



CHOOSE CHILDREN is a partnership of organizations and individuals committed to creating a future in San Mateo and Santa Clara counties where families with children can live and thrive.

We work to champion babies, toddlers, and preschoolers and ensure that elected officials and candidates for office take action and support investment and approaches that advance the well-being, care, and learning of young children, their families, and the essential workers who care for them.

CHOOSE CHILDREN is an initiative of the Silicon Valley Community Foundation.



CHOOSE CHILDREN PARTNER ORGANIZATIONS

All partner organizations have taken the “**CHOOSE CHILDREN** Partnership Pledge,” which captures our shared beliefs and commitment.





As **CHOOSE CHILDREN** partners, we **commit** to create a future in San Mateo and Santa Clara counties where families with children can live and thrive.

We **understand** that the economic vibrancy of our region relies on helping families manage the financial struggles felt across the income spectrum and making our communities affordable for future generations.

We **accept** our responsibility to ensure that young children begin their lives healthy, safe, and ready to succeed in school and life.

We **champion** the well-being of all children by supporting food security, housing, and the other basic needs.

We **promote** initiatives that make high quality child care affordable and available for all families to give our youngest learners the start they need to learn, grow, and develop.

We **believe** in helping parents become their child's first teacher and supporting the development of healthy attachments, fostering creativity and curiosity, and ensuring equitable access to high-quality early education.

We **work** to ensure that candidates for local office support early learning and care and, if elected, commit to take actions that advance the well-being, care, and education of all babies, toddlers, and young children – and the caring adults in their lives.





San Mateo County Voter Attitudes Toward Childcare and Early Childhood Issues

*Key Findings of a Countywide Survey
Conducted March 20-29, 2022*



OPINION
RESEARCH
& STRATEGY

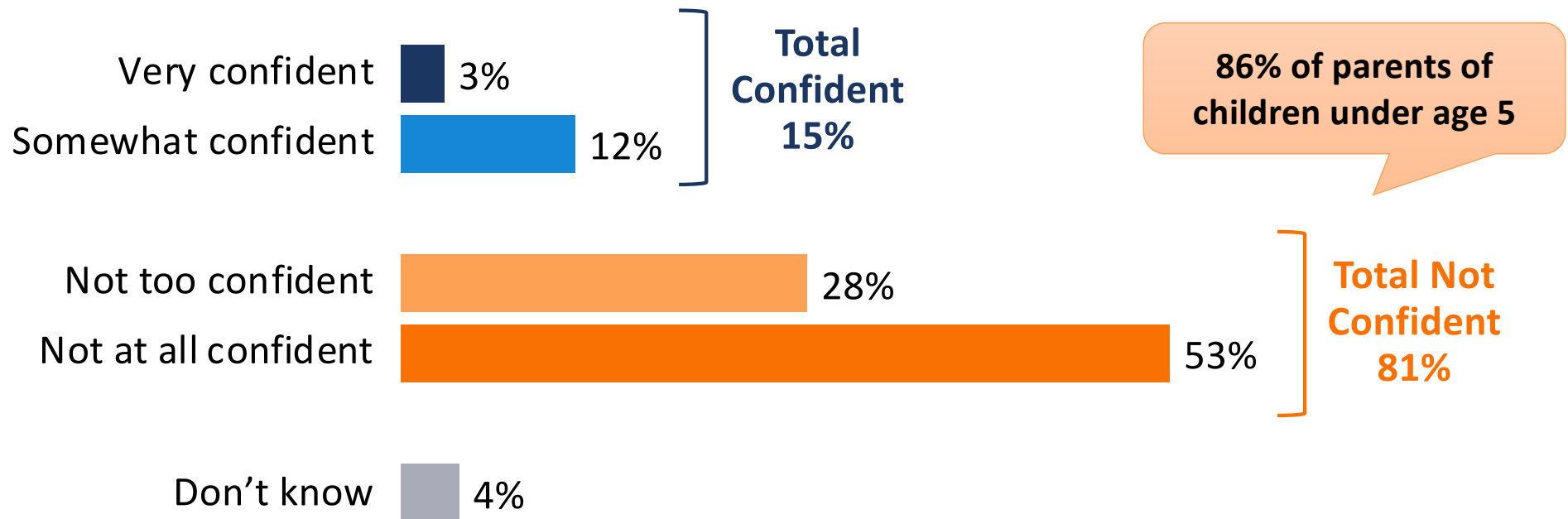
Survey Methodology

Dates	March 20-29, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2022 Voters in San Mateo County with oversamples in Districts 2 and 3
Total Interviews	729
Margin of Sampling Error	±4.0% at the 95% Confidence Level
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English, Spanish and Vietnamese

(Note: Not All Results Will Sum to 100% Due to Rounding)

Four in five are not confident that future generations will be able to afford living in their community.

How confident are you that future generations, like your children or grandchildren, will be able to afford to live in your community?

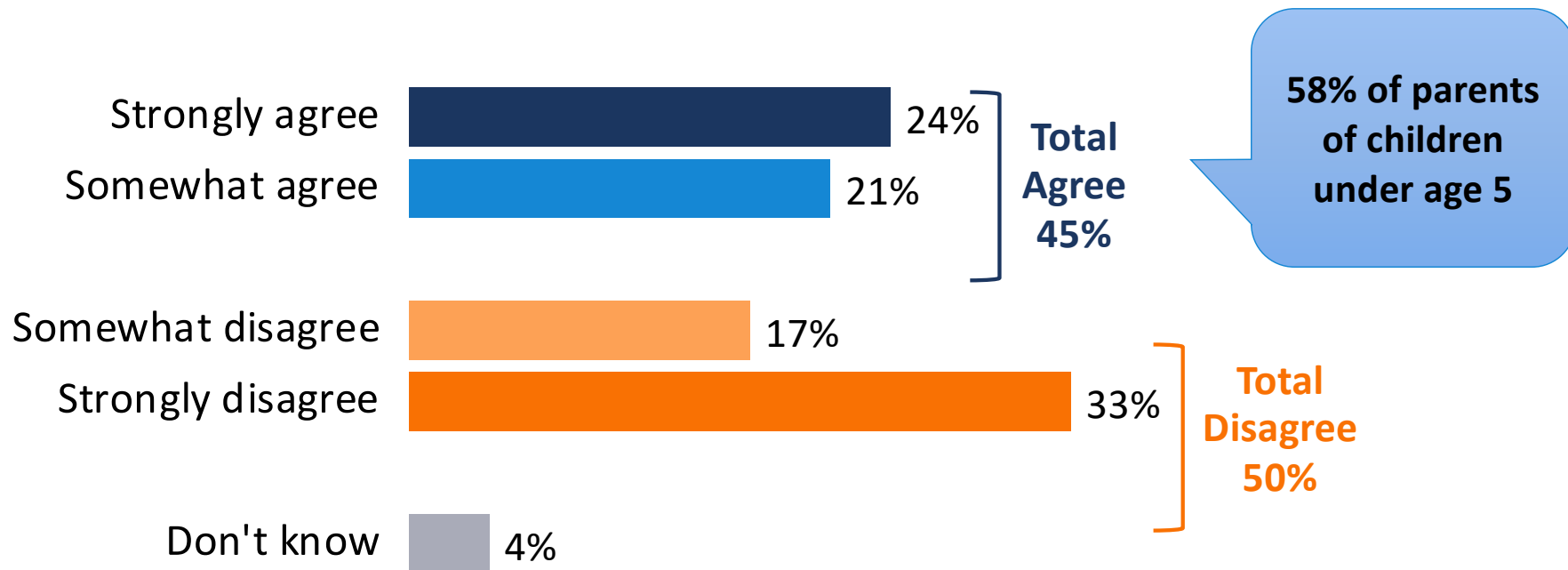


Parents of children under age 5, voters under age 50 – especially those in their 30's, those with incomes under \$30,000 and those with incomes between \$120,000 and \$150,000 and District 3 and 4 residents were among those that expressed the least confidence.

Nearly half are seriously considering moving out of the Bay Area.

I am going to read you a statement. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

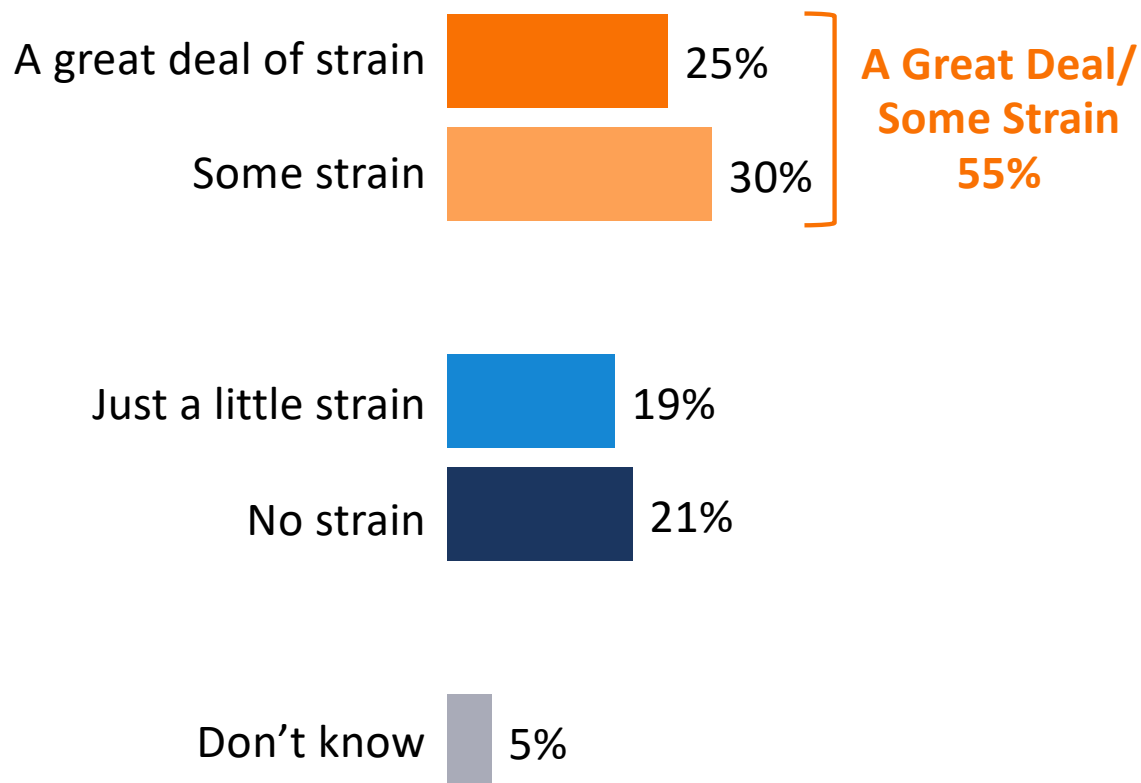
"I am likely to move out of the Bay Area in the next few years."



Voters under age 50, Latinos, parents – especially those with children 5 and under, and those with household incomes between \$120,000 and \$150,000 and District 4 residents were among the most likely to consider leaving.

A majority says that the cost of childcare or preschool is a financial strain.

(Asked of Parents with Children Ages 5 and Under: Does paying for childcare or preschool place a financial strain on you and your family?) (Asked of Parents with Children Ages 6-18: When your child was under age 6 did paying for childcare or preschool place a financial strain on you and your family?)

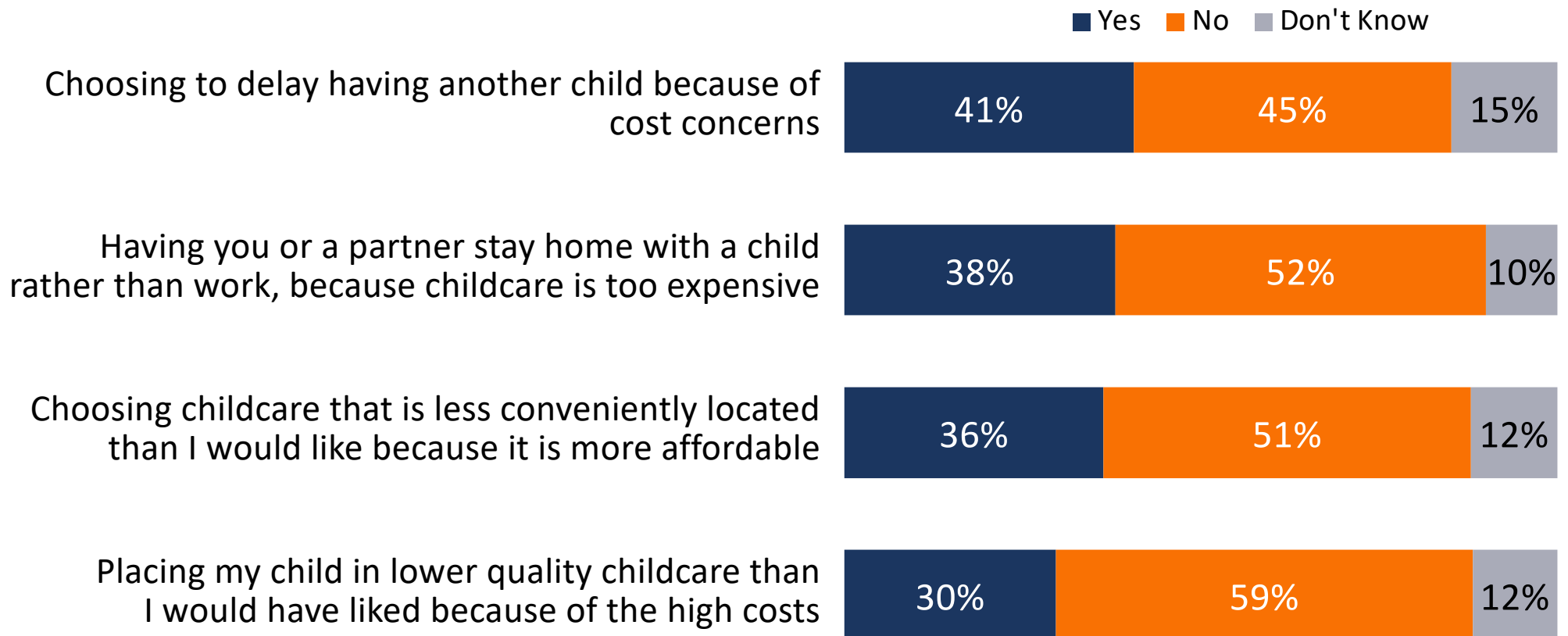


Demographic Groups Most Likely to Say They Faced A Great Deal of Strain

Ages 30-39
Filipino
HH Income \$60,000-\$90,000
Have Children 5 or under
Ages 65+
HH Income \$30,000-\$60,000
San Mateo
Non-College Educated Women
Republican Women

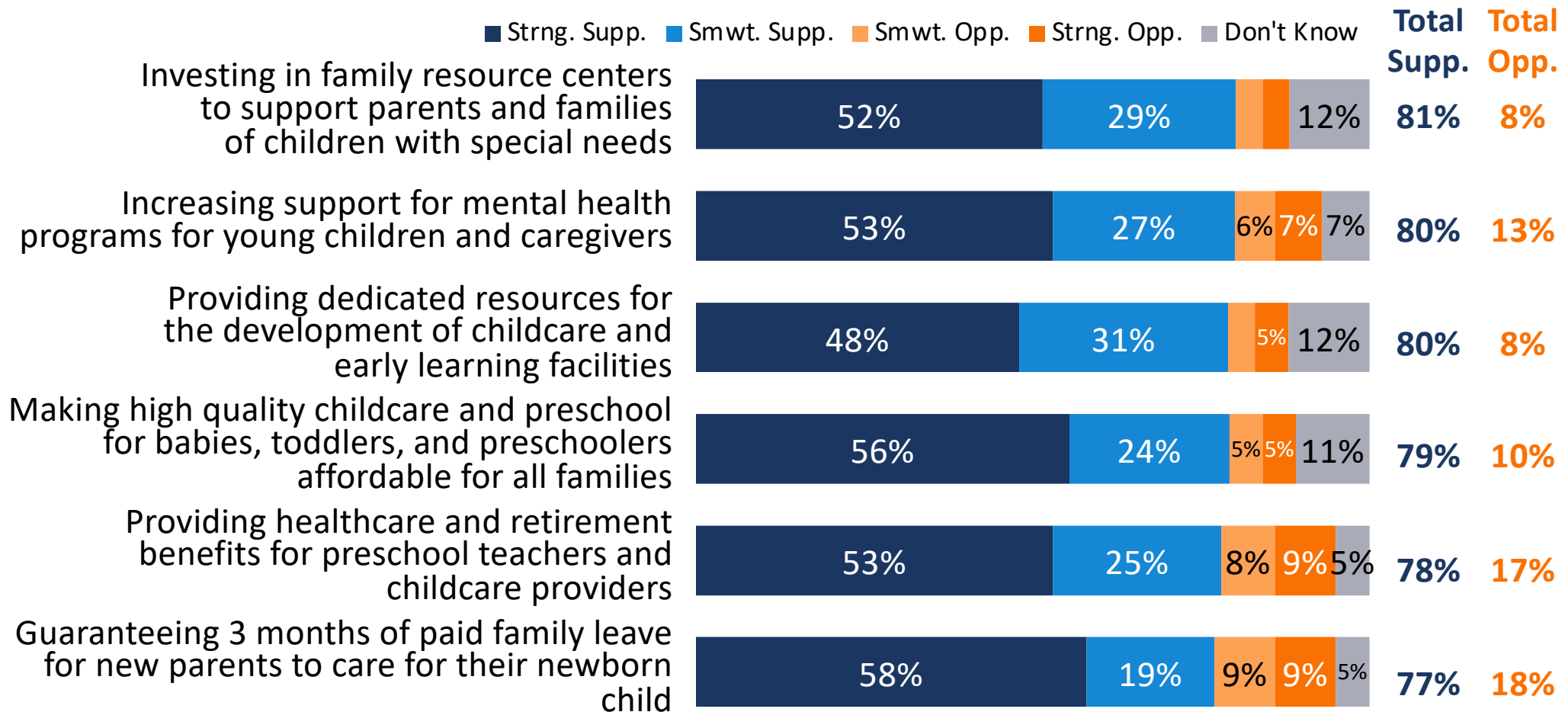
Families are making difficult decisions due to cost concerns.

Sometimes the cost of childcare or preschool for children under age 5 forces parents to make difficult decisions. I am going to read you a list of decisions some parents have to make. Please tell me if this is a decision you personally have had to make at any point.

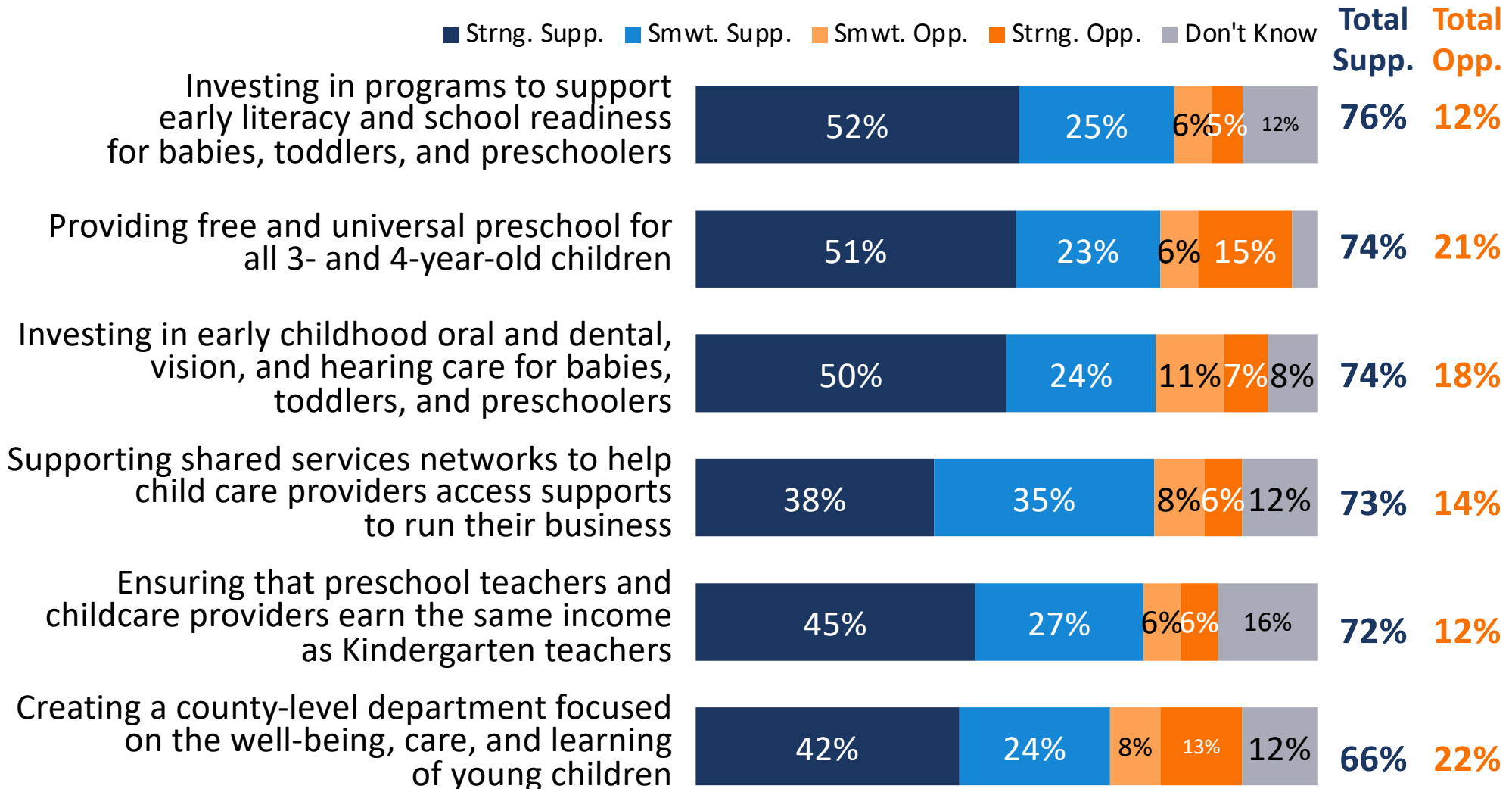


Investing in family resources centers, supporting mental health programs, and providing dedicated resource for childcare facilities are the most strongly supported investments.

Please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose county government taking each of the following actions.



More than three-quarters support investing in programs to support early literacy.



Building blocks of early learning and care

WELL-BEING

- **Prenatal and postnatal:** ensuring expectant mothers have access to health care and that mothers, babies, and families have support after birth, including nurse-home visiting
- **Birth equity:** supporting better outcomes for women of color, who often receive suboptimal care
- **Health, vision, dental and more:** ensuring that children have the physical and mental health supports they need to thrive
- **Other health determinants:** mitigating food and housing insecurity, chronic stress, and other environmental factors that impact child development

CARE

- **Access:** ensuring that child care (including infant care) is affordable and available
- **Quality:** supporting safe, inclusive, and developmentally appropriate care settings
- **Facilities:** incentivizing and streamlining development and renovation of early learning facilities
- **Workforce:** providing supports to ensure a diverse, well-trained, and fairly compensated workforce

LEARNING

- **Parental support:** giving parents tools to be their child's first teacher from birth on
- **School readiness:** supporting families, providers, and practitioners to ensure young learners have equitable access to high-quality early education
- **Educational resources:** Developing curriculum, toys, or other tools to support emerging academic skills and to foster creativity and curiosity; supporting early intervention services



Why CHOOSE CHILDREN?

Investments in Early Learning and Care Lead to Three Lasting Impacts



Advance Children

Give our youngest the start they need to learn, grow, and develop – and set them up for academic and economic success.



Support Caregivers

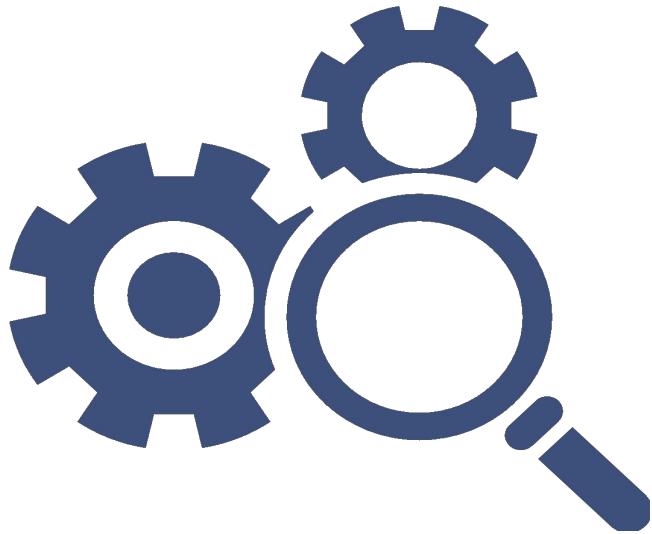
Support economic mobility for those within the early care workforce (and their children and families) and develop a pipeline of essential workers.



Strengthen Local Economies

Bolster economic and community development, both by supporting employed parents and by seeding the next generation of workforce talent.

CHOOSE CHILDREN Strategy



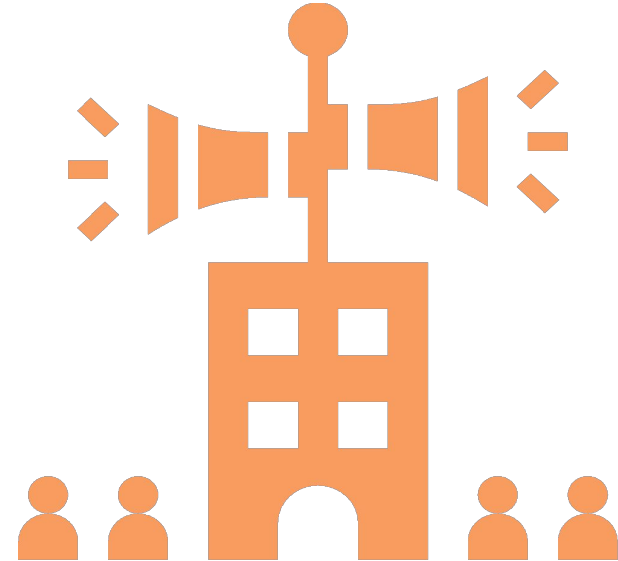
Strategic Polling

Voters attitudes toward child care and early childhood issues, conducted March 20-29, 2022



Direct Candidate Engagement

One-on-one candidate briefings, child and family-focused candidate forums during both primary and general elections



Expanded Media

Earned media, revamped <https://choosechildren.com> website, robust social media



Get Involved

- Sign on as a partner and join us!
- Follow, share, and like us on:   
- Attend a candidate forums and share-out online recordings
- Participate in post-election elected and staff briefings and roundtable discussions
- Stay up-to-date at:
<https://choosechildren.com>



First 5 San Mateo County

Lisa Chamberlain, MD, MPH

Phil Fisher, PhD

Sept 26, 2022

@LisaChaMD

1

Why we are here

- We value longitudinal partnerships/Priorities are set by our community partners
- There are new resources and opportunities
- Discussion of next steps – how partnerships could align systems to engage 100% of SMC 0-5 year olds



2



Clinic Partners- Est 2017

Community Organizations Est 2004+

- Ravenswood Family Health Center
- Gardner Health Center
- Fair Oaks
- Mayview
- Daly City
- Samaritan House
- Ecumenical Hunger Program
- The Primary School
- Ravenswood School District
- One Life Counseling



3



4

iMPACT:
Mid-Peninsula
Pediatric
Advocacy
Coalition




5

Creating Kinder-Ready Clinics



Parent-Directed Interventions

Texting
School readiness coach



Home Learning Environment

Little Libraries
Talk, Read, Sing
Prescribing library cards



Community Environment

Literacy murals
Talk, Read, Sing
StoryTimes



Kapengut, D. & Noble, K. G. (Year of publication). Parental Language and Learning Directed to the Young Child. *Three Trimesters to Three Years: Promoting Early Development* (71-92). Princeton-Brookinas



6

Talk, Read, Sing



>7,000

Talk, Read, Sing bundles distributed since 2017



2,860

Bundles in the LPCH Well Baby Nursery

1,960

Bundles at 9-month visits across 4 clinics

2,118

Bundles at 18-month visits across 4 clinics



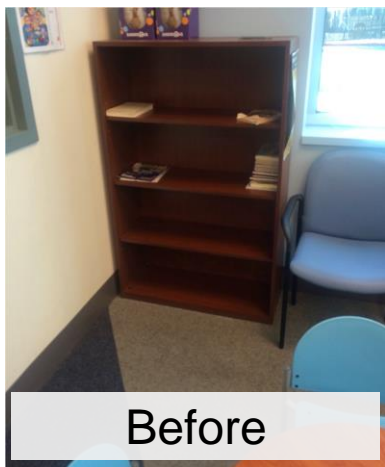
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Little Libraries

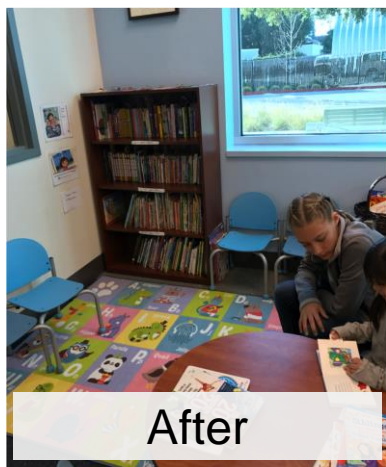


>13,600

Books distributed since 2016



Before



After

1,800
0-3 year old
books

7,200
4-8 year old
books

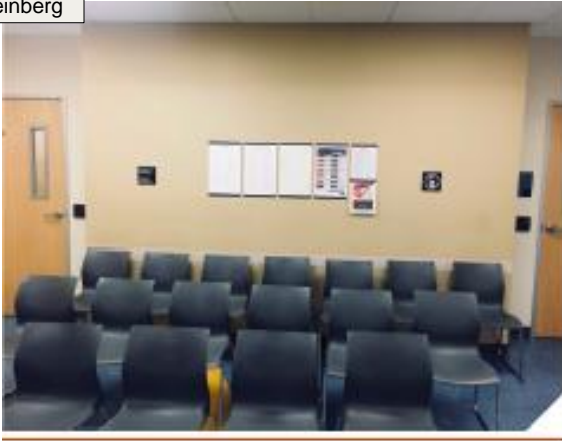
1,300
8+ year old
books



8



Jecca Steinberg



AJPH IMAGES OF HEALTH

In 2015, a health-art collaboration designed a creative, educational space to transform the waiting area and restore dignity to the space. Photo courtesy of Lauren A. Turner. Printed with permission.

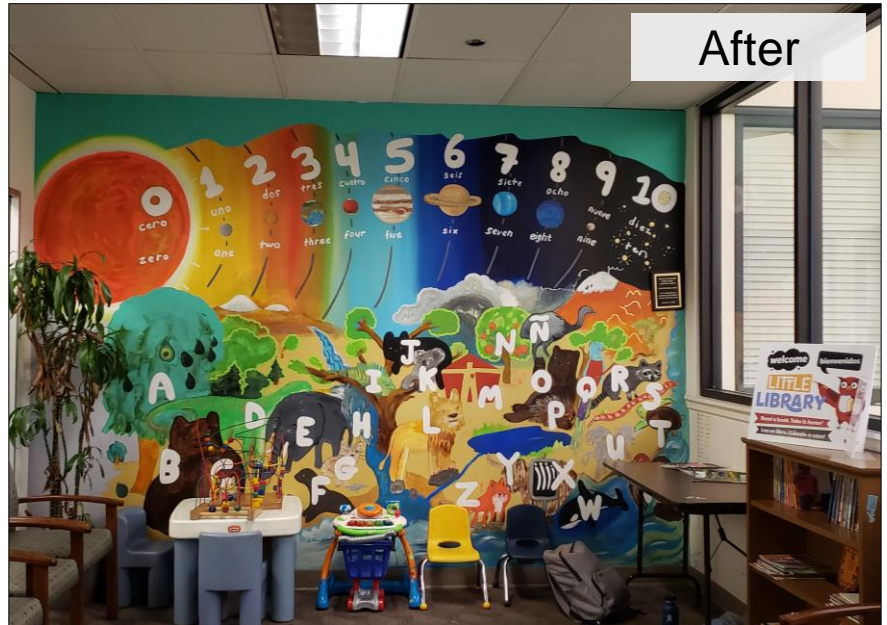
What Do Clinical Environments Say to Our Patients? A Replicable Model for Creative Advocacy

Jecca R. Steinberg, MS, Elise Raphael, MS, Janine S. Bruce, DNP, MPH, and Lisa J. Chaudhain, MD, MPH

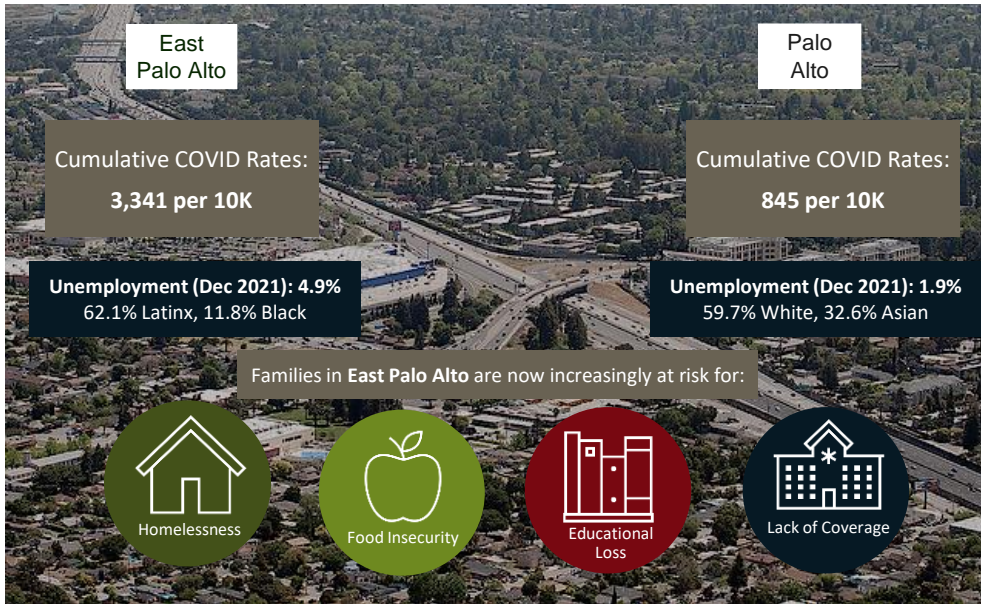
Unlike the waiting rooms of neighboring private clinics filled with colorful fish tanks, bookshelves, kid-sized tables, and chairs that sit atop a playful carpet, our local safety net clinics have linoleum flooring and no books. That's where we met our inspiration, Ana, an adult-sized chair on her mom's lap with blank televisions and empty walls to occupy her long wait. The contrast between Ana's experience and that of children at neighboring private clinics exemplifies both health and educational gaps in US communities—gaps that align with race, wealth, immigration status, and social structures that disadvantage society's most underserved members. For children like Ana, an enriched health experience and early exposure to education depends, in part, on health care providers' ability to bridge those gaps through advocacy and action.

THE LOCAL POVERTY GAP
Our families make up a resilient community, but one increasingly marginalized by housing instability, poor health, underemployment,

November 2018, Vol 108, No. 11 AJPH Steinberg et al. Images of Health 1059

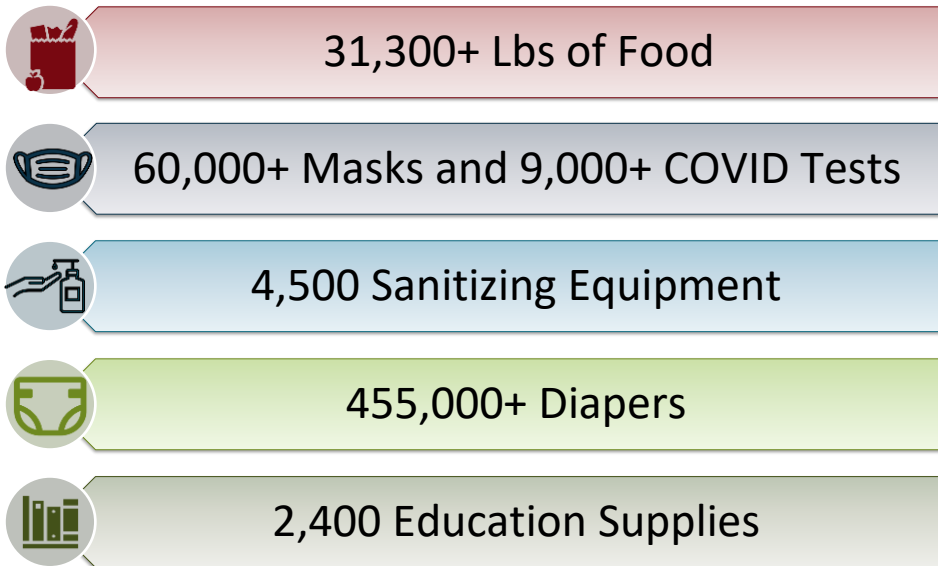


The COVID-19 Pandemic exacerbated disparities



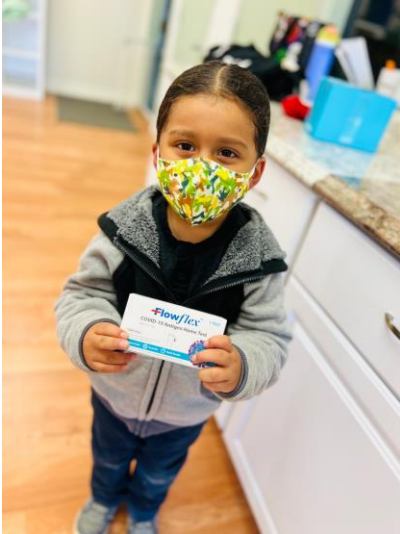
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Material Support for Community Partners



12

COVID Antigen Tests: 9,000+ Delivered



Distributed to:
 Legal Aid of SMC, Coastside Hope, RISE, All Five, Samaritan House, Sacred Heart, Ecumenical Hunger Program, Nuestra Casa, Ravenswood City School District, WeHope, Fair Oaks, and more!

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Ravenswood City School District



“Thank you for always making sure our kids have a safe return to school.”
 – Ravenswood parent

Having the take home tests lets me know that I am sending my child to school safe so that we keep everyone safe. Thank you!”
 – Ravenswood parent



14

Partners Receiving Food

Food purchases:

- ✦ Samaritan House
- ✦ Sacred Heart
- ✦ Ronald McDonald House
- ✦ Ecumenical Hunger program

Food Bags:

- ✦ Teen Health Van
- ✦ Gardner Packard Health Center
- ✦ Fair Oaks Health Center
- ✦ Izzi Early Education
- ✦ The Primary School
- ✦ San Jose Day Laborers
- ✦ Next Door Solutions
- ✦ Nurse Family Partnership



Food provided through food pharmacy – families with chronic illness living at 250% FPL at Samaritan House



15

Diaper Distributions

“You have no idea how much it helped. I was going to borrow money to get some. This came at such a right time, like a blessing”

455,000+

Diapers are a cost! I'm in a shelter right now and I can't say thank you enough

Diapers



16

PPE Distributions



SMC Pacific Islander Community Vaccine Pop-Up



Primary School Spring COVID Supply Drive in East Palo Alto

60,300+
Masks distributed

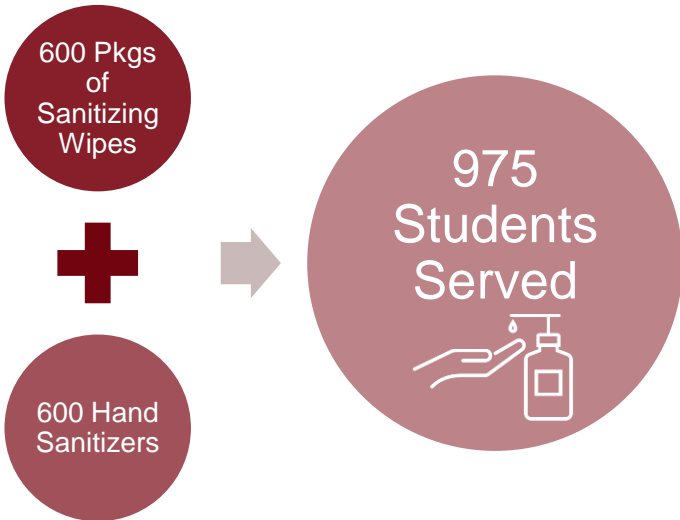
Special thank you to Stanford Hospital Supply Chain for donating items for distribution



Izzi Early Education Back to School Health Fair



Supporting Return to School: Back to School Materials

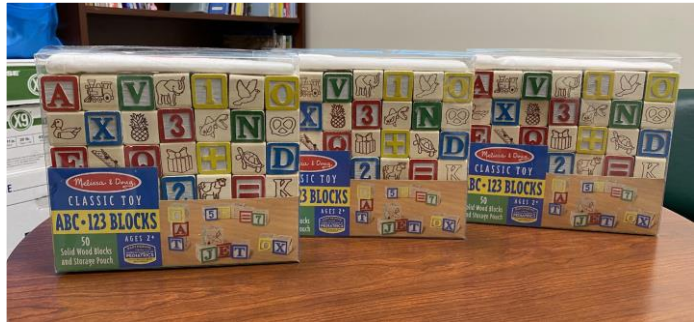


Education Supplies

1,800+
Early Education Supplies
(ABC Blocks, Coloring Books, Crayons)



570
Back-to-school Backpack
kits
(Backpacks, folders, pens, etc.)



Return to School: Backpack and Supply Kits



100 children received summer school kits at One Life Counseling



470 leveraged from Stanford community for Samaritan House



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- Discussion of next steps – how partnerships could align systems to engage 100% of SMC 0-5 year olds



21



22

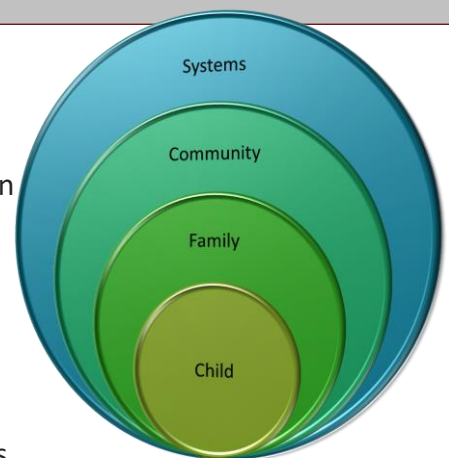
Why prenatal to 8?



23

Our Vision: 4 Guiding Principles

- All **children** achieve their full developmental potential
- All **adults** in young children's lives (parents, childcare providers, grandparents) receive the support they need in the context of their community
- All **communities** have a developmentally continuous, coordinated, and *equitable* ecosystem of supports and services for children and families
- All government and public **early childhood policies, programs, and systems** are aligned to achieve these goals



24

Placed-Based Partnerships: A Central Focus of the Stanford Center on Early Childhood



25

The Starting Point: BETWEEN BIRTH AND ENTERING KINDERGARTEN, WHERE DO CHILDREN LEARN?



26

The Center on Early Childhood's Focal Areas and Cross-Cutting Themes

Equity-Centered Efforts & Policy to Address Structural Inequalities

Early Learning
Environments

Community-
Based Family
Support
Programs and
Services

Health Care

Measurement, Impact Evaluation, & Data Science



27

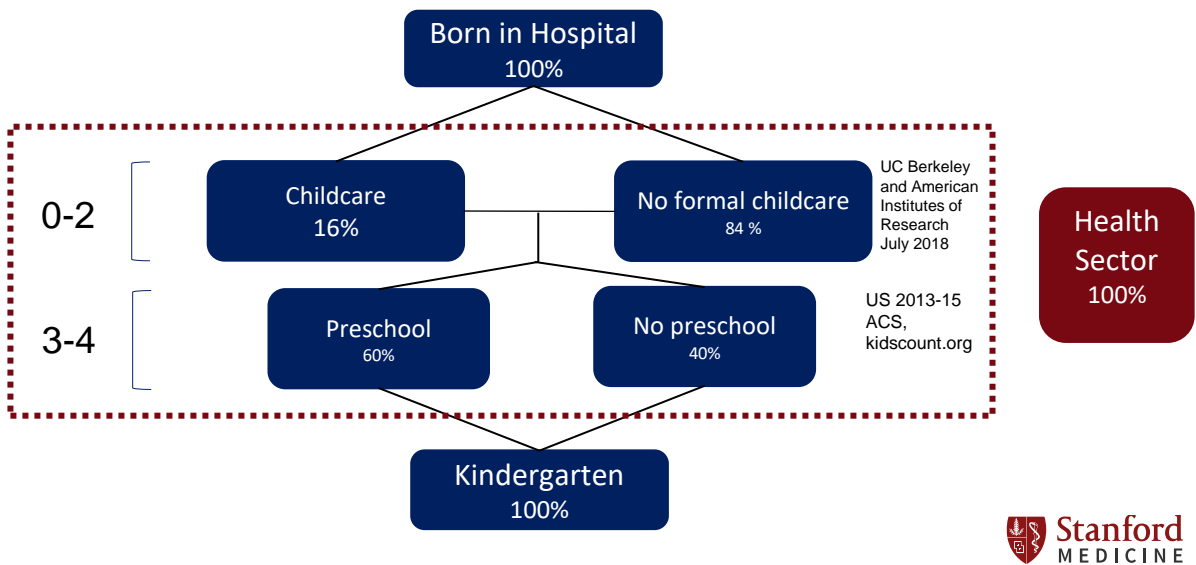
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28

Bridging early health & education systems



29

Early Childhood System Innovation: SMC 0-5

- Pre-Covid “Align Our Systems” began to move in this direction
- Opportunity exists now to hit reset – new challenges, new opportunities, a reimagining of what could be

30

Feel free to reach out, anytime

Thank you for the invitation to join you all tonight

lchamberlain@Stanford.edu

philf@Stanford.edu





PRESENTED BY:

Adriana Borrero, Behavioral Health Specialist

Rebecca McKenna, Family Engagement Coordinator – Haven House



1



F5SMC Funding Supports

- Therapeutic Child Development Centers
- LifeMoves Collaboration
- Occupational Therapy
- Bilingual teachers
- Home visits
- Mental Health Services (interns from LM)



2

Father Cafés engage our Fathers to be empowered as advocates for themselves and their children.



3



The Success Story of Isaac

4

One family that I had the honor of working with this past year had been in our program since he was an infant. His mom was 15 years old when Isaac was born, he started at our Redwood City Teen parent program, when the program closed, he transferred to Haven CDC at 18 months of age.

At the time of admittance both parents were teenagers living in their parents' garage. Throughout the three years, they were able to find great careers, one becoming a CNA and the other a chef. They eventually were able to move out of their parent's garage and move to their own apartment in Santa Clara. Despite this change in address, the family wanted to continue his education at Haven CDC, and he was able to graduate from our program in June of 2022.

Unfortunately, during the last half of the year, the father endured a tragic car accident that left him injured. With the help from our site supervisor and the staff at Haven the student was able to finish out his year strong, and the father recovered from the accident. Before leaving our program, I worked with the family to get this student enrolled in a private school near us. I helped them fill out enrollment applications, scholarship applications, and even practiced before the parent interview. The student got into the private school and is doing quite well!

We are fortunate enough to still be in close contact with this family and their son is doing well at his new school.



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Today Isaac's mom works at a hospital and his dad is a chef at the San Mateo County Jail

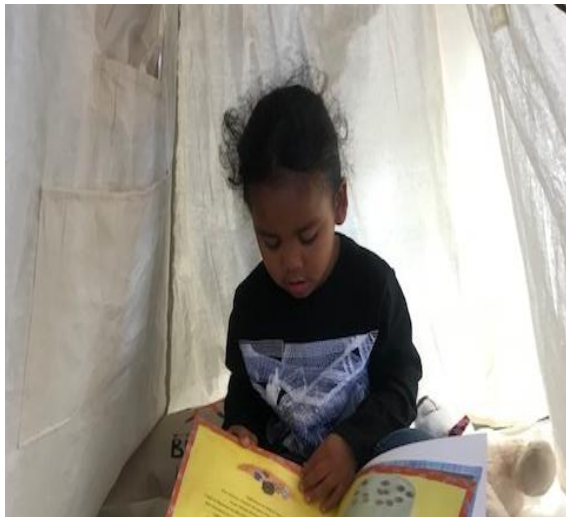


6

Quiet Spaces



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Understanding emotions is a critical part of child development. It is our responsibility as adults to teach children to understand, label and manage their emotions appropriately.

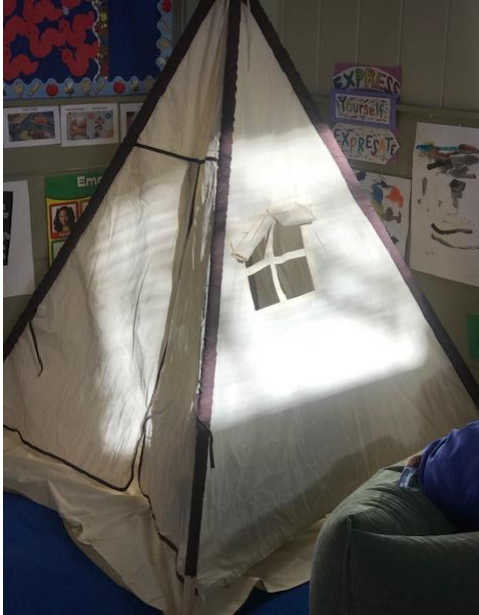
Quiet corners help children:

- Understand their feelings, emotions and develop the ability to manage them effectively in challenging and changing situations.
- Accept their emotions without repressing them; and
- How to recover and learn self-regulation.

Managing all these emotions is essential & offering an intimate space helps work it out.



8



These are some of the situations in which children visit the Quiet Corner:

1. When they feel angry and need to calm down
2. When they want to relax and see how they feel inside
3. When they want to rest
4. When they feel the need to be alone
5. When they want to give or receive love: Hugs
6. When they want to read silently
7. When they want to meditate and breathe deeply
8. When they need to solve a conflict with a friend



9



In our "Quiet Corner" children

can find the following material:

- Cushions
- Blankets
- Dolls or stuffed animals to hug
- Puppets to create conversations and share thoughts
- Special books and stories related to emotions
- A musical instrument
- Some stones to paint
- A sand clock
- Calm bottle

10



Peninsula
Family Service

Thank You!

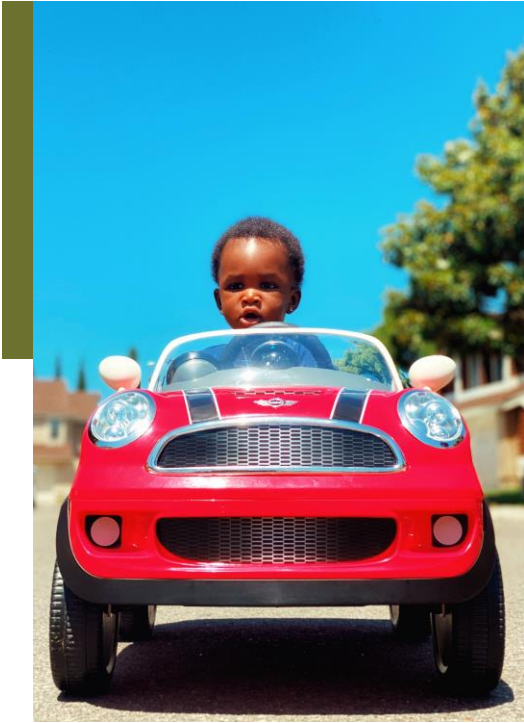


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Race, Equity, Diversity & Inclusion (REDI) Wellness

- Actively engaged in SMC Core Equity Meetings and Work Groups Implementation
- Participation in American Leadership Forum
- Commenced Equity Performance Plan and Indicators Project
- Applying REDI & Healing approaches learned in coaching

2



Creating an impact as a

LEADER
INVESTOR
PARTNER

3

Welcome New Commissioners



Nkia Richardson



Sylvia Espinoza



Naveen Sultana Mahmood



4



Impact as LEADER

Trauma and Resiliency Informed Systems Initiative (TRISI)/ACEs

- Completed first round of assessment, coaching and cohorts
- Launched TRISI 2.0 in Spring 2022

5

An Evening with Geoffrey Canada

Cubberley Lecture Series presents
An evening with Geoffrey Canada
 Author, children's advocate, and founder of Harlem Children's Zone
 Helping all children unlock a lifetime of learning



Tuesday, May 24, 2022
 6:00 – 7:15 p.m.
 Memorial Auditorium
 355 Jane Stanford Way, Stanford University
 also presented virtually on Stanford LiveStream.

Reception, 5:00 p.m.
 Memorial Auditorium, Palo Alto
 Keynote followed by a conversation moderated by Neil Sampson, MD, PhD, President, Children's Zone

with **Kathy Lopez**, Executive Director, First 5 San Mateo County
 and **Isabella Obregon**, Associate Professor, Stanford Graduate School of Education

ONE of the smartest investments in education is channeled toward the beginning of life. That means taking care of the early years when young children's brains are most malleable and forming the architecture necessary to reach potential. How do we help families, educators, caregivers, and communities apply new evidence and insights of brain maturation and development? How can an interdisciplinary approach create powerful childhood learning initiatives? How can meaningful policy change our most under-resourced children to be advanced? Why is there a need for bold action? Join us for an evening of inspiration and conversational discussion with those who think deeply about these important questions.

Geoffrey Canada founded the Harlem Children's Zone (HCZ) Program in 2002 with the mission to end intergenerational poverty in Central Harlem and lead the way for other high-need communities by the same. From early childhood, education, and career programs to community outreach and wellness initiatives, HCZ's on-the-ground, wrap-around programming opens pathways to mobility and prosperity. The model of Canada's HCZ has been featured on *60 Minutes*, *The Oprah Winfrey Show*, *Nightline*, *National Public Radio*, and in the documentary *Waiting for Superman*.

Tickets are required for this free event. Learn more and make your advance booking here: <https://www.gse.stanford.edu/education/lectureseries>

NETTIE LOPEZ, Executive Director of First 5 San Mateo County, has co-ordinated, planned, and executed numerous community events, and is currently serving as leading member of the community coalition and facilitator in San Mateo County.

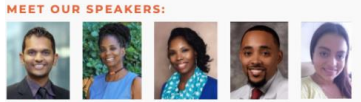
Isabella Obregon, Associate Professor in the Department of Pediatrics, is currently serving as leading member of the community coalition and facilitator in San Mateo County.



JOIN US FOR OUR CHAPTER CHAT ATTITUDES, ACCESS, AND BARRIERS TOWARDS DEVELOPMENTAL SCREENING IN COMMUNITIES OF COLOR



TUESDAY, JULY 19, 7:00-8:30 PM
 As pediatricians, we are passionate about child development and want to support our diverse set of patients in any way possible. Please join us for a thought-provoking and informative discussion on how beliefs and biases influence attitudes, access, and barriers to developmental screening. The discussion will run deep, and we will further enhance your understanding on this important topic!



Left to right
Neel D. Patel, MD (facilitator)
 Palo Alto Medical Foundation Help Me Grow San Mateo Physician Champion, AAPCAI San Mateo Member-at-Large
Michelle Blakely, MA
 Deputy Director, First 5 San Mateo County
Baraka Floyd, MD, MSc
 Clinical Assistant Professor in Pediatrics, Associate Chair for Diversity, Equity, and Inclusion for the Department of Pediatrics Stanford Children's Hospital
Mikah Ower, MD, MPH
 UC Davis Health Children's Hospital, AAPCA Chapter 1 Equity Diversity and Inclusion Champion
Jackie Ramirez



6



Impact as INVESTOR

Continue to implement the First 5 SMC Strategic Plan Implementation Plan (SPIP) 2020 - 2025

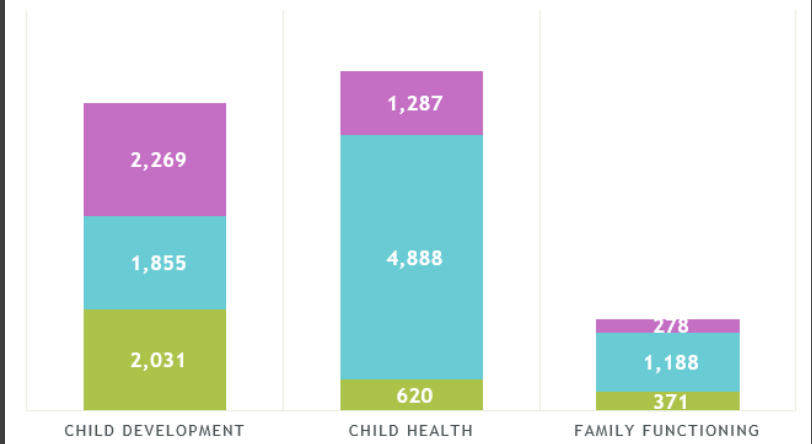
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Annual Report to First 5 California FY 20-21

CLIENTS SERVED

N=14,787

■ Children ■ Parents/Family Members ■ Providers



8



- Evaluation support in data gathering to inform planning for next Strategic Plan
- Friday Café deeper evaluation started
- Oral Health Contracts
- Home Visiting Environmental Scan



9

Collaborated with Community Partners on Crucial Topics

San Mateo County Childcare Virtual Event



Peaks & Valleys



10



Impact as PARTNER

American Rescue Plan Act (ARPA) Pandemic Recovery

Advocated/Support BOS Funding:

- San Mateo County Childcare Grant Program, \$4.1 million
- Out-of-School Care Grant Program \$2,562,500



11

Community Partnerships



12

Advocacy

Amplify Issues Affecting Young Kids

- State California Budget
- End to Gun Violence
- Support of Abortion and Reproductive Freedom
- Support our Families Through the Formula Shortage and Recall

First 5 San Mateo County Stands in Favor of the Right to Choose and the End to Gun Violence

Our vision of success for every child means that children should have the opportunity to grow up with security, safety, stability and respect from the first days of their lives. Creating success for every child is about constructing a nurturing and limitless future that we hope to leave the next generation. We want our children to grow into people, with the opportunities to choose how they thrive, with the rights to their own lives.

The right to life means the right to safety. It includes the right of mothers to bring children into the world on their own terms, the rights of children to learn without a threat of traumatic violence in their schools, and the rights of communities, especially communities of color, to conduct their lives without the looming peril of being ravaged by mass shootings.

When we prioritize life, it means that we love and honor it. We celebrate and protect it, in its present and existing form. We are talking about female bodied lives, immigrant lives, black lives, young lives.

First 5 San Mateo County stands united with our communities—those reeling from the trauma of gun violence, those who are scared, and those who are taking action to protect their bodies and their choices. We are here for our families and children.

Resources for Parents and Teachers

Talking with Students About Bad News

Age-based tips for teachers to help students process.

Talking to Children about Safety at School

Resources for parents and teachers to talk to children.

Explaining Violence - Repair the World

Talking to children about safety in the world we live in.

San Mateo is Unwavering in its Support of Abortion and Reproductive Freedom

Explaining the News to Our Kids

Age-based tips on how to talk with kids about the news.



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Thank You to Our Team!

Kitty Lopez, Executive Director

Assembly Speaker Pro Tem Kevin Mullin Names
Kitty Lopez Woman of the Year

Michelle Blakely, Deputy Director

Women in County Government Honoree

Khanh Chau

Fiscal Management Analyst

Emily Roberts

Strategic Initiatives Project Manager

Myra Cruz

Operations Coordinator

Karen Pisani

Family Support Program Specialist

Jenifer Clark

Research and Evaluation Specialist

Mey Winata

Fiscal Office Specialist



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