



First 5 San Mateo County **Strategic Plan**

July 1, 2020 - June 30, 2025

EXECUTIVE SUMMARY



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

The First 5 San Mateo County Commission (F5SMC) adopted the following desired outcomes to guide its efforts during the 2020-2025 Strategic Plan:

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 communities and able to nurture their children'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





Prioritizing San Mateo County's Young Children

The First 5 San Mateo County Commission strives to create conditions that will allow all young children in San Mateo County to thrive.

To this end, the Commission serves three primary community roles: Strategic Financial Investor, Community Partner in aligned efforts, and as a Community Leader to advocate for the prioritization of young children and their families.

This combination of focused financial investments and systems-level work enables the Commission to maximize declining revenues and take advantage of expanding partnership opportunities to achieve positive outcomes for children, families, and the community.

Core Values & Guiding Principles

We believe that our work must:

- Support the whole child within the whole family
- Build connections between the many systems that serve young children and their parents and caregivers
- Embrace the importance of fathers and male role models in the healthy development of children
- Promote positive early development and focus on prevention and early intervention
- Include children of diverse abilities
- Respect and engage parents and families
- Honor cultural, ethnic, and linguistic diversity
- Appreciate strengths
- Enlarge community capacity

In our work on behalf of young children, we strive to:

- Create value
- Promote equity
- Foster excellence
- Demonstrate effectiveness
- Achieve sustainable change



Supporting a Community Approach

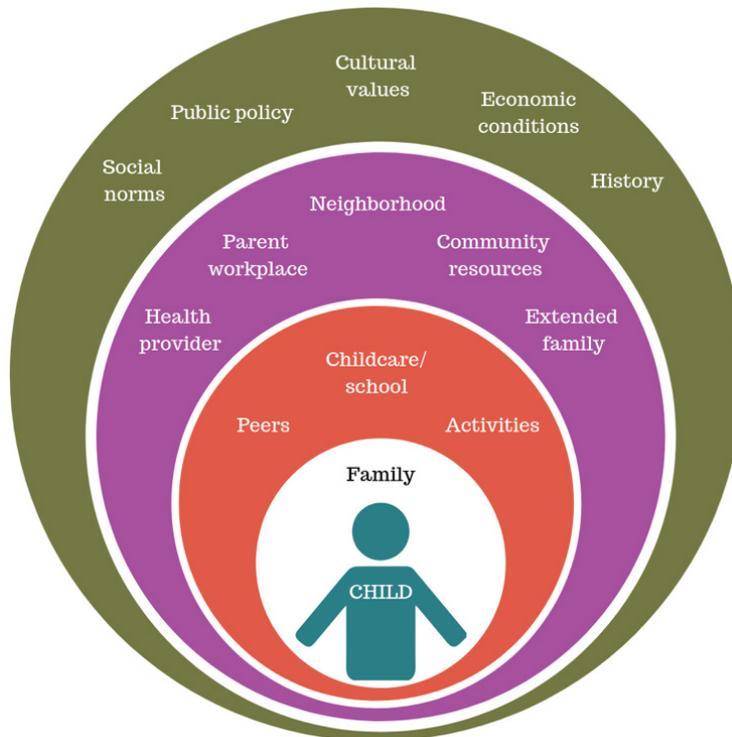
Prioritizing young children and those who care for them is especially important in light of the stark inequalities of opportunity in San Mateo County. Although it is one of the wealthiest regions of the nation, the cost of living here is high, making self-sufficiency a struggle for many families.

Lasting improvements to the well-being of San Mateo's youngest residents are possible when the community understands the importance of supporting young children and their families and works together to mobilize resources.

This effort requires common understanding, shared ownership, willingness to change, and commitment to opportunity for all children. First 5 San Mateo County supports a community-wide effort through:

1. Leadership on early childhood advocacy and policy development
2. Multidisciplinary community partnerships
3. Community education to increase understanding of the importance of the early years and build public will to invest in young children

Our approach to supporting children's success is aligned with Bronfenbrenner's Ecological Systems Theory, which was first published in 1979. This theory emphasizes environmental factors as central context to development. In this approach, the child is at the center of what can be visualized as concentric circles including other systems and influences, such as family, community, and public policy.



These factors influence the health, cognitive and social-emotional development, well-being, and long-term success of children and their caregivers. Each child's development and opportunity to thrive is thus shaped by the distribution of and access to resources and power. Understanding the complexity of achieving health and well-being, we strive to work broadly and proactively to create, support, and sustain the social, physical, and economic conditions for children's success.

Focus Area:
Quality Care and Education

Early learning settings play a critical role in nurturing children’s social, emotional, and cognitive development. Supporting a continuum of high-quality early learning, beginning in infancy and with smooth transitions into toddler care, preschool, and elementary school, is a priority for the Commission.

STRATEGIES FOR INVESTMENT:

- 1 Support formal quality improvement in early learning settings**
- 2 Expand access to early learning settings/environments for children with special needs**

Focus Area:
Healthy Children

Access to medical care for prevention, early detection, and treatment of physical, developmental, and mental health needs during the first five years is critical to children’s long-term well-being. Additionally, improving the conditions where children live, play, and go to school can help them thrive.

STRATEGIES FOR INVESTMENT:

- 1 Increase oral health access and utilization**
- 2 Build early mental health systems and infrastructure improvements**
- 3 Integrate systems for children with special needs and their families**

Focus Area:
Resilient Families

Children do well when cared for by supportive families, which, in turn, do better when they live in vibrant and supportive communities. Valuing today’s varied family structures, cultures, and languages is key to working effectively with parents. The more we create effective parent partnerships, the more stable foundations we create for lifelong learning and success.

STRATEGIES FOR INVESTMENT:

- 1 Provide intensive support for families with multiple risk factors**
- 2 Promote parent connectivity and support networks**
- 3 Build capacity and family engagement**

History

Research shows that children’s brains develop more during the first five years than at any other time. What parents and caregivers do during these first years can make a profound difference in a child’s development and impacts the rest of a child’s life.

Based on this research, in 1998 California voters passed Proposition 10, the California Children and Families Act, which adds a 50-cent tax on all tobacco products to fund programs and improve systems to better the lives of children from the prenatal stage through age five. As a result, the First 5 San Mateo County Commission was established in 1999.

Since its inception, First 5 San Mateo County has invested more than \$120,000 million in local programs and has served over 63,000 children from birth through age five.

Each year, more than 8,000 parents and primary caregivers receive F5SMC services

First 5 San Mateo County has invested more than

\$120,000
million

in local programs

Served over

63,000
children

from birth
through age five



First 5 San Mateo County Commissioners

Commissioners Who Adopted the Strategic Plan

Pam Frisella, Public Member, Commission Chair
Louise Rogers, Chief, San Mateo County Health, Commission Vice-Chair
Anne E. Campbell, County Superintendent of Schools
David J. Canepa, Board of Supervisors
Nicole Pollack, Director, San Mateo County Human Services Agency
Michael Garb, Public Member
Rosanne Foust, Public Member
Neel Patel, M.D., Public Member
Sandra Phillips-Sved, Public Member

2020 Current Commissioners

Louise Rogers, Chief, San Mateo County Health, Commission Chair
Sandra Phillips-Sved, Public Member, Commission Vice-Chair
Nancy Magee, County Superintendent of Schools
David J. Canepa, Board of Supervisors
Ken Cole, Director, San Mateo County Human Services Agency
Alexis Becerra, Public Member
Rosanne Foust, Public Member
Pam Frisella, Public Member
Neel Patel, M.D., Public Member

First 5 San Mateo County Staff

Kitty Lopez, Executive Director
Michelle Blakely, MA, Program and Planning Director
Khanh Chau, MBA, CPA, Fiscal Management Analyst
Myra Cruz, Administrative Secretary III
Jenifer Clark, Research and Evaluation Program Specialist
Karen Pisani, Family Support Program Specialist
Emily Roberts, MSW, MPH, Child Health and Development Program Specialist
Mai Le, MPH, Program Associate III
Mey Winata, Fiscal Office Specialist

The 2020-2025 First 5 San Mateo County Strategic Plan was adopted October 22, 2018.

First 5 San Mateo County
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402
650.372.9500 www.first5sanmateo.org

