

## 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
- 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**

On September 16, 2021, the Governor signed AB 361, which amended certain provisions of the Ralph M. Brown Act (Government Code section 54950, *et seq.*) to allow for local agency legislative bodies to conduct their meetings remotely either telephonically or by other electronic means under specified circumstances. Thus, pursuant to Government Code section 54953(e), the First 5 San Mateo County Commission meeting will be conducted via remote conferencing.

**DATE: Monday, September 26, 2022**

**TIME: 4:00 PM – 6:00 PM**

**Join Zoom Meeting**

**Online: <https://smcgov.zoom.us/j/97618515225>**

**Phone: US: +1 669 900 6833**

**Webinar ID: 976 1851 5225**

AGENDA		
<b>Call to Order and Preliminary Business</b>		
<b>1</b>	<b>Roll Call</b>	4:00 PM
<b>2</b>	<b>Adopt a resolution finding that, as a result of continuing COVID-19 pandemic state of emergency, meeting in person for the First 5 San Mateo County Commission would present imminent risks to the health or safety of attendees (See Attachment 2A. and Attachment 2B.)</b>	
<b>3</b>	<b>Public Comment</b>	
<b>4</b>	<b>Action to set Agenda for September 26, 2022 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>5</b>	<b>Commission Announcements</b>	
<b>6</b>	<b>Storytelling: First 5 Work/Impact: San Mateo County Family Child Care Association</b> by Liz Scully, Director	4:05 PM
<b>Action Items</b>		
<b>7</b>	<b>Approval of the First 5 San Mateo County Conflict of Interest Policy Amendment for FY 2022-23 to include the Deputy Director, F5SMC</b> <i>(See Attachment 7)</i>	4:10 PM
<b>Discussion Items</b>		
<b>8</b>	<b>Presentation: Choose Children Partnership</b> by Christine Thorsteinson, Director, Early Childhood Development, Silicon Valley Community Foundation, and Cheye Calvo, Strategy Consultant, C Squared Strategies	4:15 PM

<b>9</b>	<b>Presentation:</b> <b>Stanford and Young Children: Breaking Down the Silos between Health and Education</b> <ul style="list-style-type: none"> <li>• Stanford School of Education: The new Stanford Center of Early Childhood by Phil Fisher, PhD, Director</li> <li>• Stanford School of Medicine: The new Office of Child Health Equity by Lisa Chamberlain, MD, Director</li> </ul>	4:35 PM
<b>10</b>	<b>Presentation: Peninsula Family Services</b> by Rebecca McKenna, Family Engagement Coordinator, Haven Child Development Center, and Adriana Borrero, Behavioral Health Specialist, Peninsula Family Services	4:55 PM
<b>11</b>	<b>Presentation: First 5 San Mateo County Accomplishments FY 2021 - 2022</b> by Kitty Lopez, Executive Director, First 5 San Mateo County	5:25 PM
<b>12</b>	<b>Report of the Executive Director</b> <i>(See Attachment 12)</i>	5:40 PM
<b>13</b>	<b>Adjournment</b>	6:00 PM

**\* 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, September 23, 2022 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.

**Date:** September 26, 2022  
**To:** First 5 San Mateo County Commission  
**From:** Kitty Lopez, Executive Director  
**Subject:** **Resolution to make findings allowing continued remote meetings under Brown Act**

**RECOMMENDATION:**

Adopt a resolution finding that, as a result of the continuing COVID-19 pandemic state of emergency declared by Governor Newsom, meeting in person for the First 5 San Mateo County Commission would present imminent risks to the health or safety of attendees.

**BACKGROUND:**

On June 11, 2021, Governor Newsom issued Executive Order N-08-21, which rescinded his prior Executive Order N-29-20 and set a date of October 1, 2021 for public agencies to transition back to public meetings held in full compliance with the Brown Act. The original Executive Order provided that all provisions of the Brown Act that required the physical presence of members or other personnel as a condition of participation or as a quorum for a public meeting were waived for public health reasons. If these waivers had fully sunset on October 1, 2021, legislative bodies subject to the Brown Act would have to had contend with a sudden return to full compliance with in-person meeting requirements as they existed prior to March 2020, including the requirement for full physical public access to all teleconference locations from which board members were participating.

On September 16, 2021, the Governor signed AB 361, a bill that formalizes and modifies the teleconference procedures implemented by California public agencies in response to the Governor's Executive Orders addressing Brown Act compliance during shelter-in-place periods. AB 361 allows a local agency legislative body to continue to use teleconferencing under the same basic rules as provided in the Executive Orders when certain circumstances occur or when certain findings have been made and adopted by the legislative body. Since September 28, 2021, the First 5 San Mateo County Commission has renewed this finding for the following Commission Meetings: October 25, 2021, December 13, 2021, January 24, 2022, February 28, 2022, March 28, 2022, May 23, 2022, June 27, 2022, and July 25, 2022, accordingly.

AB 361 provides that Brown Act legislative bodies must return to in-person meetings on October 1, 2021, unless they choose to continue with fully teleconferenced meetings because a specific declaration of a state or local health emergency is appropriately

made. AB 361 allows legislative bodies to continue to conduct virtual meetings as long as there is a gubernatorially-proclaimed public emergency in combination with (1) local health official recommendations for social distancing or (2) adopted findings that meeting in person would present an imminent risk to health or safety of attendees. AB 361 became effective on October 1, 2021 and will sunset on January 1, 2024.

AB 361 also requires that, if the state of emergency remains active for more than 30 days, the legislative body must make findings by majority vote every 30 days to continue using the bill's exemption to the Brown Act teleconferencing rules. The findings demonstrate the need for teleconferencing persists due to the nature of the ongoing public health emergency. Effectively, this means that legislative bodies must either agendaize a Brown Act meeting once every thirty days to make these findings, or, if a legislative body has not made such findings within the prior 30 days, the legislative body must re-adopt the initial findings if it wishes to conduct a remote meeting.

The County Board of Supervisors has adopted a resolution finding that, as a result of the continuing COVID-19 pandemic state of emergency, meeting in person "would present imminent risks to the health or safety of attendees."

The County's resolution states, among other things, that: "The Board of Supervisors strongly encourages all legislative bodies of the County of San Mateo that are subject to the Brown Act, including but not limited to, the Planning Commission, the Assessment Appeals Board, the Civil Service Commission, and all other oversight and advisory boards, committees and commissions established by the Board of Supervisors and subject to the Brown Act, to make a similar finding and avail themselves of teleconferencing until the risk of community transmission has further declined, and directs the County Manager to provide necessary support for these legislative bodies to continue teleconferencing procedures when they have adopted such findings."

**DISCUSSION:**

For these reasons, we recommend that the First 5 San Mateo County Commission avail itself of the provisions of AB 361 allowing continuation of online meetings by adopting findings to the effect that conducting in-person meetings would present an imminent risk to the health and safety of attendees. A resolution to that effect and directing staff to take such other necessary or appropriate actions to implement the intent and purposes of the resolution, is attached hereto.

**FISCAL IMPACT:**

None

**RESOLUTION NO.**

**RESOLUTION FINDING THAT, AS A RESULT OF THE CONTINUING COVID-19 PANDEMIC STATE OF EMERGENCY DECLARED BY GOVERNOR NEWSOM, MEETING IN PERSON FOR THE FIRST 5 SAN MATEO COUNTY COMMISSION WOULD PRESENT IMMINENT RISKS TO THE HEALTH OR SAFETY OF ATTENDEES**

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**WHEREAS**, on March 4, 2020, pursuant to Government Code section 8550, *et seq.*, Governor Newsom proclaimed a state of emergency related to the COVID-19 novel coronavirus, and subsequently, the San Mateo County Board of Supervisors (“Board”) declared a local emergency related to COVID-19, and the proclamation by the Governor and declaration by the Board remain in effect; and

**WHEREAS**, on March 17, 2020, Governor Newsom issued Executive Order N-29-20, which suspended certain provisions in the California Open Meeting law, Government Code section 54950, *et seq.* (the “Brown Act”), related to teleconferencing by local agency legislative bodies, provided certain requirements were met and followed; and

**WHEREAS**, on June 11, 2021, the Governor issued Executive Order N-08-21, which extended provisions of Executive Order N-29-20 that waive otherwise-applicable Brown Act requirements related to remote/teleconference meetings by local agency legislative bodies through September 30, 2021; and

**WHEREAS**, on September 16, 2021, Governor Newsom signed AB 361 into law, and AB 361 provides that a local agency legislative body subject to the Brown Act may continue to meet without complying with the otherwise-applicable requirements in the Brown Act related to remote/teleconference meetings by local agency legislative

bodies, provided that a state of emergency has been declared and the legislative body determines that meeting in person would present imminent risks to the health or safety of attendees, and provided that the legislative body makes such finding at least every thirty (30) days during the term of the declared state of emergency; and

**WHEREAS**, on September 28, 2021, in the interest of public health and safety, as affected by the state of emergency caused by the spread of COVID-19, the Board issued a finding that meeting in person would present imminent risks to the health or safety of attendees, and decided to invoke the provisions of AB 361 related to teleconferencing for meetings of the Board; and

**WHEREAS**, the Board also strongly encouraged other County legislative bodies to make a similar finding and continue meeting remotely through teleconferencing; and

**WHEREAS**, since September 28, 2021, the First 5 San Mateo County Commission has renewed this finding for the following Commission Meetings: October 25, 2021, December 13, 2021, January 24, 2022, February 28, 2022, March 28, 2022, May 23, 2022, June 27, 2022, and July 25, 2022, accordingly; and

**WHEREAS**, the First 5 San Mateo County Commission has an important governmental interest in protecting the health, safety and welfare of those who participate in its meetings; and

**WHEREAS**, in the interest of public health and safety, as affected by the emergency caused by the spread of COVID-19, the First 5 San Mateo County Commission finds that meeting in person would present imminent risks to the health or safety of attendees, and the First 5 San Mateo County Commission will therefore invoke

the provisions of AB 361 related to teleconferencing for meetings of the San Mateo County Commission.

**NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED** that

1. The recitals set forth above are true and correct.
2. The First 5 San Mateo County Commission finds that meeting in person would present imminent risks to the health or safety of attendees.
3. Staff is directed to take such other necessary or appropriate actions to implement the intent and purposes of this resolution.

\* \* \* \* \*



First 5 San Mateo County Commission Meeting

**CONSENT AGENDA**

September 26, 2022

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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- 4.1 Approval of the July 25, 2022 Commission Meeting Minutes  
(See Attachment 4.1)

**First 5 San Mateo County (F5SMC)  
COMMISSION MEETING MINUTES  
July 25, 2022  
Via Zoom**

**Call to Order & Roll Call**

**1. Roll Call**

Commission Members: Ken Cole, Rosanne Foust, Carole Groom, Nancy Magee, Naveen Mahmood, Nkia Richardson, Louise Rogers

Absent: Alexis Becerra, Sylvia Espinoza,  
Valeria Chavez-Franco (Youth Commission)

Staff: Kitty Lopez, Michelle Blakely, Emily Roberts, Karen Pisani, Jenifer Clark, Khanh Chau, Myra Cruz

County Counsel: Claire Cunningham

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

**2. Adopt a resolution finding that, as a result of continuing COVID-19 pandemic state of emergency, meeting in person for the First 5 San Mateo County Commission would present imminent risks to the health or safety of attendees**

Commissioner Becerra presented and requested to adopt the resolution referring to Attachment 2A & 2B.

MOTION: GROOM / SECOND: ROGERS  
AYES: COLE, FOUST, GROOM, MAGEE, MAHMOOD, RICHARDSON, ROGERS  
NOES: NONE  
ABSTAIN: NONE  
Motion approved

Public Comments: None

**3. Public Comments: None**

**4. Action to Set Agenda for July 25, 2022 Meeting and Approve Consent Agenda Items**

MOTION: MAGEE / SECOND: GROOM  
AYES: COLE, FOUST, GROOM, MAGEE, MAHMOOD, RICHARDSON, ROGERS  
NOES: NONE  
ABSTAIN: NONE  
Motion approved

Public Comments: None

5. **Commission Announcements:**

- Commissioner Foust thanked County Counsel Cunningham for attending the meeting.

6. **Storytelling: First 5 Work/Impact:**

A recorded message from the June 27, 2022 First 5 SMC Commission Meeting of former First 5 SMC Commissioner, Dr. Neel Patel, presenting awards on behalf of American Academy of Pediatrics (AAP) – Chapter 1, to Commissioners Louise Rogers and Nancy Magee was played.

Commission made comments.

Public Comment: None

7. **Approval of Award to EVALCORP for the Evaluation Consultation and Support Services in the Amount up to \$100,000, Contract Term Effective July 1, 2022 through October 31, 2023**

F5SMC's Research and Evaluation Jenifer Clark shared a background info and highlighted the following:

- Intent of the funding and procurement process
- About EVALCORP
- Services, activities, hours, and budget
- The contract was reviewed and discussed by the Early Childhood Evaluation Advisory Subcommittee on July 18<sup>th</sup>
- The proposed budget for FY 22-23 is \$81,250 with the remaining \$18,750 allocated to FY 23-24
- Funds will be drawn from the Data & Evaluation allocation

Commission asked questions and made comments.

MOTION: MAGEE / SECOND: ROGERS  
AYES: COLE, FOUST, GROOM, MAGEE, MAHMOOD, RICHARDSON, ROGERS  
NOES: NONE  
ABSTAIN: NONE  
Motion approved

Public comment: None

The Power Point Presentation can be found on the F5SMC's website, [July 25, 2022 Commission Meeting Presentations](#).

8. **Approval of Amendment to Agreement with Hamai Consulting for the Trauma- and Resiliency-Informed Systems Initiative (TRISI) to increase the total amount of the agreement by \$85,050 for a new total obligation not to exceed \$206,050 with an extended term from October 15, 2020 through June 30, 2023**

F5SMC’s Strategic Initiatives Manager, Emily Roberts, shared a background info for this agenda item as well as for agenda item #9. Roberts highlighted the following:

- Long-term goal of embedding trauma-informed policies and practices at every level of the system and currently focusing on training and support for child – and family-serving organizations.
- Activities in Theory of Change: Trauma Informed Organization (TIO) Assessment Support and TIO Implementation Support relate to the amendment contracts being presented today.
- Core Team Roles: Hamai Consulting focusing on Initiative Design including communications, initiative launch, evaluation, and events. East Bay Agency for Children’s for Trauma Transformed (EBAC) focusing on Organizational Coaching of the agency partners, pre-launch, and organizational assessments.
- Grateful with the TRISI 2.0 Agency Partners which are San Mateo County Office of Education, SMC Health’s Behavioral Health and Recovery Services, and SMC Human Service Agency’s Child and Family Services. These systems collectively support approximately 1,000 staff with a touch on thousands of children and families in San Mateo County.
- Funding Partners are Behavioral Health and Recovery Services, Mental Health Services Act, Prevention and Early Intervention, First 5 San Mateo County, and Sequoia Healthcare District.

Commission asked questions.

MOTION: MAGEE / SECOND: COLE  
AYES: COLE, FOUST, GROOM, MAGEE, MAHMOOD, RICHARDSON, ROGERS  
NOES: NONE  
ABSTAIN: NONE  
Motion approved

Public comment: None

The Power Point Presentation can be found on the F5SMC’s website, [July 25, 2022 Commission Meeting Presentations](#).

9. **Approval of Amendment to Agreement with East Bay Agency for Children for the Trauma- and Resiliency-Informed Systems Initiative to increase the total amount of the agreement by \$77,190 for a new total obligation not to exceed \$127,190 with an extended term from October 15, 2020 through June 30, 2023**

See Roberts highlight on Item #8.

The Power Point Presentation can be found on the F5SMC’s website, [July 25, 2022 Commission Meeting Presentations](#).

MOTION: GROOM / SECOND: RICHARDSON  
AYES: COLE, FOUST, GROOM, MAGEE, MAHMOOD, RICHARDSON, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved

Public comment: None

10. **Presentation: 2021 California Children's Score Card**

Ted Lempert, President of Children Now, presented the 2021 California Children's Score Card and highlighted the following:

- Data such as California is home to 8,893,756 children, race and ethnicity breakdown, more than half are enrolled in Medi-Cal, 37% are low-income, and 47% came from immigrant families.
- California score card in:
  - Health regarding health insurance, health care accountability, and mental health
  - Education regarding early care and education workforce, education funding, and school climate
  - Family Supports in terms of child welfare
- San Mateo score card indicators and rank in health, education, and child welfare areas.
- Advocacy efforts from The Children's Movement such as gathering 450 organizations to support eliminating Medi-Cal Premiums and 409 Pro-Kid organizations to urge state leaders to invest in early childhood mental health.

The Power Point Presentation can be found on the F5SMC's website, [July 25, 2022 Commission Meeting Presentations](#).

Commissioners made comments and ask questions.

Public Comments:

- Public attendee, Susan Swope, requested a copy of the slide deck.
- F5SMC's Research and Evaluation Specialist, Jenifer Clark, commenting as a public member, shared her experience and difficulties in getting mental health providers for her child's needs because of the lack of availability of the programs in San Mateo County and regardless of her network connections and knowledge.

11. **Presentation on Services Offered by Puente de la Costa Sur**

Karen Pisani, F5SMC's Family Support Program Specialist, provided a brief background of one of F5SMC's funded programs and introduced the presenter, Lizeth Hernandez, Education Director of Puente de la Costa Sur (Puente). Hernandez highlighted the following:

- Thanked the F5SMC's for funding their early childhood programs.
- Puente's background, provided services, mission, and vision.
- Programs and services provided in partnership with F5SMC includes:
  - Suenos Unidos – United Dream Childcare Coop: a parent coop for 8 families with children ages 18 – 36 months.

- Mami, Papi, y Yo: an intimate space where families with children 0-12 months old come together to learn about best practices to supporting their little one's development.
- Trauma Informed Trainings: an educational training provided in Spanish about the impact of trauma.
- Abriendo Puertas: an evidence-based curriculum taught to families with children 0 – 5 regarding best approaches to supporting a healthy child and development.
- Impact of services due COVID-19 pandemic.
- Success story.

Commission asked questions.

Public Comment: None

The Power Point Presentation can be found on the F5SMC's website, [July 25, 2022 Commission Meeting Presentations](#).

## 12. **Report of Executive Director**

The Executive Director's written report was included in the [July 25, 2022 Commission Meeting Packet](#). Kitty Lopez, highlighted the following:

- The city and planning departments are finalizing their Housing Elements plans with the help of other partners such as Build Up, Child Care Coordinating Council and F5SMC to support the development of childcare facilities in their updated plans.
- Letter of supports of regarding Paid Family Leave, Child Care in Reconciliation, and Child, Health and Disability Prevention Program.
- Looking forward to sharing the result of the Friday C.A.F.E Evaluation once they are available.
- Report released by First 5 Center for Children's Policy on *The Role of First 5's in Home Visiting: Innovations, Challenges, and Opportunities in California* is available online.
- F5SMC's Deputy Director, Michelle Blakely, was among the panel speakers of the American Academy of Pediatrics CA Chapter 1 on *Attitudes, Access, and Barriers Towards Developmental Screening in Communities of Color* virtual event discussion that former Commissioner, Dr. Neel Patel, facilitated on July 19, 2022.

Commission made comments.

Public Comment: None

## 13. **Committee Updates**

The Committee Updates written report was included in the [July 25, 2022 Commission Meeting Packet](#).

- **Early Childhood Evaluation Committee:** Kitty Lopez reported that the Committee met on July 18, 2022 and discussed the RFP procurement contract for Evaluation Consultation and Support Services that was presented today. The Committee also discussed the Key

Information Interview for Equity Indicators Project and working with the grantees to understand why these indicators are important to incorporate into their programs.

Commissioner Foust adjourned the public meeting at 5:46 pm and reminded everyone that there is no Commission Meeting in August. The next meeting is on September 26, 2022.

**DATE:** September 26, 2022

**TO:** First 5 San Mateo County Commission

**FROM:** Kitty Lopez, Executive Director

**RE:** Approval of the First 5 San Mateo County Conflict of Interest Policy Amendment for FY 2022-23 to include the Deputy Director, F5SMC

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### **ACTION REQUESTED**

Approval of the First 5 San Mateo County Conflict of Interest Policy Amendment for FY 2022-23 to include the Deputy Director, F5SMC

### **BACKGROUND**

The First 5 San Mateo County (F5SMC) Commission annually reviews and approves the Commission's policies to ensure compliance with legislative mandates and other administrative processes and to strengthen F5SMC's internal controls for operations.

On May 23, 2022, the Commission approved the seven (7) policies, four (4) of which are in direct response to the mandates outlined in the 2006 Assembly Bill 109 (Chan) and 2006 Senate Bill 35 (Florez), including the Conflict of Interest Policy. **See Attachment 7A.**

### **Conflict of Interest Policy**

This amendment to the **Conflict of Interest Policy includes the Deputy Director in the list of positions that requires anyone who holds that position to disclose their Statement of Economic Interest.**

The Political Reform Act requires every local government agency to review its Conflict of Interest Code biennially. A Conflict of Interest Code informs public officials, governmental employees, and consultants of the financial interests they must disclose on their Statement of Economic Interests (Form 700).

Michelle Blakely was promoted to Deputy Director before May 23, 2022, and upon consulting with the Deputy County Attorney, it is determined that her position or title needs to be added to the List of Designated Positions or Codes.

<u>Designated Employees</u>	<u>Disclosure Category</u>
Commission Member	1,2,3,4
Executive Director	1,2,3,4
Deputy Director (add)	1,2,3,4
Consultants*	1,2,3,4

See Attachment 7A for further details and disclosure categories.

### **FISCAL IMPACT**

None

### **RECOMMENDATION**

Approval of the First 5 San Mateo County Conflict of Interest Policy Amendment for FY 2022-23 to include the Deputy Director, F5SMC





**SUBJECT: CONFLICT OF INTEREST POLICY**

**PURPOSE:** To facilitate compliance with Health and Safety Code Section 130140(d)(4)(A) requiring the county commission to adopt, in a public hearing, a policy consistent with state and local law regarding conflict of interest of the commission members.

To facilitate compliance with the Standards and Procedures for Audits of California Counties participating in the California Children and Families Program issued by the California State Controller, March 2006.

**PART I. CONFLICT OF INTEREST CODE – GOVERNMENT CODE SECTION 87100**

- A. The First 5 San Mateo County Commission (“First 5 San Mateo County” or the “Commission”) has a Conflict of Interest Code, which has been approved by the San Mateo County Board of Supervisors. Pursuant to Section 87306.5 of the Government Code, First 5 San Mateo County will review that Conflict of Interest Code biennially. First 5 San Mateo County has designated the following positions in its Code: Commissioners, Executive Director, Deputy Director, and Consultants (when applicable).
  
- B. Form 700 filing. All individuals holding positions designated by the Conflict of Interest Code shall file the Form 700 of the California Fair Political Practices Commission, when assuming office, annually thereafter, and when leaving office as required by regulation.
  
- C. The Commission shall continue to have a conflict of interest code in effect at all times.

**PART II. GOVERNMENT CODE SECTION 1090, et seq.**

First 5 San Mateo County shall continue to conduct its business at all regular and special meetings of the Commission in accordance with the provisions of Government Code sections 1090, *et seq.*, hereby incorporated by reference.

Pursuant to Section 1091.3 of the Government Code, First 5 San Mateo County Commissioners will recuse themselves from making, participating in making, or in any way attempting to use their official position to influence a decision on an agreement when the agreement directly relates to services to be provided by the member or the entity the member represents or financially benefits the member or the entity the member represents.

PART III. GOVERNMENT CODE SECTION 1125, et seq. (INCOMPATIBLE ACTIVITIES)

The Commission shall continue to conduct its operations consistent with Government Code Section 1125, *et seq.* Except as provided in Sections 1128 and 1129 of the Government Code, First 5 San Mateo County officers and employees shall not engage in any employment, activity, or enterprise for compensation which is inconsistent, incompatible, in conflict with, or inimical to their duties as a First 5 San Mateo County Commission officer or employee or with the duties, functions, or responsibilities of their appointing power or the agency by which they are employed.

First 5 San Mateo County officers and employees shall not engage in any outside employment, activity, or enterprise if it: (1) involves the use for private gain or advantage of First 5 San Mateo County time, facilities, equipment and supplies; or the badge, uniform, prestige, or influence of First 5 San Mateo County office or employment or, (2) involves receipt or acceptance by the officer or employee of any money or other consideration from anyone other than First 5 San Mateo County for the performance of an act which the officer or employee, if not performing such act, would be required or expected to render in the regular course or hours of First 5 San Mateo County employment or as a part of his or her duties as a First 5 San Mateo County officer or employee or, (3) involves the performance of an act in other than his or her capacity as a First 5 San Mateo County officer or employee which act may later be subject directly or indirectly to the control, inspection, review, audit, or enforcement of any other officer or employee or the agency by which he or she is employed, or (4) involves the time demands as would render performance of his or her duties as a First 5 San Mateo County officer or employee less efficient.

Further, the incompatibility rules of the County of San Mateo, particularly the provisions of Section 2.75.060 of the Ordinance Code of the County of San Mateo, shall be, and are hereby adopted as the rules applicable to the First 5 San Mateo County Commissioners.

Further, each employee and officer of the Commission will be provided a copy of this policy. Engaging in incompatible activities will subject employees and officers to disciplinary action, up to and including termination or removal from the Commission (whichever is applicable). Any disciplinary action related to violation of this policy will be conducted in accordance with the Commission's general disciplinary processes, which provide the ability to contest imposition of discipline.

PART IV REPORTING A CONFLICT OF INTEREST

When a Commissioner first becomes aware of a conflict of interest or potential conflict of interest regarding a matter before the Commission or Committee, he or she must notify First 5 San Mateo County's legal counsel, the Executive Director and the chairperson of the Commission or the Committee. The facts of the conflict of interest will be recorded in the minutes of the Commission or Committee meeting.

## First 5 San Mateo County

### List of Designated Positions in the First 5 San Mateo County and Financial Disclosure Categories

Each person holding any position listed below must file statements disclosing the kinds of financial interest shown for the designated employee's position. Statements must be filed at the times and on the forms prescribed by law. Failure to file statements on time may result in penalties including but not limited to late fines.

<u>Designated Employees</u>	<u>Disclosure Category</u>
Commission Member	1,2,3,4
Executive Director	1,2,3,4
Deputy Director (add)	1,2,3,4
Consultants*	1,2,3,4

\*The Executive Director, after consultation with the County Counsel, shall review the duties and authority of all consultants retained by the Commission. Those consultants who, within the meaning of Section 18700 (a)(2) of Title 2 of the California Code of Regulations are required to file statements of economic interests, shall do so. During each calendar year, First 5 San Mateo County shall maintain a list of such consultants for public inspection in the same manner and location as this Conflict of Interest Code. Nothing herein excuses any consultant from any other provision of the Conflict of Interest Code, specifically those dealing with disqualification.

#### Disclosure Categories

Category 1. A designated official or employee assigned to category 1 is required to disclose direct or indirect investments in any business entity that may foreseeably be affected materially by any decision made or participated in by the designated official or employee by virtue of his or her position.

Category 2. A designated official or employee assigned to category 2 is required to disclose interests in all real property that may foreseeably be affected materially by any decision made or participated in by the designated official or employee by virtue of his or her position.

Category 3. A designated official or employee assigned to category 3 is required to disclose any source of income that may foreseeably be affected materially by any decision made or participated in by the designated official or employee by virtue of his or her position.

Category 4. A designated official or employee assigned to category 4 is required to disclose any business entity in which the designated official or employee is a director, officer, partner, trustee, employee or holds any position of management that may foreseeably be affected materially by any decision made or participated in by the designated official or employee by virtue of his or her position

**FIRST 5 SAN MATEO COUNTY (F5SMC)  
REPORT OF THE EXECUTIVE DIRECTOR  
AUGUST AND SEPTEMBER 2022**

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## **OVERVIEW**

### **STRATEGIC INVESTMENT FOCUS AREAS – UPDATE**

#### **QUALITY CARE AND EDUCATION**

##### **American Rescue Plan Act (ARPA) Pandemic Recovery San Mateo County 2022 Childcare Grant Program**

On July 26, 2022, the San Mateo County Board of Supervisors approved **\$4.1 million** in American Rescue Plan Act (ARPA) federal funds for tranche 2 funding for the San Mateo County 2022 Childcare Grant Program providing grants to Child Care Centers and Family Child Care Homes. The grant intends to provide financial assistance to childcare facilities so that most vulnerable communities have care available for their children due to the financial impacts on the childcare sector caused by the pandemic. The grant application was opened from August 26<sup>th</sup> to September 9, 2022. Application priorities included the following:

- Serve low-income families
- Serve children with special needs, English language learners, enrolled in foster care
- Offer subsidies, vouchers, or sliding-scale tuition
- Participate in other County programs such as the Quality Counts and the The Big Lift
- Have not received a grant from a County or County affiliated childcare support program within the past 12 months

The Review panel met this week and funding announcements will be made shortly. The BOS also approved **\$2,562,500** for the 2022-2023 **Out-of-School Care Grant Program** to increase the availability of before and after school and school vacation programs for socioeconomically disadvantaged students in the County; Both grant programs administered through the **SMCU Community Fund**.

**Early Childhood Education (ECE) Workforce Recovery: In addition to supporting efforts for the Child Care Grants Program**, Child Care Coordinating Partnership Council (CCPC), 4Cs and First 5 have been working with partners to develop a proposal for workforce supports based on the CCPC's recommendations for ARPA funds that were approved last November, 2021. We are targeting approximately \$350K to support a Career Navigator position and wrap around supports for people entering or advancing in the Early Childhood Education (ECE) field.

##### **Build Up SMC Infant Toddler Expansion Grant Data Grant Overview**

In its largest grant program to date, Build Up San Mateo County has awarded **91 Family Child Care (FCC)** providers each with a **\$10,000 grant** to preserve the supply of and expand access to infant and toddler care across the county. Silicon Valley Community Foundation provided \$100K in seed funding for the program. Given an **unprecedented response from 150 providers**, we knew we needed to secure additional funding. In May 2022, the SMC Board of Supervisors approved **\$870,000 of local ARPA funds** to support this grant program. Build Up SMC used \$60K of these funds to provide technical assistance to grantees, as well as to collect growing attendance data to evaluate the success of the grant program.

See **Attachment 12.1** to learn demographics and information on how the BOS and Silicon Valley Community Foundation (SVCF) funding created new infant-toddler child care spaces!

## HEALTHY CHILDREN

**Children’s Health Initiative (CHI) Oversight Committee Meeting:** On July 29, CHI Oversight Committee Members met for their biannual meeting. The primary item on the agenda was a vote on a recommendation to return funding from the Healthy Kids Trust Fund to First 5 SMC, Peninsula Health Care District, and the County of San Mateo. This recommendation passed unanimously, returning \$286,053 originally invested by F5SMC to support a local Healthy Kids program back to F5SMC.

**Help Me Grow Physician Advisory Group (HMG PAG):** The HMG PAG met for their regular quarterly meeting on August 22 lead by Physician Champion and former F5SMC Commissioner Dr. Neel Patel. The meeting centered on the topic of referrals for speech services for children with concerns and offered a forum for guest Elisha Prather of Golden Gate Regional Center to share her perspective and recommendations with the group. Speech referrals continue to be a challenge for providers and families and the group intends to continue to dig into this in the coming months.

**Children’s Oral Health (COH) Workgroup:** On September 14, the COH Workgroup members met for a bi-monthly meeting. In addition to offering a status check and regular state policy and leadership update, the meeting focused primarily on children with special needs and the unique dental needs and challenges they face in accessing services. This population continues to be of interest to workgroup participants and chairs will continue to seek other opportunities to leverage connections.

**Help Me Grow (HMG) National Forum:** The HMG National Forum takes place virtually this year from September 19 through the 22. F5SMC Staff Member Emily Roberts along with several members of the local HMG SMC team plan to attend one or multiple days to enhance the local system and collaborate with others across the country doing similar work.

## RESILIENT FAMILIES

### Friday Café (Community and Family Engagement) Update

Friday Cafés are held the fourth Friday of each month throughout the school year from 9:00 to 10:30 virtually (until further notice) for all who work at the intersection of early learning and family support. We are in the process of conducting a three-prong deeper evaluation of the Friday Café program. As part of this deeper evaluation we issued a retrospective survey in July that will close the week of September 19, 2022. The survey was sent to over 200 participants, and thus far we have received 57 responses. We hope to reach at least 60 responses by the close of the survey.

The second prong of the evaluation includes several focus groups and key informant interviews. On September 16, 2022 the Friday Café Advisory Board met, currently comprised of long-

standing members and several new members, to participate in the first focus group of the evaluation effort. We received good feedback on the effectiveness of the program as well as areas to shift/expand in order to better support family engagement professionals in their work with families.

The third prong of the deeper evaluation will be a systems network analysis that will most likely take place after the remainder of the focus groups are conducted. We look forward to sharing the results of all three of these evaluation efforts with the Commission in the spring.

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## POLICY & ADVOCACY UPDATES

### **Letter of Support: SB 951 (Durazo): Affordable Paid Leave for All**

On September 6, 2022, First 5 SMC signed onto a letter organized by Children Now addressing to Governor Gavin Newsom support the SB 951 that would increase wage replacement rates for Paid Family Leave (PFL) and State Disability Insurance (SDI) to 90% for lower wage workers by January 1, 2025, making PFL and SDI accessible to all Californians. (See Attachment 12.2)

### **California Strong Start Index**

The California Strong Start Index helps us understand the conditions into which babies are born, so we can raise healthy and resilient children. It focuses on information, or assets, collected at birth from every child in the state, such as parental employment history and ability to access health care. Check out the most recent fact sheets for San Mateo County! (See Attachment 12.3)

### **California State Legislation: Significant Legislation on the Governor's Desk- AB 2131**

**(Mullin): Licensing** – Assembly Speaker pro Tempore, and child care advocate Kevin Mullin's bill gives CDSS (CA Dept of Social Services) authority to implement a new single license for all providers via All County Letter while regulations are being developed. This legislation would streamline and reduce demonstration /contracture process for providers

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## FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

### **First 5 Association of California New Executive Director, Avo Makdessian**

On August 11, 2022, First 5 Association of California announced its new Executive Director, Avo Makdessian, which commenced on August 29, 2022. Mr. Makdessian brings a wealth of experience to his new role at the Association. He previously served as Policy Director for First 5 Santa Clara, and was Vice President of Community Partnerships and Learning for the Silicon Valley Community Foundation, and Founding Director of the Foundation's Center for Early Learning.

(See Attachment 12.4 for the Press Release)

### **National PN-3 Systems Building Meeting**

On September 12 thru September 15, Kitty Lopez, F5SMC's Executive Director, along with staff from the First 5 Association and First 5 Center, and other early childhood leaders around the country, attended the Pritzker Foundation's National PN-3 System Building Meeting held in Baltimore, Maryland, in her role as president of First 5 Association of California.

The goals of the meeting were:

#### **1. Provide Purposeful Connection and Knowledge Sharing:**

- Facilitate networking among PN-3 leaders across states and communities to share promising approaches, develop solutions to shared challenges, and identify peer allies.

- Provide access to subject matter experts who can support state and community goals and enhance implementation practices.
  - Make available in-person connections with the Pritzker Children’s Initiative (PCI) staff and Hub Support Leads.
2. **Strategize About State and Community Work:** Facilitate the ability of team members to think together and across states and communities about how their PN-3 plans and efforts can advance quality and equitable policy, programs, and systems for pregnant women, infant, toddlers, and their families.
  3. **Build Capacity to Lead:** Support state and community team members efforts to link equitable and system-focused concepts, content, and strategies to their PN-3 goals and advocacy efforts that address Healthy Beginnings, Supported Families, and High-Quality Care and Learning in order to develop a comprehensive PN-3 system informed by the voices of families and others with lived experience.

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## COMMUNITY AND STATEWIDE EVENTS & UPDATES

### Town Hall Meeting Regarding COVID-19 Vaccine for Children 6 Months and Older

First 5 San Mateo County along with its community partners, San Mateo County Office of Education and 4Cs, are planning to have a virtual Town Hall Meeting tentatively on Thursday, October 20, 2022 at 6 pm regarding COVID-19 vaccines for children 6 months and older. Our very own Commissioners Mahmood and Espinoza will be the key speakers and Eric Valladares, Executive Director of Family Connections will be the moderator. Stay tuned for further details.

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## COMMUNICATIONS

### What’s New on Our Website! Check out these blogs.

- **Where Parenting and Community Leadership Meet: A Q&A with Rosanne Foust**  
Get to know our Commission Chair, Rosanne Foust, insights not only as a CEO and president of SAMCEDA, but also her role as a parent. See *Attachment 12.5* or click the link <https://first5sanmateo.org/where-parenting-and-community-leadership-meet-a-qa-with-dr-rosanne-foust/>
- **Making sure the kids are all right: Overcoming relationship trauma**  
Safe, healthy parents are imperative to raising safe, healthy children. CORA (Community Overcoming Relationship Abuse) is San Mateo County’s only provider of comprehensive intimate partner abuse prevention services. This organization is the result of the 2003 merger between the Center for Domestic Violence Prevention and Sor Juana Inés Services for Abused Women. CORA is able to support mothers and children when they need it most, and we are so glad that CORA has helped them share their stories. See *Attachment 12.6* or click the link <https://first5sanmateo.org/making-sure-the-kids-are-all-right-overcoming-relationship-trauma/>

### Social Media and Analytics Report (*See Attachment 12.7*)

## \$970,000

Local funding dedicated to preserving and expanding child care.

## 91

Family child care (FCC) providers awarded critically needed funding.

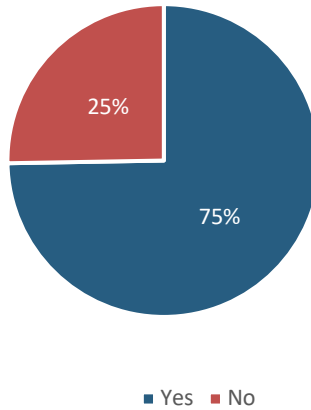
## 177

Jobs preserved through this local grant funding.

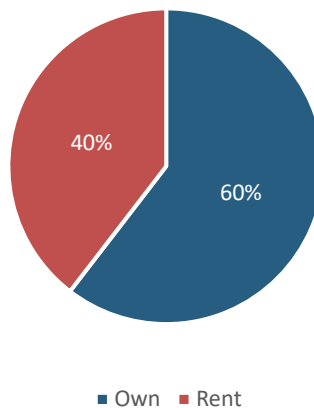
## 181

Children served from low-income families defined as those who receive federal, state, local subsidies and/or internal scholarship support.

### Accept Subsidy / Internal Scholarship



### Rent vs. Own



## Grant Overview

In its largest grant program to date, Build Up San Mateo County has awarded **91 Family Child Care (FCC)** providers each with a **\$10,000 grant** to preserve the supply of and expand access to infant and toddler care across the county.

Silicon Valley Community Foundation provided \$100K in seed funding for the program. Given an **unprecedented response from 150 providers**, we knew we needed to secure additional funding.

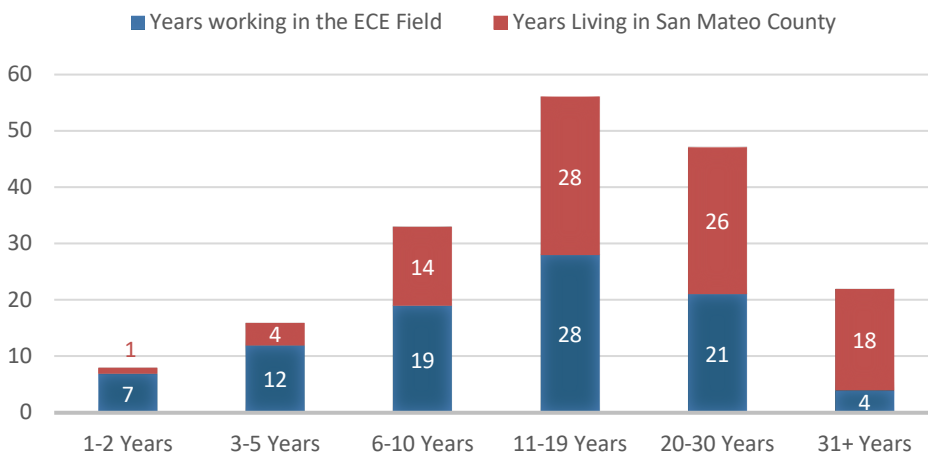
In May 2022, the SMC Board of Supervisors approved **\$870,000 of local ARPA funds** to support the grant program. Build Up SMC used \$60K of these funds to provide technical assistance to grantees, as well as to collect growing attendance data to evaluate the success of the grant program.

## Ongoing Work

Grantees will utilize funds to enhance the **quality of the care environment**, including completing facility renovations and providing child-sized furniture and age-appropriate toys for the **726 children** they serve.

Through the program, Build Up SMC hopes to learn about **best practices** for engaging child care providers on the importance of designing and developing **high-quality facilities**.

### County Residency & Career Longevity



[Click here for a map of our grantees \(internal use only\)](#)





September 2022

**Governor Newsom sign and enact SB 951 (Durazo): Affordable Paid Leave for All**

Dear Governor Newsom,

The undersigned organizations urge you to sign SB 951 (Durazo): Affordable Paid Leave for All into law. We believe that every Californian should be able to take paid time from work to bond with a new child, care for a seriously ill family member, or recover from a serious health condition without jeopardizing their economic security.

State Disability Insurance (SDI) and Paid Family Leave (PFL) currently provide benefits equal to only 60% of most workers' wages during leave, meaning leave remains unaffordable for too many families in California. Because Californians earning lower wages cannot afford to take a 40% pay cut, they instead miss out on critical bonding time (exacerbating the childcare crisis), return to work too soon despite serious health conditions, and are unable to care for their loved ones in their times of need.

**SB 951 would increase wage replacement rates for PFL + SDI to 90% for lower wage workers by January 1, 2025, making PFL and SDI accessible to all**

**Californians.** Specifically, the 90% will apply to workers making 70% or less of the state average weekly wage (for 2022, about \$57,000/year). This would be fully funded by removing the contribution ceiling, having all California employees to contribute an equal percentage of their income into the fund. 91 percent of California workers would see no change in their annual contribution.<sup>[1]</sup>

**Without your signature, California's PFL and SDI will drop to providing only 55% of regular wages on January 1, 2023, making California's payments rates the lowest in the country.** This would mean that in order to take PFL, a new mother working security

in Alameda would have to survive off of only \$442 per week; a farmworker in Fresno who needed leave to care for his sick son would have to get by on only \$330 per week. Lower-wage workers, who cannot afford to take PFL or SDI at their current wage replacement rates, are [more likely](#) to be women, born outside of the United States, or to identify as Black or Latinx. Because these workers pay into the DI Fund out of every paycheck but are unable to access its benefits, their contributions subsidize higher wage workers' leaves. This is especially devastating given the wide body of research showing that paid family leave improves health outcomes for parents and children, reduces the length of hospital stays, and also improves worker retention and productivity. In fact, Small Business Majority polling demonstrates the [vast majority of small businesses](#) support publicly-administered paid leave programs. SB 951 is supported by health equity, small business, early childhood, LGBTQ+, elder, and worker advocates.

California led the way by passing the first paid family leave law in the nation but has [fallen behind](#). The ability to bond with a child, care for an ill family member, or heal, should not be limited to those with higher incomes.

**For all these reasons, we urge you to support California's families and sign SB 951 into law to support** the ability for ALL families take the time to heal, bond with a child, or care for an ill family member.

Sincerely,

The Undersigned Organizations

[1] Source: Budget Center analysis of US Census Bureau, Current Population Survey public-use microdata analyzed online from IPUMS CPS (University of Minnesota, [www.ipums.org](http://www.ipums.org))

# San Mateo County

The California Strong Start Index helps us understand the conditions into which babies are born, so we can raise healthy, resilient kids.

The Strong Start Index focuses on information, or assets, collected at birth from every child in the state, such as parental employment history and ability to access health care. These assets are carefully documented in birth records, making them a rich source of data about infants, families, and, when aggregated, communities.

Research shows that assets promote resilience. However, many of the assets that are documented are not something that parents can "give" a newborn. Powerful and long-standing societal forces, like systemic and structural racism, can shape family experiences, resulting in the inequitable distribution of newborns' assets.

Services can be bolstered to ensure that children with fewer assets begin life on equal footing as children with more assets. By measuring the differences in assets between communities, policymakers can allocate services more equitably to ensure resources go where they're most needed.

## What Are the 12 Strong Start Assets?



### Family

Legal parentage established at birth

Born to non-teen parents

Born to parents with at least a high school diploma



### Health

Healthy birthweight

Absence of congenital anomalies, abnormalities, or birth complications

Absence of transmissible (mother-to-child) infections



### Service

Access to and receipt of timely prenatal care

Receipt of nutritional services (WIC) if eligible

Hospital with high percentage of births with timely prenatal care



### Financial

Ability to afford and access healthcare

Born to a parent with a college degree

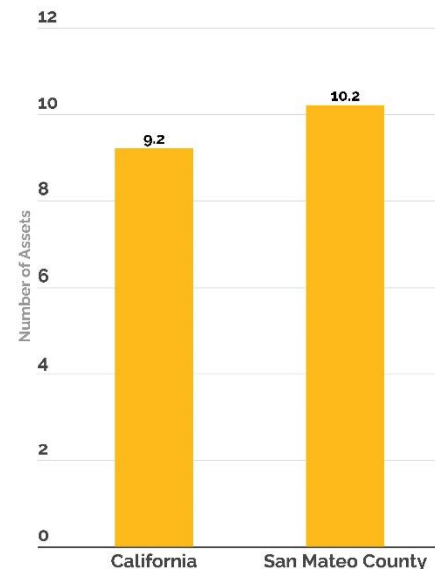
Born to parents with employment history

## How Are Babies in San Mateo County Faring?

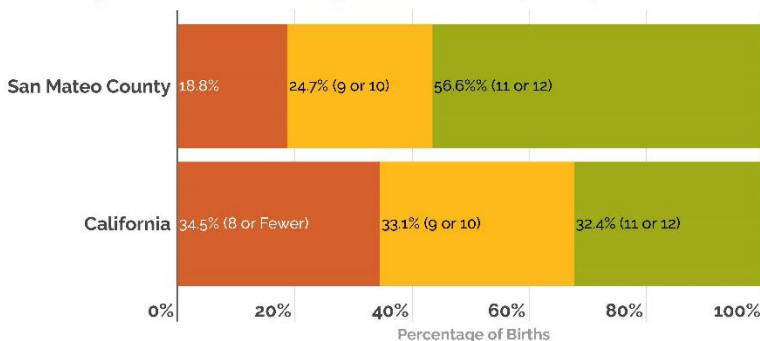
In 2020, **7,722** babies were born in San Mateo County. They had an average of **10.2** of 12 assets compared to 9.2 statewide.

Average asset scores by neighborhood (Census tract) in San Mateo County ranged from 8.4 to 11.3.

### Average Number of Assets (2020)



### Births by Number of Strong Start Assets (2020)

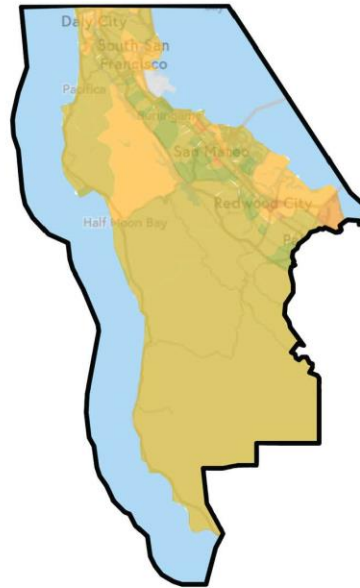
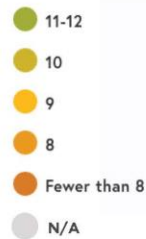


# San Mateo County

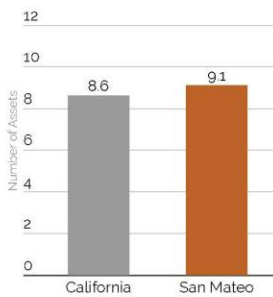
## Strong Start Scores by Neighborhood (Census Tract)



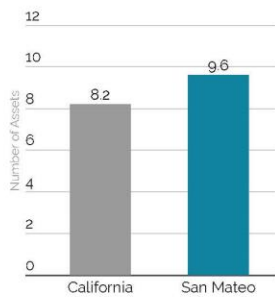
Average Number of Strong Start Assets (2020)



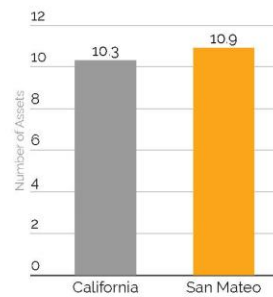
## Average Strong Start Scores by Race/Ethnicity (2020)



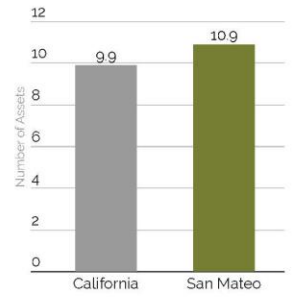
Latino



Black



White



Asian/Pacific Islander

**Ninety percent of a child's brain develops by age three. The earlier we can build resilience, the better.**

### How Can Community Members in Your County Use Strong Start Index Data?

- To prioritize communities for investment
- To assess need for and availability of resources
- To inform the expansion of family strengthening and early childhood supports
- To inform organizational planning and evaluation
- To advocate more generally on behalf of young children and families

### Dive into the Data:

Strong Start Index scores are related to positive outcomes in early childhood, making it an important tool to ensure that resources go where they're needed most.

Visit the Strong Start website to see how you can improve child well being in your community:  
[www.strongstartindex.org](http://www.strongstartindex.org)



## First 5 Association of California Welcomes Avo Makdessian as Executive Director

- [F5Assoc August 11, 2022](#) 10:23 am

SACRAMENTO – First 5 Association of California (F5AC) is delighted to announce the appointment of Avo Makdessian as its new Executive Director, which will commence on August 29, 2022.

Mr. Makdessian will lead the Association, its complementary Foundation, and the First 5 Center for Children’s Policy. His expertise in advocacy, grantmaking, research, and community outreach will continue to strengthen the advantageous partnership of the First 5 network and the delivery of an equitable future to ensure that California’s youngest children and their families have the supports they need to succeed in school and in life. He will serve to further advance the Association’s [2022-24 Strategic Plan](#) which was launched in January 2022.

“First 5s are uniquely positioned to advance early childhood systems and, as architects of change, require a visionary who can lead the Association to execute strategic initiatives so that California’s youngest children can thrive,” said Kitty Lopez, President of F5AC. “Avo is that leader.”

Mr. Makdessian brings a wealth of experience to his new role at the Association, having previously served as Policy Director for First 5 Santa Clara. He is currently Vice President of Community Partnerships and Learning for the Silicon Valley Community Foundation. At the Foundation, he led a team focused on connecting philanthropists to community investment opportunities, funding actionable research, impact investing, and multi-sector collective impact initiatives. He is the Founding Director of the Foundation’s Center for Early Learning.

“I am honored to be the next Executive Director of the First 5 Association of California and partner with the First 5 network of commissions, providers, and community leaders to ensure California’s youngest children and families are thriving,” said Mr. Makdessian. “I look forward to forging and strengthening partnerships across the state to realize our vision – that California’s success is measured by the well-being of our youngest children. As a father of two young children, and a former member of a local First 5 commission, this vision is dear to my heart and I am thrilled at the opportunity to support meaningful impact for our state’s children and families.”

Mr. Makdessian currently serves on the Ad Council’s Advisory Committee on Public Issues. He attended San Jose State University where he majored in political science. He lives in San Jose with his wife and two children.

####

## **About First 5 Association**

First 5 Association of California is the voice of the 58 First 5 county commissions, which were created by voters in 1998 to ensure our young children are healthy, safe, and ready to learn. Together, First 5 touches the lives of more than one million kids, families, and caregivers each year, and strengthens our state by giving kids the best start in life. Learn more at [www.first5association.org](http://www.first5association.org).



## Where Parenting and Community Leadership Meet: A Q&A with Rosanne Foust



September 14, 2022  
Equity, In the News, News and Updates

As the President & CEO of the San Mateo County Economic Development Association (SAMCEDA), Ms. Foust is a leading voice of the business community in San Mateo County and across the Bay Area on issues important to maintaining a strong local and regional economy, attracting and retaining major employers and good jobs, and creating partnerships between business and government to address the critical issues of affordable housing, mobility improvements, and maintaining a good quality of life.

Throughout her career, Ms. Foust has been dedicated to supporting children in their early years. When her own child needed early intervention, she saw firsthand how important and impactful it is to have high-quality services available for parents throughout the county.

Now, as the chair of the Commission, we are excited to hear about her story, what she is working on, and her vision for First 5 San Mateo County.

- 1. Tell me about your experiences with First 5 as a parent and as a commissioner. What have you learned?**

**Rosanne Foust:** First 5 makes an impact and changes lives. Its focus on success for every child is at the forefront of the Staff and Commission's work. We hear stories from partners and grantees about how early screening, early intervention, and quality childcare set those 0-5 children on a journey to an equitable and stable future.

As a parent, I am grateful for the quality childcare my daughters received. I will never forget the center director identifying a possible hearing issue with my youngest when she was 4. His intervention and outreach to us, and empathetic and caring approach, without a doubt, changed the trajectory for my daughter and set her up for future success. Her type of hearing loss often went undiagnosed and his quality training and awareness made it possible for us to find the services needed. I want this for all families.

**2. Why is it important that First 5 San Mateo County provides families with early childhood services?**

**RF:** Early intervention and quality care are critical. Every study, whether it is local, regional, state, or national, points to 0-5 as the most critical years in a child's development. First 5 funds programs in all areas including health, early learning, intervention, assessments, and quality standards, and creates opportunities that give those in our most underserved communities access and tools to these services. First 5's focus on equity and reaching our most vulnerable in this high-cost county is something I am most proud of as a Commissioner.

**3. What do you hope for the future of First 5? How do you see your work with and for children and families continuing in the near future?**

**RF:** The work of First 5 must continue. Its impact is seen now and will be seen even more by future generations as the seeds we have planted for 0-5-year-olds continue to grow and blossom. I am concerned with the decline in the tobacco tax revenue that supports the work of First 5—and I also see the irony in that statement. Other funding streams are being discussed and my continued work with First 5 will focus on not losing the gains we have made and finding ways to broaden our efforts.

**4. What questions have you been grappling with over the past year in your parent-centered work with First 5?**

**RF:** I think the question that I have been struggling with the most is how we support more children and families that need our services. The challenges that families face, with the high cost of housing, transportation, and childcare, weigh so heavily that sometimes adding something else, even though it is wanted and needed, adds to their stress. Finding ways that we can mitigate these challenges is one of the keys we need to unlock.

***If you are interested in getting in contact with the First 5 San Mateo County Commission, reach out at [first5SMC@smcgov.org](mailto:first5SMC@smcgov.org)!***





## Making sure the kids are all right: Overcoming relationship trauma



August 18, 2022  
Childcare, Emotional Health & Violence Prevention,  
Emotional Health and Violence Prevention, Family Blog,  
Housing & Rental Assistance, News and Updates,  
Parenting, Resources

Safe, healthy parents are imperative to raising safe, healthy children. CORA (Community Overcoming Relationship Abuse) is San Mateo County's only provider of comprehensive intimate partner abuse prevention services. This organization is the result of the 2003 merger between the Center for Domestic Violence Prevention and Sor Juana Inés Services for Abused Women. CORA is able to support mothers and children when they need it most, and we are so glad that CORA has helped them share their stories:

### **Karla & Jason**

Karla and her young son, Jason, came to CORA last year after his dad moved out of the home. Karla had experienced verbal and psychological abuse during her marriage and after they separated.

Karla was particularly concerned about how her son had been impacted by the verbal arguments he witnessed, in addition to how he was processing his father's departure from their home. Through CORA's First 5 program, they participated in 6 months of dyadic therapy. During this treatment, they experienced protected one-on-one time together and collaborated in attunement activities that strengthened their bond.

Karla was given some individual space with therapist to process her own emotional experience— so that she could separate her feelings from her son's feelings and be more

present for what he was going through. The clinician taught Karla how to be more available to son's emotions and more able to reflect his feelings back to him so that he felt acknowledged and validated.

The clinician worked with Jason to build his emotion vocabulary so that he became more skilled at recognizing his own feelings and expressing them to his mother. The same clinician then worked with Karla to help her create a story using her son's favorite television characters that mirrored their own family's experience, and facilitated sharing this story with her son through his toys. Jason was able to understand, participate in his mom's story, and add to it; this was a way in which mother and son safely processed together their family's traumatic experiences. The clinician used play therapy throughout treatment to allow Jason the opportunity to express himself through play and they supported and assisted Karla in witnessing and engaging in son's play and process.

The clinician provided Karla with psychoeducation throughout and instructed her in a practice called "Serve and Return," focused on child-led play and attunement. In the final stages of therapy, the clinician provided ideas and support around helping Karla reassure her son that he will continue to have time with both mom and dad. Karla was able to make Jason a calendar in his room to help him see which days he would get to visit with his dad. Additionally, the clinician provided techniques to help Karla support her son during his transitions from one parent to the other.

Karla feels more confident in her parenting and in assisting Jason as he navigates his parents living in different households. Karla also reports that Jason has increased his ability to share and speak about how he is feeling and that this has made them feel more connected and in tune with one another.

### **Jennifer, Mateo, & Christian**

Jennifer, a 37-year-old Hispanic mother of two boys, 4-year-old Mateo and 12-year-old Christian, have been receiving a range of services with CORA for a year and a half. Jennifer has completed treatment of individual therapy, where she participated in ongoing safety planning, processed her experiences of domestic violence, learned how to manage her triggers and stress, and significantly diminished her PTSD symptoms. Jennifer and Mateo also engaged in our First 5 Spanish Speaking Dyadic Group where they strengthened their attachment and communication allowing Mateo to express his feelings and thoughts openly with his mother. Additionally, both mother and son were able to create a new family narrative going forward. Christian is in our Tween Boys Group, where he works on social skills and processing his stressors.

Jennifer is now a part of CORA's Mental Health Support Group where she's able to connect with other survivor parents. The group is also a source of strength and support to other members. Jennifer received case management through our First 5 San Mateo County Program to access resources for her children and herself. She also accessed CORA's legal services to prepare for her family court hearings.

Jennifer and her two sons have also joined us at many of our First 5 family engagement events. After a year and half as part of our CORA community, Jennifer is now in a healthy relationship and has expressed feeling happiness that she did not expect to feel again after her last marriage. Through all of the services Jennifer has received, she is now able to feel safe and secure for herself and her family.

CORA's values and vision recognize the connection between social and institutional oppression (including sexism, racism and heterosexism) and violence, including intimate partner abuse. And, they recognize that intimate partner abuse results from and is perpetuated by societal beliefs and norms. Their broad spectrum of services address the intergenerational nature of violence and the goal of creating a community where intimate partners treat one another with mutual respect, compassion and integrity. [If you are in need of support, or are curious about what this partner does, visit their website \(https://www.corasupport.org/about/our-story/\) and take a look.](https://www.corasupport.org/about/our-story/)



# Digital Communications Analytics Report

## August 15, 2022 - September 16, 2022

As the approach to content has shifted to creating themed cohesive materials, the dates of the first campaign structured content shifted to a mid-month starting point.

This month, digital content was focused on how parent safety is related to infant mental health as part of a multiple-month arc advancing the importance and resources available to support infant mental health, highlighting the First 5 San Mateo County partnership with CORA. Additionally, we piloted a short-form video format on social media and shared multiple updates on the website.

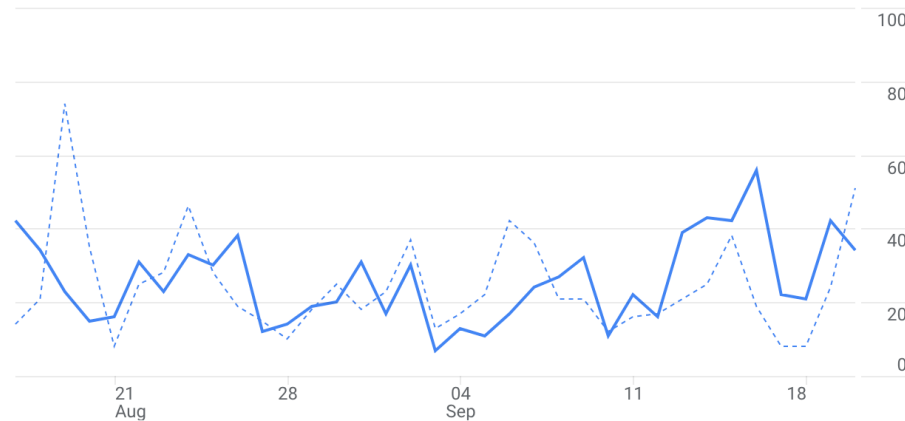
The First 5 San Mateo County website acquired the most users through direct visitation, followed by Google searches and Facebook referrals.

Video content performed well, especially on Instagram, and our followers and reached audiences grew on every platform this month. Content that shared compelling statistics with images of San Mateo County families performed well, and built a strong foundation for more important information about this key content area.

## Website

### Who is using your website?

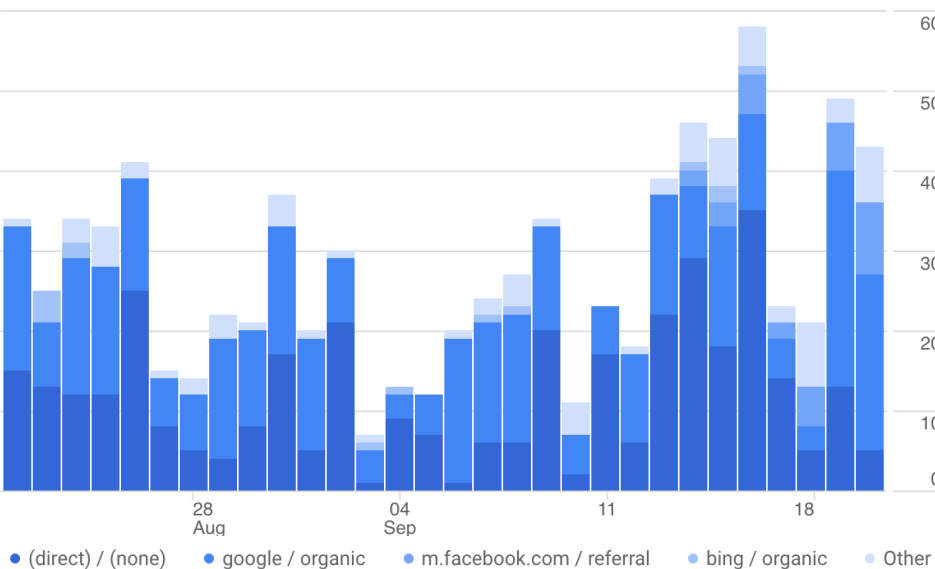
Users	Sessions	Bounce Rate	Session Duration
829	969	75.03%	0m 58s
↑4.1%	↑6.8%	↓1.8%	↓7.6%



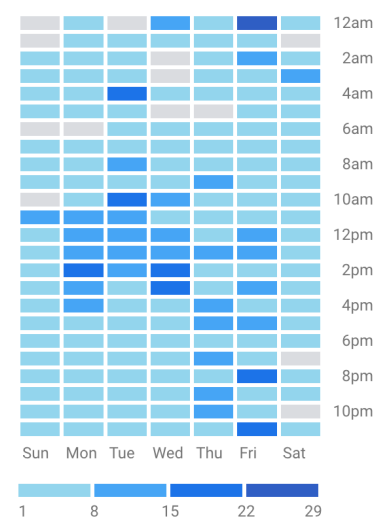
### What pages do your users visit?

Page	Pageviews
/	395
/staff/	90
/about/	67
/commission/	56
/resources/	54
/kit-for-new-parents/	42
/resource/car-seat-checks/	41
/who-we-are/	40
/our-focus-areas/	35
/funding-opportunities/	34

### How do you acquire users?



### Users by Time of Day



# Meta: Facebook & Instagram

## Results

Paid reach ⓘ

7,468 ↑ 100%



Facebook Page reach ⓘ

11,247 ↑ 2.3K%



Instagram reach ⓘ

3,860 ↑ 1.6K%



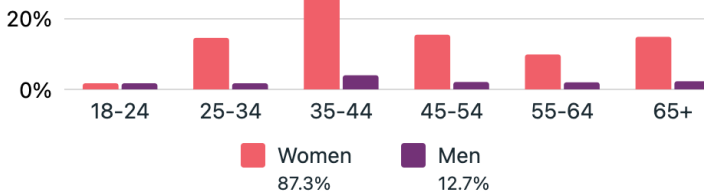
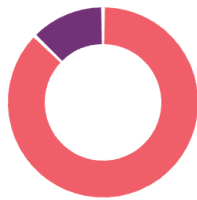
Facebook Page likes ⓘ

1,820

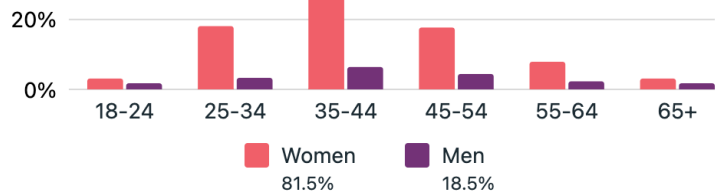
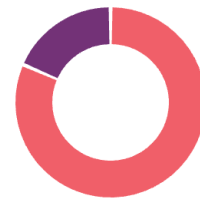
Instagram followers ⓘ

1,288





Age &amp; gender ⓘ



Age &amp; gender ⓘ



## Top Content by Reach

Recent content	Type	Reach	Likes and reacti...	Results
 Promoting website: <a href="https://first5s...">https://first5s...</a> Wed Sep 14, 1:14pm	Ad	6,632		31 Page Likes
 Babies get stressed too, but they... Wed Sep 14, 5:23am	Reels	3,221		--
 [09/14/2022] Promoting First 5 S... Wed Sep 14, 1:20pm	Ad	974		70 Link clicks
 It can be hard to know what dom... Wed Aug 31, 5:11pm	Reels	746		--

# Twitter

Tweet impressions

328 ↑ 475.4%



Profile visits

38



Mentions

1 ↓ 75.0%



Followers

682 ↑ 5



Engagement rate

2.3%



**Children Now** @ChildrenNow · Sep 8

Thank you @SmlBizMajority @First5LA @first5sanmateo @CAMFTTeam @CPEHN & 222+ orgs who have signed this #ChildrensMovement letter urging @CAGovernor @GavinNewsom to sign #SB951 into law.

You too can sign-on today: [bit.ly/3B0tEOe](http://bit.ly/3B0tEOe)

[#PaidFamilyLeave](#) [#ProKidCA](#) [#Equity](#)

## Top Tweets

	<p><b>First 5 San Mateo Co</b> @first5sanmateo · Aug 31</p> <p>It can be hard to know what domestic violence looks like outside of the home. Healthy and safe children need to rely on healthy and safe parents. First 5 partners provide developmentally secure guidance to children processing their experiences while they grow and parents heal.</p> <p><a href="http://pic.twitter.com/OQZIE8Ut7R">pic.twitter.com/OQZIE8Ut7R</a></p> <p><a href="#">View Tweet activity</a></p>	89	2	2.2%
	<p><b>First 5 San Mateo Co</b> @first5sanmateo · Sep 13</p> <p>Every child is different. It's essential to have the capacity to personalize their healing. That's what @ENDtoDV does.</p> <p><a href="http://pic.twitter.com/d582UtiaUF">pic.twitter.com/d582UtiaUF</a></p> <p><a href="#">View Tweet activity</a></p>	57	4	7.0%
	<p><b>First 5 San Mateo Co</b> @first5sanmateo · Sep 14</p> <p>Babies get stressed too, but they might not have the tools they need to deal with it Do you know how to support your child's mental health from an early age?</p> <p><a href="#">#infantmentalhealth</a> <a href="#">#mentalhealthmatters</a> <a href="#">#babies</a></p> <p><a href="http://pic.twitter.com/EsuB1vsMZm">pic.twitter.com/EsuB1vsMZm</a></p> <p><a href="#">View Tweet activity</a></p>	42	1	2.4%

# LinkedIn

## Visitor highlights ?

<b>10</b> Page views ▼ <b>28.6%</b>	<b>7</b> Unique visitors ● <b>0%</b>	<b>5</b> Reactions ● <b>0%</b>	<b>149</b> Total followers	<b>6</b> New followers ▲ <b>500%</b>
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## Visitor Metrics



## LinkedIn Content

Update title	Impressions	Views	Clicks	CTR	Reactions	Engagement rate
<b>9 Ways to Embody Trauma-Informed Values</b> Posted by <a href="#">Noa Elliott (she/her)</a> 9/14/2022 <a href="#">Boost</a>	38	-	1	2.63%	3	10.53%
<b>Blog - CORA</b> Posted by <a href="#">Noa Elliott (she/her)</a> 8/24/2022 <a href="#">Boost</a>	29	-	1	3.45%	0	3.45%

## Email

No emails during this period.