Building a Network Strategy for First 5
Why Now?

First 5 needs a unified voice and strategy

- Declining state revenue
- The need of CA kids is greater than ever
- First 5 knows what kids and families need to thrive
- The field doesn’t recognize our work
- We don’t pool our collective assets or efforts
- We’re moving in different directions
Defining The First 5 Network

**PROPOSITION 10**

Created a program in CA to promote, support, and improve the early development of children from prenatal to five years

58 County Commissions... + ...coordinated by the First 5 Association... + ...in partnership with First 5 California...

The First 5 Network!
First 5 Network Strategy: Goals

**Objective:** Achieve greater unity, influence, and impact across First 5, leading to more funding, and greater outcomes for kids

To achieve these outcomes, First 5 must improve focus, clarity, and alignment around:

**STRATEGY:**
Develop and promote a common mission, vision and strategy for First 5

**STRUCTURE:**
Clarifying roles and responsibilities to increase efficiency and capacity

**ADVOCACY:**
Using all policy and legislative levers to bring First 5 efforts to scale

**COMMUNICATIONS:**
Shared messaging, stronger branding, great unity around goals
Why is First 5 Important?

“Early experiences affect how the brain develops, shaping how children learn, behave, and grow.”

- The Center for the Developing Child at Harvard University
What Happens in the First 5 Years Affects Us All

Supporting the early years can change the trajectory of a lifetime – and a society

WHAT HAPPENS
AS A CHILD...

Positive parenting fosters social and emotional resilience

Access to well-coordinated medical care

Participation in high-quality preschool

...SHAPES
THE ADULT...

Improved relating to others in school, work, and at home

Healthy habits, healthier lives

Increased likelihood of high school graduation

...AND THE REST
OF SOCIETY

Safe and thriving communities; reduced social welfare costs

Healthier population, savings on social and medical costs

More skilled workforce
CA Spending Doesn’t Reflect the ROI Curve

Dollars allocated to early childhood through First 5 are marginal compared to other investments.

CA Spending per Individual

<table>
<thead>
<tr>
<th>Program</th>
<th>$ spent per individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>First 5</td>
<td>$125</td>
</tr>
<tr>
<td>Head Start</td>
<td>$9392</td>
</tr>
<tr>
<td>State Preschool</td>
<td>$10,050</td>
</tr>
<tr>
<td>K-12</td>
<td>$10,291</td>
</tr>
<tr>
<td>State Prison</td>
<td>$71,000</td>
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</tbody>
</table>
Other Countries Invest in Families, The US Lags

And the US lags behind its global peers in spending on young families.

Public Spending on Young Families as a % of GDP
[Child Tax Credits, Childcare, Paid Family Leave, and Single Parent Support]

Source: OECD (Organization for Economic Co-operation and Development) 2013
Inequalities Exist Across the State

The magnitude of need in CA is enormous. In every community there are those who are born facing greater challenges.

47% of CA’s children live in or near poverty.

Life expectancy varies dramatically from one neighborhood to the next:

- In the Bay Area, life expectancies across ZIP codes vary by as much as 13 years.
  - The life expectancy in West Oakland is 67, similar to countries such as Turkmenistan, Kazakhstan, and North Korea.
  - In West Fresno, life expectancy is >20 years lower than in other parts of the city.
  - In Los Angeles, there’s a 12-year gap in life expectancy across neighborhoods.

Source: Public Policy Institute of CA; http://www.vitalsigns.mtc.ca.gov/life-expectancy
Public Money Goes Furthest When We Invest in Our Youngest Kids

High quality birth-to-five programs for disadvantaged children can deliver a 13% return on investment.

Source: James Heckman, Nobel Laureate in Economics
Families Struggle to Navigate Siloed Systems

The funding that does go to early childhood development is managed by myriad sources. Between formal and informal supports, there’s no “one stop shop” for families.
We Are Not Meeting the Needs of CA’s Children

Those that benefit the most from early childhood supports are not getting what they need

**RESILIENT FAMILIES**
- 1 in 7 children reported for abuse or neglect before age 5
- 1 in 4 young children in CA experience housing instability

**COMPREHENSIVE HEALTH AND DEVELOPMENT**
- As many as **10K children** are missing out on cost-saving early intervention each year
- CA kids have high rates of untreated dental decay

**QUALITY EARLY LEARNING**
- Only **45%** of 3rd graders read at grade-level
- Child care costs are too high for most families
Summing Up the Problem We Face

First 5 focuses energy and assets upstream, to have greater impact

- Funding not prioritized for 0-5
- Parents struggle to navigate siloed systems
- Poverty and inequalities persist

Parents and children have insufficient access to the community-based support they need

Children suffer in their development (health, learning, wellbeing)

Society suffers socially and economically
First 5 Vision Statement

One day, California’s success will be measured by the wellbeing of its youngest children
Unique Strengths & Assets – As A Network

**SIGNIFICANT FUNDER:**
First 5 has made nearly $10B in investments over 20 years, and uses its experience to direct funds strategically.

**LOCAL EXPERTISE - STATEWIDE:**
First 5 works on the ground with children and families in every CA county, and develops innovative solutions that work.

**EXTENSIVE PARTNERSHIPS:**
First 5 has relationships with families, government, nonprofits, businesses, and influencers in every county.

**A VOTER MANDATE:**
First 5 is the only state entity focused on the whole child and empowered to coordinate all sectors.

*First 5 works to make the biggest impact possible for kids.*
Key First 5 Investment Areas

**Mission:** First 5 builds the early childhood systems and supports needed to ensure California’s young children are **safe, healthy** and **ready to succeed in school** and **life**

<table>
<thead>
<tr>
<th>RESILIENT FAMILIES</th>
<th>COMPREHENSIVE HEALTH AND DEVELOPMENT</th>
<th>QUALITY EARLY LEARNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevention of abuse and neglect</td>
<td>High quality prenatal and new family care</td>
<td>Access to quality infant/toddler care</td>
</tr>
<tr>
<td>Parent capacity building and supports</td>
<td>Universal screening and early intervention</td>
<td>High quality universal preschool</td>
</tr>
<tr>
<td>Safe, stable and supportive neighborhoods</td>
<td>Mental health supports for parents and children</td>
<td>Linkages to mental health and other supports</td>
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*Research demonstrates the transformative power of these programs.*
The Work of First 5 is Holistic and Aspirational

First 5 builds the early childhood systems and supports needed to ensure California’s young children are **safe**, **healthy** and **ready to succeed in school** and life.

As a voice for the state’s youngest kids, we bring together **partners** and **leverage multiple funding sources** to **strengthen systems of care** through:

- Communications
- Advocacy
- Collaboration
- Skill Building
- Innovation and Learning

So children and families have access to the community-based **supports** they need.

One day, California’s success will be measured by the wellbeing of its youngest children.
Fundraising Goals

In order to connect kids with everything they need to thrive, our early childhood systems need much more than the current First 5 investments for innovative, community-based programs.

Increase funding for 0-5 and First 5

$500M

Current annual First 5 funding

$2BN

What it takes to give kids 0-5 what they need
What Can the Network Achieve Together?

- **We bring our work to scale.** More children and families have access to the supports that *we know* make a difference.

- **More funding** for early childhood and First 5. Our commissions are strong and vital hubs.

- State **policies better facilitate** service provision for children, families, and providers.

- **More collaboration** across agencies and providers, across the state, ensures more comprehensive support to children and families.
Network Focus 2018

- Developing leadership capacity (EDs and staff) across counties and regions

- Sharper, aligned, and increased communication about First 5 work, goals, and accomplishments

- Engaging new partners – commissioners and others – to align a 0-5 message

- Prevention Agenda to highlight programs and services that help build a system for infants and toddlers

- 20th Anniversary events and May 2 Advocacy Day
Thoughts?

Questions?