FIRST 5 SAN MATEO COUNTY
ACCOMPLISHMENTS
2018 - 2019

CREATING AN IMPACT AS A
LEADER
INVESTOR
PARTNER
Creating an impact as a LEADER

- US CHAMBER FOUNDATION COLLABORATION:
  - Presentation to Chambers across the country
  - Case Study

- SUCCESS STORY:
  - City of San Carlos exempting traffic fees to child care providers

- REGIONAL ECE FACILITIES CONVENINGS AND COLLABORATION

Making an impact as a LEADER

- FIRST 5 ASSOCIATION NETWORK LEADERSHIP
  - San Mateo’s representation on State Association Executive Committee and Policy Committee

- LGBTQ LEARNING CIRCLE
  - Well attended and well received
Creating an impact as a **LEADER**

**WELCOMED 2 NEW COMMISSIONERS**

Nancy Magee

Alexis Becerra

Creating an impact as an **INVESTOR**

- LAUNCHED THE CALL CENTER IN JANUARY 2019
- COMMISSIONER AND HMG PHYSICIAN CHAMPION DR. NEEL PATEL COALESCED 10 PHYSICIANS AROUND THE COUNTY
- CONVENED 3 PEDIATRIC ADVISORY TEAM MEETINGS
Creating an impact as an **INVESTOR**

**INCREASED SOCIAL MEDIA PRESENCE ON KEY ECE ISSUES**

Immigration
Public Charge
Census

Creating an impact as a **PARTNER**

**MENTAL HEALTH SERVICES ACT**

Co-fund Trauma Resiliency Informed System Initiative

**20TH ANNIVERSARY CELEBRATIONS**

**SMC SHERIFF’S DEPARTMENT**

Connecting through their Community Alliance to Revitalize Our Neighborhood (CARON) program
Creating an impact as a PARTNER

First 5 SMC Deep Engagement

- SURVEY
- PARTICIPATION ON SMC CENSUS COUNTS
- HOSTED A LEARNING CIRCLE
- SUPPORT TO OTHER FIRST 5 COUNTIES & FIRST 5 ASSOCIATION
F5SMC Strategic Plan

**Vision:** Success for every child

**Mission:** First 5 San Mateo County promotes positive outcomes for young children and their families through strategic investments, community leadership, and effective partnerships
Desired Outcomes

1. San Mateo County will give priority to young children and their families
2. Communities provide a safe and healthy environment for young children
3. Children have access to high-quality early care and education settings
4. Families feel connected to and supported by their community and able to nurture their child’s health and development
5. Children have healthy attachments to their parents and caregivers
6. Children have access to and are utilizing appropriate health care services to meet their health and developmental needs
How will outcomes be achieved?

It is understood by the Commission and community that investment alone will not make significant impact on the outcomes.

For the 2020-2025 Strategic Plan, First 5 San Mateo County will focus on three primary community roles (not in order of priority):

1. Strategic Financial Investor
2. Community Partner in aligned efforts
3. Community Leader to advocate for the prioritization of young children and their families in decision making processes

2020-2025 Plan

Focus Area: Quality Care & Education
   – 2 Strategies for Investment

Focus Area: Healthy Children
   – 3 Strategies for Investment

Focus Area: Resilient Families
   – 3 Strategies for Investment
2020-2025 Plan

**Systems Building: Community Approach**
- 3 Priority Approaches

**Component:** Research and Evaluation

**Component:** Accountability

Persistent Challenge

How can First 5 San Mateo County maximize impact in the community at a time of declining financial resources?
SMC Public Forum – Key Themes

1. **Convener and Collaborator**: Helping local funded and unfunded stakeholders tap into collaborative opportunities

2. **Resource Maximization**: Leveraging, aligning, blending funding as well as ensuring available public funds are maximized before F5SMC funding is utilized

3. **Impact Investor**: Focus investments on prevention and target intervention to the very highest needs children

4. **Systems Catalyst**: Striking the right balance between program investments and systems improvements through cross sector initiatives and effective partnership

5. **Advocate and Champion**: Impacting local and regional decision makers including community business leaders to prioritize young children
STRATEGIC PLAN IMPLEMENTATION PLAN

- 3 Year Cycle: FY’S 20-23
- Community Investment of $11,340,000
- Procurement process to determine grantee organizations and partnerships

Investment/SPIP Budget Allocation FY’s 20-23

<table>
<thead>
<tr>
<th>Quality Care and Education</th>
<th>Total</th>
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<tbody>
<tr>
<td>Quality Improvement</td>
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<tr>
<td>Expand Access for Children with Special Needs</td>
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<td><strong>Healthy Children</strong></td>
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<td>Oral Health Access and Utilization</td>
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<td>Integrated Systems for Children with Special Needs &amp; Their Families</td>
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<td>Early Mental Health Systems Infrastructure &amp; Enhancements</td>
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<td><strong>Resilient Families</strong></td>
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<tr>
<td>Intensive Supports for Children with Multiple Risk Factors</td>
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<tr>
<td>Parent Connectivity</td>
<td></td>
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<tr>
<td>Family Engagement Capacity Building</td>
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<tr>
<td><strong>$3,180,000</strong></td>
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## Investment/SPIP Budget Allocation FY’s 20-23

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<tr>
<th>Policy Advocacy &amp; Communications</th>
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<td>Community Partnership</td>
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<td>Data Collection</td>
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<td>Partnership &amp; Systems</td>
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<td>In-depth research on program and parent specific topics</td>
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### SPIP Timeline

- **SPIP Procurement Process**  
  November 2019 – June 2020

- Periodic updates on procurement process **September - June 2020**

- Commission approval for contract amounts, negotiations and execution of agreements **February - May 2020**
NEXT STEPS

- Commission Approval of Release of Funding Mechanisms for SPIP in 3 Focus Areas October 2019 Commission Meeting

- F5SMC staff continued work on the Strategic Plan Implementation Plan

QUESTIONS and COMMENTS
The California Strong Start Index

What is the Strong Start Index?

• Asset-based scale calculated for every child born in California, using data collected on the birth certificate

• Developed by the Children’s Data Network at USC, with support from the F5 Association of California

• [www.strongstartindex.org](http://www.strongstartindex.org)
Strong Start Indicators

Family
- Legal parentage established at birth (93.6%)
- Born to non-teen parents (89.6%)
- Born to parents with at least a high school degree (69.6%)

Health
- Healthy birth weight (93.2%)
- Absence of congenital anomalies, abnormalities, or birth complications (20.9%)
- Absence of transmissible (mother-to-child) infections (99.8%)

Service
- Access to and receipt of timely prenatal care (82.4%)
- Receipt of WIC if eligible (89.6%)
- Hospital with high percentage of births with timely prenatal care (61%)

Financial
- Ability to afford and access healthcare (72.9%)
- Born to parents with college degrees (42.9%)
- Born to parents with employment history (69.1%)

Strong Start Index in San Mateo County

- Statewide Average: 8.8
- SM County Average: 9.9
  - Tied with San Francisco County for highest average in the State
  - 82% of babies born with 9 or more assets
  - 17% born with 5-8 assets
  - 1% born with 1-4 assets
Finding Low-Asset Census Tracts

Drilling Down into Census Tracts

- According to CCCS, 34% of children 0-5 (18,598) live in high need census tracts
- According to Strong Start, 20% of babies (1,771) are born into low asset tracts
- Four lowest-scoring tracts on the Strong Start Index are in East Palo Alto
  - Their average score is 8.7
Additional Thoughts about the Strong Start Index

- Important proof of concept on the use of linked administrative data sets in the public policy arena and the use of “cumulative risk/asset” scales
  - Index scores can be generated annually with minimal additional infrastructure or development

- Constraints on the data elements available on birth certificates result in a highly skewed data set, may not capture the most pressing needs

- CCCS data identifying high-risk neighborhoods through service utilization at older ages suggest that the Strong Start Index is under-identifying neighborhoods where children are likely to experience non-optimal outcomes
A CULTURE OF CARE

TRAUMA-INFORMED PRACTICES FOR FAMILY-SERVING SYSTEMS

Join community partners and nationally-recognized experts for a day of learning and reflection about how to transform the way we serve young children and their families.

NOVEMBER 18, 2019
9 AM - 4 PM
SOBRATO CENTER | REDWOOD SHORES

A free event for organizational leaders and direct service staff from family-serving organizations in San Mateo County. We highly encourage coworkers to attend together.

DETAILS & REGISTRATION LINK COMING SOON