” and the Health in All Policies (HiAP) systems approach. During this time of multiple traumatic experiences in our nation and the COVID-19 pandemic, we cannot think of anyone better qualified to serve Californians at this time,” said Francine M. Rodd, Executive Director of First 5 Monterey County.

“To have Governor Newsom appoint two professionals who specialize in the needs of young children and their families is an honor,” said Ms. Maben. “Ms. Mendoza Jimenez and Dr. Burke Harris are all-stars in their fields, and their appointments are a true benefit to Californians,” added Ms. Maben.

For more information about First 5 California, visit [www.cafc.ca.gov](http://www.cafc.ca.gov).

###

*First 5 California was established in 1998 when voters passed Proposition 10, which taxes tobacco products to fund services for children ages 0 to 5 and their families. First 5 California programs and resources are designed to educate and support teachers, parents, and caregivers in the critical role they play during a child's first five years – to help California kids receive the best possible start in life and thrive. For more information, please visit [www.cafc.ca.gov](http://www.cafc.ca.gov).*

SHARE:

[Join Our Email List](#)December 2020 | [View as Webpage](#)

## Looking Back at 2020

Dear partners,

Our work is about seeing inequity in the lives of children and families and trying to do something about it. The events of 2020 have shown us the critical importance of this, now more than ever.

We have been honored to play a role in San Mateo County's efforts to support vulnerable children, families, and businesses during the COVID-19 pandemic, and bolstered by the commitment to this work shown by all of our partners. Across the county, we have seen partners quickly change course to get critical supplies, resources, and information to families and child care providers, as well as find entirely new ways of providing their existing services.

Nowhere has the local commitment to young children been more apparent than in the effort to support childcare providers. We are proud of the work of all of the partners who advocated that CARES Act funding should be allocated to childcare providers to support this essential workforce. *Read more about that effort below.*

COVID-19 was not the only challenge our community faced in 2020. The movement for racial justice, triggered by the tragic deaths of George Floyd, Breonna Taylor, and too many others, was long overdue--and there is a long road ahead. At First 5, we know that experiences of bias, social, and systemic racism begin before a child is even born and stand in the way of children reaching their full potential. We remain deeply committed to eradicating racism and ensuring equity of opportunity for all children and families.

You can learn more about what drives our work and our approaches in our [2020-2025 Strategic Plan](#). Though it has been a difficult year, there have also been many bright lights, and we look forward to continuing our important work with you. Thank you for your commitment to children and families.

Sincerely,

Kitty Lopez  
Executive Director

## Taking Action for Kids

### Child Care Relief Fund



Thanks to a tremendous effort by community partners and the commitment of the San Mateo County Board of Supervisors, \$4.5 million dollars of the local CARES Act fund has been allocated to support local child care. An additional \$800,000 has been donated by [local cities, businesses, and philanthropies](#).

Grants are being made to child care providers who submitted applications to the Child Care Relief Fund, which is being administered by the Community Equity Collaborative.

The community's commitment of funds to childcare will be instrumental in stabilizing the field, but there is still more need than can be currently met. 56% of programs project a net loss of income this fall. And, if programs close due to financial hardship, there could be a total shortage of 44,000 child care slots. Join the Community Equity Collaborative in their effort to support child care providers in San Mateo County. [Learn more about their work](#), and [follow them to get involved](#).

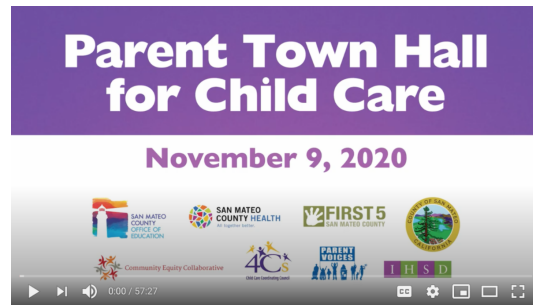
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## COVID-19 Resources for Families

COVID-19 has had a profound impact on the health, well-being, and economic status of families. To support families during the crisis, First 5 and partners created a resource sheet



for families (available in [English](#), [Spanish](#), and [Chinese](#)) and hosted a [town hall for parents](#) to share the latest information, policies, and practices for safe child care during COVID-19. Please share with anyone who would find this information helpful.



## Become ACEs Aware!



Adverse Childhood Experiences (ACEs) are stressful or traumatic early experiences that can damage children's developing brain and body and affect long-term health. However, screening for ACEs, assessing for toxic stress, and responding

with evidence-based interventions can significantly improve the health and well-being of individuals and families. As an ACEs Aware grantee, First 5 is working to increase the number of providers trained and offering ACEs screenings. [Learn more about ACEs Aware and find out about training opportunities here.](#)

## Partner Spotlight

One of First 5's priorities is supporting family resiliency, which is especially important now. We have many partners who are leading the way in providing meaningful supports for families--even when life during COVID-19 looks very different.

[Puente de la Costa Sur's](#) Sueños Unidos-United Dreams Bilingual Parent Co-op provides developmentally appropriate opportunities for children and adults to experience joy, playfulness, and learning both individually and in groups. Though in-person operations had to cease at the start of COVID-19, the co-op shifted to provide its families with weekly personalized calls to assess needs and assist with any questions or concerns about their children, at-home activities for parents to do with their children, and weekly group conversations for parents to continue peer-sharing.



[StarVista](#) operates Healthy Homes, which provides essential services to families, as well as case management and support to prevent child abuse and neglect, enhance the parent-child relationship, and reduce the impact of risk factors. By closely helping one family navigate medical and social services, Healthy Homes has been able to help them

successfully gain needed services, work through previous traumas, and feel less isolated. Healthy Homes has shifted to a telehealth model during COVID-19.

**Peninsula Family Service** offers temporary housing, services, and other supports to families, in addition to early learning programs and therapeutic interventions for children that have experienced trauma. During COVID-19, PFS has moved to a hybrid model for in-service care and distant learning care, so that children can receive services both in the classroom and at home via zoom. During the pandemic, PFS has increased supports for basic needs and has made social-emotional support and development a high level priority in its work with children.

## Wrapping Up

We are excited to continue our work to support families in 2021. Stay tuned for a new website and resources for families. As always, thank you for your partnership.

---

[Visit our Website](#)

First 5 San Mateo County | 1700 S. El Camino Real, Suite 405, San Mateo, CA  
94402

STAY CONNECTED



REPORT FOR DEC 1, 2020 - DEC 31, 2020

## FIRST 5 SAN MATEO ANALYTICS

## OVERVIEW

## OVERVIEW - DECEMBER

Communications outreach in December focused on sharing helpful resources for families and disseminating priority information from the county and local partners.

**Website**

As in the previous month, the focus was not on driving traffic to the website, as work on the new site got underway. Website traffic was consistent with the previous month and year.

**Social Media**

- Instagram continues to show consistent follower growth, growing from 1077 to 1103 in December. English and Spanish language posts were among the top performing this month.
- LinkedIn remained at 82 followers. The engagement rate continued to be strong on LinkedIn.
- Twitter grew from 617 to 622. Account performance overall (engagement, impressions, and retweets) continued to do well.
- Facebook followers went up from 1482 to 1504, the largest growth since April. This can be attributed in part to small ad buys in November and December.

**Social Media Ads**

- Small ads buys were made on Facebook (details shown below) and Instagram. These led to increased impressions of those posts and contributed to the month's follower growth. Impressions on Facebook due to the ad were 3094, and on Instagram were 6048.

**Email Marketing**

- For the first time, First 5 sent its newsletter out via an email marketing platform, which allows for tracking of opens and clicks. The open rate was 30% and click through rate was 7%.

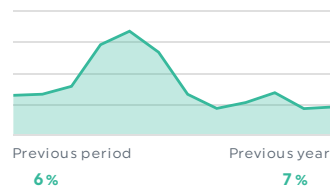
## WEBSITE ANALYTICS

## TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	316
/about/	99
/families/	93
/families/healthy-and-happy/coronavirus-covid-19-infor...	79
/partners/	69
/families/early-learning/kit/	58
/contact/	52
/families/early-learning/	32
/partners/policy-and-advocacy/aces-aware/	32
/2020/10/09/the-three-kinds-of-stress-and-how-to-deal...	27

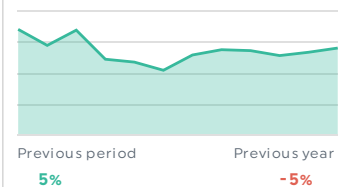
## TOTAL SESSIONS

686



## PAGES PER SESSION

2.1

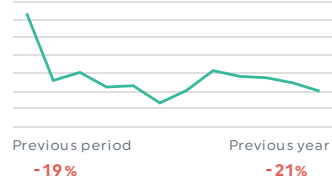


## TOP REFERRERS BY SESSIONS

Source	Sessions
l.facebook.com	20
facebook.com	13
first5association.org	10
m.facebook.com	8
cosmobrands.ru	4
sanmateo4cs.org	3
app.sendible.com	2
linkedin.com	2
adenesacks.com	1
amberbarbellaaaxox.wixsite.com	1

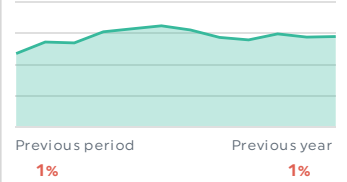
## AVERAGE SESSION DURATION

00:00:60

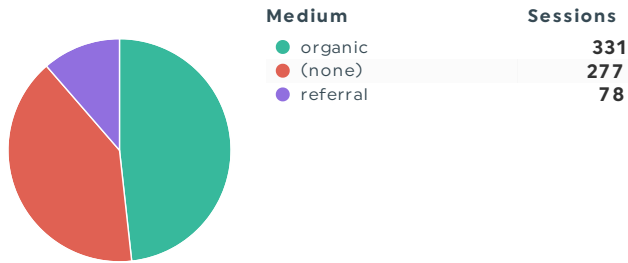


## BOUNCE RATE

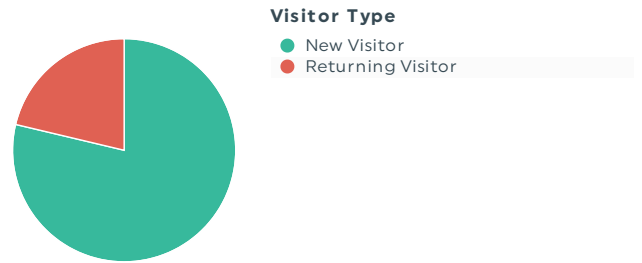
72.45%



## TOP SOURCES BY SESSIONS



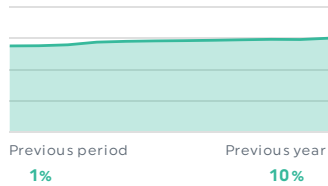
## NEW VS RETURNING



## FACEBOOK INSIGHTS

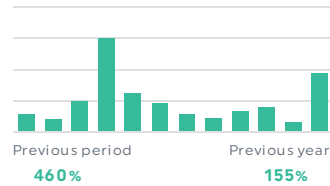
### FANS COUNT

1,504



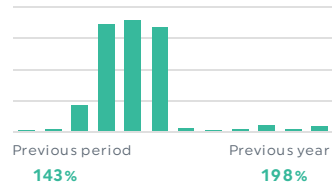
### FAN ADDS

28



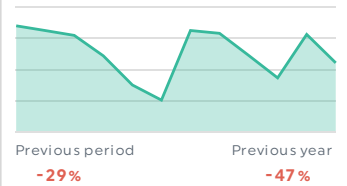
### PAGE IMPRESSIONS

12,618









### PAGE ENGAGEMENT RATE

2.77%









TOP POSTS BY ENGAGEMENT RATE

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 We are proud to join 4Cs of San Mateo County (Child Care Coordinating Council) tonight to present the 2020 Community Partnership Award to Dana Stoehr, Justin Aquino, and the whole team at the San Mateo Event Center! Many thanks ... (id: 618117351594890_4770274166379167)	13.86%	11	0	1
 PBS KIDS has great ideas to keep kids busy this winter break. Get creative with their activities for all ages! (id: 618117351594890_4760776977328886)	13.04%	4	0	2
 "County of San Mateo officials urge all residents to act assertively to prevent the spread of the COVID-19 by stepping up vigilance about all health and safety measures – especially avoiding gatherings – to slow the spread of COVID-19 ... (id: 618117351594890_4720670368006214)	11.58%	0	0	0
 (id: 618117351594890_4769758219764095)	10.34%	1	0	1
 For helpful tips on your young child's development, follow Help Me Grow San Mateo County! They are available to answer your questions and provide resources. (id: 618117351594890_4766124040127513)	10.14%	4	0	0
 "We applaud the Governor's commitment to the development and learning needs of young children, which is a sound investment in our future. (id: 618117351594890_4766124040127513)	8.82%	3	0	0

TOP POSTS BY IMPRESSIONS

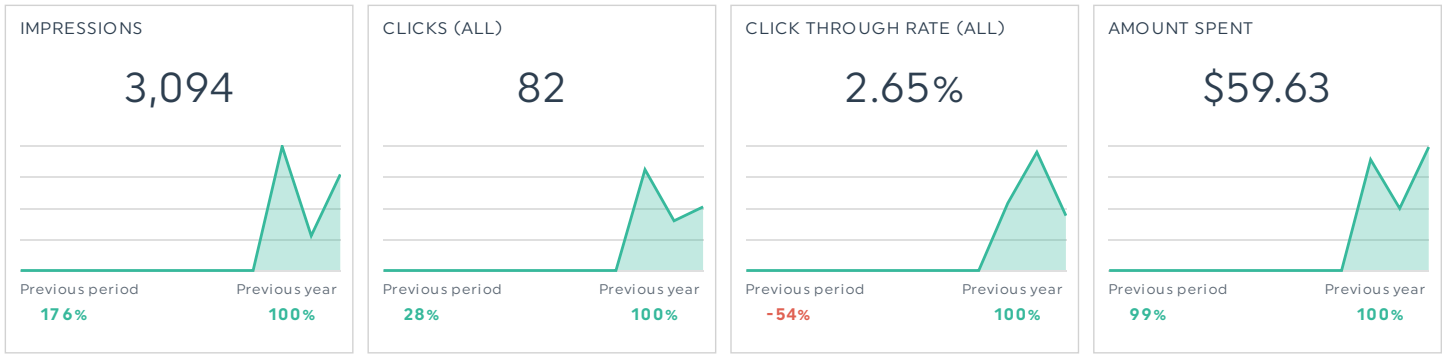
1

Post With Image	Post Impressions	Post Reach
 December 7, 2020 Health Officer Statement - San Mateo County Health (id: 618117351594890_4732570223482895)	331	292
 Way to go IHSD Inc. and AbilityPath! Thank you for organizing to get diapers to little ones in our community. (id: 618117351594890_4778306262242624)	149	139
 May you find joy, hope, and gratitude this holiday season and find new ways to make connections with loved ones despite not being able to gather. (id: 618117351594890_4766124040127513)	116	107
 We are proud to join 4Cs of San Mateo County (Child Care Coordinating Council) tonight to present the 2020 Community Partnership Award to Dana Stoehr, Justin Aquino, and the whole team at the San Mateo Event Center! Many thanks ... (id: 618117351594890_4770274166379167)	105	101
 "County of San Mateo officials urge all residents to act assertively to prevent the spread of the COVID-19 by stepping up vigilance about all health and safety measures – especially avoiding gatherings – to slow the spread of COVID-19 ... (id: 618117351594890_4720670368006214)	103	95
 Celebrate NOON Year's Eve with your little ones and San Mateo County Libraries! (id: 618117351594890_4816792498394000)	99	97

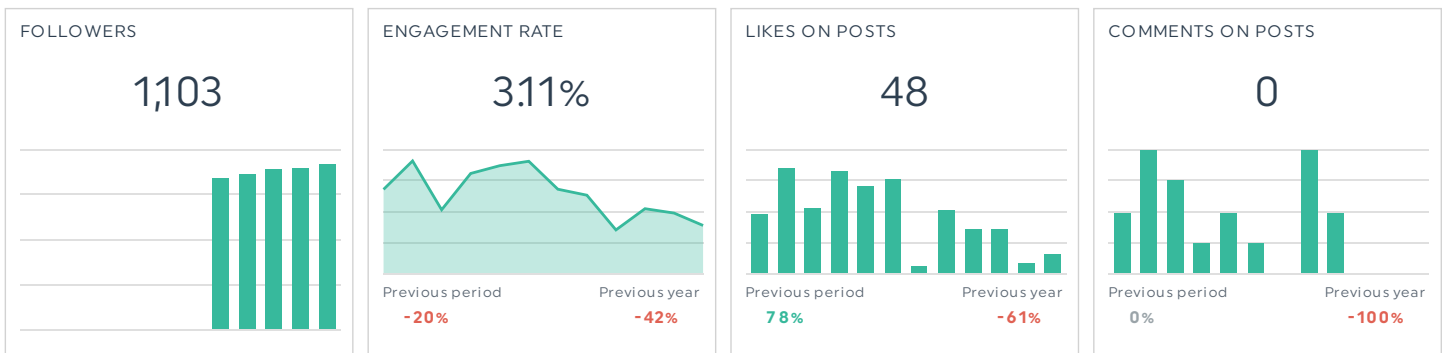
FACEBOOK ADS

ENGAGEMENT BY CAMPAIGN

Campaign Name	Post Engagement	Post Reactions	Post Comments	Post Shares
Awareness Campaign - Likes	61 +61	46 +46	1 +1	3 +3









## INSTAGRAM INSIGHTS



TOP POSTS BY ENGAGEMENT RATE

Post With Image	Engagement Rate	Replies	Retweets
En los Primeros 5 San Mateo County, trabajamos para crear las condiciones que permitan a los niños pequeños prosperar social, emocional y económicamente. Conozca más sobre nuestro trabajo <a href="http://first5sanmateo.org/">first5sanmateo.org/</a>	6.49%	5	0
Ideas for a safe #HolidaysAtHome for you and your family: <input type="checkbox"/> Gather virtually for a gift exchange or activity. <input type="checkbox"/> Schedule a time to meet virtually to open gifts together. <input type="checkbox"/> Build gingerbread houses, decorate cookies, or make holiday crafts and decorations.	5.31%	6	0
Junto con nuestros socios, estamos transformando el sistema de la primera infancia para asegurar el éxito de todos los niños y garantizar mejores resultados para el condado de San Mateo. Conozca más sobre nuestro trabajo <a href="http://first5sanmateo.org/">first5sanmateo.org/</a>	5.26%	5	0
To our community of families, providers, and advocates, thank you for showing up for our young children in extraordinary ways this year. Your dedication and resilience have been an inspiration. May 2021 bring us all good health, renewed strength, and continued collaboration towards our vision of success for every child.	5.19%	4	0
Always mask in public, particularly when talking. The COVID-19 timeline works a lot differently than you might think! Do not risk your health or put others at risk. Wear a mask when out in public, wash your hands, and keep a 6 ft distance from others.	4.72%	5	0
Para su pequeño, el tiempo de juego también es un momento para aprender. Enlace en la biografía para obtener consejos y recursos que le ayudaran a divertirse mientras aprenden y exploran juntos. <a href="http://first5sanmateo.org/">first5sanmateo.org</a>	4.60%	4	0

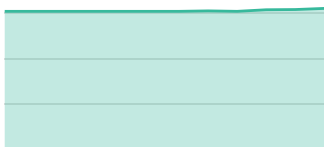
TOP POSTS BY IMPRESSIONS

Post With Image	Impressions	Reach
 <p>You can build your children's brains with every word you speak to them and every warm interaction you share. #earlychildhood #first5 first5sanmateo.org</p>	181	172
 <p>Ideas for a safe #HolidaysAtHome for you and your family: <input type="checkbox"/> Gather virtually for a gift exchange or activity. <input type="checkbox"/> Schedule a time to meet virtually to open gifts together. <input type="checkbox"/> Build gingerbread houses, decorate cookies, or make holiday crafts and decorations.</p>	113	109
 <p>Los educadores de la primera infancia son fundamentales en el sistema de atencion que trabaja para garantizar que los mas jovenes alcancen su mayor potencial. first5sanmateo.org</p>	106	100
 <p>Las grandes sonrisas muestran lo feliz que esta su hijo. Aprender a cepillarse los dientes y cuidar sus propios dientes puede requerir practica para su hijo, asi que hazlo parte de la rutina diaria. Encuentra el enlace en el bio para obtener mas #consejosdesalud en nuestro sitio web!</p>	106	100
 <p>The COVID-19 timeline works a lot differently than you might think! Do not risk your health or put others at risk. Wear a mask when out in public, wash your hands, and keep a 6 ft distance from others.</p>	106	104
 <p>There are things you can do to maintain your mental health including: practicing self-care, staying connected, and reaching out for help when you need support.</p>	105	101

TWITTER INSIGHTS

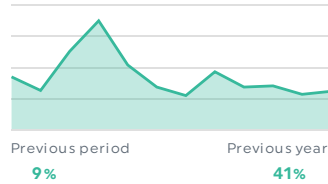
FOLLOWERS

622



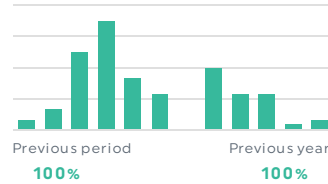
FOLLOWER ENGAGEMENT RATE

3.70%



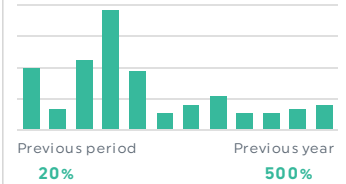
RETWEETS OF ORIGINAL POSTS

2



MENTIONS

6



IMPRESSIONS

3.6K

TOP RETWEETED POSTS

Post

- RT @CA\_OSG: First-ever California Surgeon General's Report released today! Learn more and do... **43**
- May you find joy, hope, and gratitude this holiday season and find new ways to make connections ... **1**
- RT @BuildUpCA: @cvpadilla @BuildUpSMC @kevinmullin @SupDavePine @randytorrijos @amyb... **1**
- RT @BuildUpSMC: The physical infrastructure of #childcare facilities is often overlooked by existin... **1**
- We're excited to be participating with Rachel Giannini, @cvpadilla, @AsmMarcBerman, and Carol ... **1**

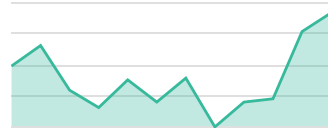
LINKEDIN INSIGHTS

FOLLOWERS

82

ENGAGEMENT RATE

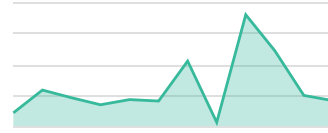
11.0%



Previous period: 20%  
Previous year: 256%

IMPRESSIONS

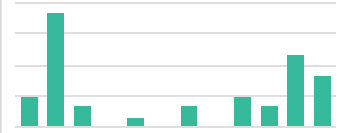
127



Previous period: -16%  
Previous year: 31%

LIKES

5



Previous period: -29%  
Previous year: 150%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate	Likes	Clicks
No Small Matter: Watch this powerful documentary on early childhood education and join our panel discussion at 7pm tonight. To register visit <a href="https://bit.ly/3lxBSSZ">https://bit.ly/3lxBSSZ</a>	37.5% +37.5%	2 +2	0 =
Strategies to cope with stress are important during challenging times. Please consider sharing this resource with your networks, the families you serve, or where families access resources. <a href="https://bit.ly/3fYmb6n">https://bit.ly/3fYmb6n</a>	22.2% +22.2%	1 +1	3 +3
Parent Town Hall for Child Care November 9, 2020 Wondering how child care providers are operating during the COVID-19 pandemic? Watch our town hall's recording to see what it takes: <a href="https://lnkd.in/gx8r6-s">https://lnkd.in/gx8r6-s</a>	16.7% +16.7%	1 +1	0 =
Together with our partners, we are transforming the early childhood system to ensure success for every child and guaranteeing better outcomes for San Mateo County. <a href="https://bit.ly/33kHFFQ">https://bit.ly/33kHFFQ</a>	16.7% +16.7%	1 +1	0 =
Did you watch the film No Small Matter? It highlights the importance of early childhood education and our local ECE providers. Our Deputy Director, Michelle Blakely, joined a discussion about the film and our community. Check it out!	16.7% +16.7%	0 =	1 +1
ACEs Connection Network We're honored to be a part of the work that ACEs Aware is doing to expand awareness of Adverse Childhood Experiences (ACEs) and toxic stress in California. Learn more about ACEs Aware at <a href="http://www.acesaware.org">www.acesaware.org</a> #ACEsAware	16.7% +16.7%	1 +1	2 +2

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**DATE:** January 25, 2021  
**TO:** First 5 San Mateo County (F5SMC) Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Committee Updates

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**Early Childhood Evaluation Advisory Committee Meeting - January 11, 2021**

Commission Members: Louise Rogers (Chair); Neel Patel; David Canepa (absent)

Grantee Representatives: Heather Cleary, Peninsula Family Service;  
Carol Elliot, AbilityPath

F5SMC Staff: Michelle Blakely; Jenifer Clark; Kitty Lopez

The Early Childhood Evaluation Advisory Committee met virtually for the first time this calendar year. The first order of business was to elect a chair for the year; Commissioner Rogers graciously accepted the nomination and will continue in this role. The group discussed proposed indicators for the newly-required CMO equity-informed measures. In addition to disaggregating current service numbers by race/ethnicity and language, we considered how we might incorporate income, geography, and neighborhood resources into these measures. Commissioner Rogers suggested that we look into the “Social Progress Index” that various County departments have been using. We also discussed how we might examine activities such as funding, program planning, and service-delivery in ways that are mindful of an equitable distribution of resources. Members of the group cautioned that additional data collection requirements for grantee organizations should weigh the utility of the data against how onerous it may be to gather the information. The group also received updates on ongoing research and evaluation activities, including the Trauma- and Resilience-Informed Systems Improvement project; this project is on the cusp of rolling out the Trauma-Informed Organization Assessment for family-serving agencies within the county.

The next meeting of the Early Childhood Evaluation Advisory Committee is scheduled to be held virtually on Monday, March 15<sup>th</sup> at 3:30 pm.