



**FIRST 5 SAN MATEO COUNTY COMMISSION (F5SMC)
PROGRAM, OPERATIONS AND PLANNING (POP) COMMITTEE MEETING**

Monday, October 2, 2023

4:00 – 5:00 p.m.

**San Mateo County Office of Education
101 Twin Dolphin Drive, 2nd Floor Conference Room
Redwood City, CA 94065**

Participate via Zoom for Members of the Public
Meeting Link <https://smcgov.zoom.us/j/91960942616>
Meeting ID: 919 6094 2616, Phone: +1.669.900.6833

PLEASE NOTE: This meeting will be held in a hybrid format with both in-person and Zoom participation options for members of the public; Subcommittee members shall appear in person

This meeting of the Program, Operations and Planning Subcommittee will be held at the address above in the San Mateo County Office of Education, 2nd Floor Conference Room, Redwood City, CA 94065 by teleconference pursuant to California Assembly Bill 2449 and the Ralph M. Brown Act, CA Gov't Code. Section 54950, et seq. **Members of the Subcommittee are expected to attend the meeting in person.** For information on exceptions allowed by law please reach out to counsel for First 5, Jennifer Stalzer at jstalzer@smcgov.org. For information regarding how to participate in the meeting, either in person or remotely, please refer to the instructions at the end of the agenda.

COMMISSION MEMBERS: Claire Cunningham, Nancy Magee, Nkia Richardson
PUBLIC MEMBER: Harvey Kaplan, Liz Scully
STAFF: Kitty Lopez, Michelle Blakely, Myra Cruz

AGENDA

	Item	Presenter
1.	Approval of the October 2, 2023 Program, Operations and Planning Committee Meeting Agenda	Richardson
2.	Approval of the Minutes of the April 4, 2023 Program, Operations and Planning Committee Meeting (Attachment 2)	Richardson
3.	Programs, Communications and Systems Updates <ul style="list-style-type: none">• Strategic Plan FY 23 – 25• Communications Plan Priorities FY 23 – 25• Collaboration: Children Youth and Behavioral Health Grant and Children’s Funding Updates• Guaranteed Baby Income Pilot Update (Attachment 3)	Blakely/Lopez

4.	Adjourn	Richardson
Next Meeting Date: <i>December 4, 2023</i>		

Public Participation:

The October 2, 2023 Program, Operations and Planning Subcommittee meeting may be accessed through Zoom online at the Zoom link at the top of this agenda. The October 2, 2023 Program, Operations and Planning Subcommittee meeting may also be accessed via telephone by dialing 1 669 900 6833 US. Enter the meeting ID: 956 4945 7628 then press #. (Find your local number: <https://smcgov.zoom.us/j/95649457628>). Members of the public can also attend this meeting physically in the Miller Ream Room.

*Written public comments may be emailed to ecruz@smcgov.org, and such written comments should indicate the specific agenda item on which you are commenting.

*Spoken public comments will be accepted during the meeting in person or remotely through Zoom at the option of the speaker. Public comments via Zoom will be taken first, followed by speakers in person.

***Please see instructions for written and spoken public comments at the end of this agenda.**

***Instructions for Public Comment During Hybrid Meetings**

During hybrid meetings of the Program, Operations and Planning Subcommittee, members of the public may address the Members of the Subcommittee as follows:

***Written Comments:**

Written public comments may be emailed in advance of the meeting. Please read the following instructions carefully:

1. Your written comment should be emailed to ecruz@smcgov.org.
2. Your email should include the specific agenda item on which you are commenting, or note that your comment concerns an item that is not on the agenda or is on the consent agenda.
3. Members of the public are limited to one comment per agenda item.
4. The length of the emailed comment should be commensurate with the two minutes customarily allowed for verbal comments, which is approximately 250-300 words.
5. If your emailed comment is received by 5:00 p.m. on the day before the meeting, it will be provided to the Members of the Program, Operations and Planning Subcommittee and made publicly available on the agenda website under the specific item to which your comment pertains. If emailed comments are received after 5:00p.m. on the day before the meeting, the First 5 Staff will make every effort to either (i) provide such emailed comments to the Subcommittee and make such emails publicly available on the agenda website prior to the meeting, or (ii) read such emails during the meeting. Whether such emailed comments are forwarded and posted, or are read during the meeting, they will still be included in the administrative record.

***Spoken Comments**

In person Participation:

1. If you wish to speak to the Program, Operations and Planning Subcommittee, please raise your hand during the Public Comment portion of the meeting (for items not on the agenda) or during the discussion of the agenda item you wish to comment on. If you have anything that you wish distributed to the Subcommittee and included in the official record, please hand it to the First 5 Staff who will distribute the information to the Subcommittee members and staff.

Via Teleconference (Zoom):

1. The October 2, 2023 Program, Operations and Planning Subcommittee meeting may be accessed through Zoom online at the links and telephone numbers listed above.
2. You may download the Zoom client or connect to the meeting using an internet browser. If using your browser, make sure you are using a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer.
3. You will be asked to enter an email address and name. We request that you identify yourself by name as this will be visible online and will be used to notify you that it is your turn to speak.
4. When the Program, Operations and Planning Subcommittee Chair calls for the item on which you wish to speak, click on "raise hand." Speakers will be notified shortly before they are called to speak.

***Additional Information:**

For any questions or concerns regarding Zoom, including troubleshooting, privacy, or security settings, please contact Zoom directly.

Public records that relate to any item on the open session agenda for a regular Program, Operations and Planning Subcommittee 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 Program, Operations and Planning Subcommittee.

**First 5 San Mateo County (F5SMC)
Program, Operations and Planning (POP)
COMMITTEE MEETING MINUTES**

**April 3, 2023
Virtual Meeting Via Zoom**

Commissioners Present: Ken Cole (Chair), Nancy Magee, Nkia Richardson
Public Member: Harvey Kaplan, Liz Scully
Staff: Kitty Lopez, Michelle Blakely, Myra Cruz

The meeting was called to order at 4:04 PM.

1. Approval of the April 3, 2023 Program, Operations, and Planning Committee Meeting Agenda:

MOTION: Public Member Scully / SECOND: Commissioner Magee. Motion approved.

2. Approval of the February 6, 2023 Program, Operations, and Planning Committee Meeting Minutes:

MOTION: Commissioner Richardson / SECOND: Commissioner Cole. Motion approved.

3. Strategic Plan Implementation Plan (SPIP) FY 23 – 25 Recommendations Update

Michelle Blakely, F5SMC's Deputy Director, provided an update on the 2023 – 2025 Strategic Plan Implementation Plan recommendations process. She reminded the Committee that many of our funded grants will sunset on June 30, 2023. Many existing grantee contracts will be presented to the Commission for approval in April, May, and June Commission meetings for the last 2 years of the SPIP.

The staff is currently working on scopes of work and budgets, and leveraging funds for some strategies and services. One key challenge is better understanding the continuum of services for children & families and providers that support early mental health. Further, a landscape study of mental health is needed to explore the needs and gaps and how services to support families are occurring in the community. Discussion ensued.

Kitty Lopez, F5SMC's Executive Director added that after the last 2 years of SPIP, First 5 SMC have to do another Strategic Plan which usually is a 6 – 9 month process because we need to get input from the larger community and review the current landscape.

4. Program Updates

• Child Care Partnership Strategic Plan: Focused Priority

The Child Care Partnership Council, which F5SMC is a voting member will be reviewing and researching methods to find additional funding streams to support

early learning, child care and etc in SMC. This information will be for public education, collaboration, and advocacy.

- **Early Childhood Education (ECE) Career Navigation Pathways Pilot: Board of Supervisors Update**

The Board of Supervisors approved the 2 year ECE Career Navigation Pathways Pilot intending to increase the staff and licensed childcare spaces for children 0 to 5. The position is to recruit and promote early care and education providers. The challenge is that wages for the workforce are still low in SMC and generally in the sector.

The funding sources of this pilot are from Measure K District Discretionary Fund: \$100,000, SMC Measure K Reserves: \$100,000, First 5 SMC: \$50,000, Silicon Valley Community Foundation: \$50,000 and SMC Office of Education: \$288,470.

Public Member, Liz Scully, shared her experience from the family child care center provider perspective.

- **Children Youth and Behavioral Health Initiative RFP Planning**

We are working with the Behavioral Health team and director at UCSF Parent-Infant Center for a joint proposal to recruit staff clinicians to participate in a 18-month child psychotherapy practice accreditation to support early mental health for children 0-5. We hope to find partners through this grant to grow a network and the project will provide agency incentives for participation in the accreditation training.

Meeting adjourned at 4:55 pm

Date: October 2, 2023
To: First 5 San Mateo County Program, Operations & Planning Committee (POP)
From: Kitty Lopez, Executive Director
Re: Programs, Communications and Systems Updates-Highlights

- Strategic Plan FY 23-25: Contracting Updates
- Communications Plan Updates
- Collaboration: Children Youth and Behavioral Health Grant and Children's Funding Updates

ACTION REQUESTED

No Action. Information and Discussion only.

BACKGROUND

Program & Systems Update provided as brief illustration work in progress addressing the Commission's Strategic Plan 2020-2025 in the focus areas of: Quality Care and Education, Healthy Children, Resilient Families, and Policy, Advocacy and Communications.

Programs, Communications and Systems Updates:

Strategic Plan FY 23-25

The Strategic Plan Implementation Plan (SPIP), the Long-term Financial Plan (LTFP) and majority of agreements for FY 2020- 2025 were approved at the Commission Meetings in May- July 2023. Subsequent roll out of strategic plan strategies and agreements will occur over the next few months. Examples for Commission approval include the F5CA IMPACT (Early Learning funding, Home Visiting), TRISI (Trauma -Informed and Resilient Systems Initiative), Early Mental Health Landscape Analysis, F5CA Home Visiting Systems Initiative, and IMPACT). (See **Attachment 3.1** of Home Visiting Environmental Scan Executive Summary Info Graphic).

Communications Plan Priorities FY 23-25

Attachment 3.2 is the lists the goals and priorities for communications. As you know, communication analytics are provided monthly and are included in the Staff Team Report to the Commission. (See **Attachment 3.3 for August 2023 Analytics**). This month, the F5 staff, VIVA Social Impact (communications contractor) and EVAL Corp (evaluation contractor) will be collaborating to determine recent evaluation findings and impacts to include in communications.

Finally, the F5 Association's Communications Group will host a listening and information session this fall about the benefits and challenges of utilizing "X" formerly Twitter. Some first 5 no longer use "X" due to several reasons. We currently engage with "X" but have decreased intentionally initiated content.

Collaboration and Systems Highlights:

- **Children Youth and Behavioral Health Round 2 and 3 Grant proposal updates:**
Funding awards and procurement release timelines have been delayed. The change in the timeline might affect our local planning timeline for early mental health systems work and environmental scan. F5 SMC in partnership with SMC Behavioral Health and other partners are submitting a joint proposal focusing on system capacity and workforce development.
- **Children's Funding Planning**
F5 and other local early learning partners will participate in the Children's Funding Institute's Children's Funding Projects team work sessions. (See **Attachment 3.4 on Children's Funding Institute**). F5 acknowledges the significant need for increased funding in SMC for services and infrastructure supporting children birth through 5 (i.e. workforce compensation, wages, and capacity). Several sectors are experiencing capacity challenges: Childcare, early intervention, speech and language pathology, early mental health practitioners and professionals.

ACTION REQUESTED

No Action. Information and Discussion only.



First 5 San Mateo County Home Visiting Environmental Scan

EXECUTIVE SUMMARY

Background

Early childhood home visiting helps children and families overcome barriers to their health and well-being. In these programs, a support person (the home visitor) provides holistic support to families when and where services are relevant and needed (such as the family's home). In most California counties, home visiting programs operate as separate and distinct programs while they share many goals, principles, and desired outcomes. Funded by a Home Visiting Coordination Grant from First 5 California, First 5 San Mateo County (F5SMC) is working with community partners to strengthen coordination of the home visiting system to better support families in San Mateo County.

F5SMC contracted Hamai Consulting to conduct this environmental scan of home visiting in the county to inform a countywide action plan. The scan incorporates data from public data sources and primary data collected from home visiting programs, focus groups with home visitors, and focus groups with parents and caregivers. Home visiting programs shared information about their programs and the children and families they served in 2020-2021.



Families' Context

Birth outcomes in San Mateo County are similar to or better than in California overall. Most children are born into a context with some resources, including access to basic health care and health insurance coverage. Many families experience financial, social, and emotional stress from high cost of housing and living with limited access to financial assistance and mental health care.

The areas with the most need and fewest assets/strengths are Daly City, South San Francisco, San Mateo, Menlo Park, and East Palo Alto.

Children and Families Served by Home Visiting Programs



17 home visiting programs.



1,479 families (including 958 children and 1,386 parents).



More infants and toddlers than preschool-aged children.



More parents after their child's birth than pregnant parents.



More Hispanic/Latinx children and parents than other racial/ethnic groups.

Only 4 programs are at capacity and have a waitlist, while other programs have openings to serve more. Parents suggested increasing enrollment by expanding programs so more families can participate, and allowing parents who feel they need the help to stay longer in programs.

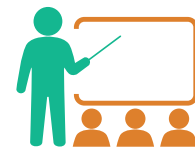
Program Characteristics



Program eligibility is most commonly based on parent or child age, income level, and presence of a medical condition.



Half of programs aim to serve the entire county, but most of the families currently receiving home visits live in Redwood City (for those programs that provided data).



Parents as Teachers is the most commonly used evidence-based model, while more than half of programs use other, evidence-informed models.



Most programs provide families with weekly home visits. Parents and home visitors prefer this frequency of visits.



Home visitors and parents are interested in more flexible, hybrid (virtual and in-person) home visiting models.

Coordination

Home visitors and families want a more cohesive continuum of care. Home visiting programs have little in common when it comes to intake, screening and assessment tools, and data systems. In alignment with published research, some home visitors suggest that they can play the role of liaison between families and services to improve communication and coordination across programs. A shared data system and more funding would aid and sustain these coordination efforts.

2020-2023 Communications Plan Review

Communications Goals

1. Families view First 5 San Mateo County as a trusted source of information, resources, and the support they need to help their young children thrive.
2. Families, community partners, and stakeholders value First 5 San Mateo County's work and impact in the county.
3. There is widespread support among key stakeholders and the broader community for early childhood investments.

Communications Priorities

1. Importance of the first five years
2. Economic prosperity and equity
3. Family wellbeing
4. Early learning and care
5. Community responsibility

Strategy Review

Strategy 1:

Build on and strengthen foundational brand and communications vehicles, with the website as a hub for communications.

1. Brand Refresh
2. Website Redesign
3. Differentiated Social Media Strategy
4. Email Marketing

Strategy 2:

Raise visibility of First 5, its focus areas, and its investments and partners through content marketing and targeted campaigns.

1. Content Marketing
2. Campaigns for Priority Focus Areas

Strategy 3:

Engage partners for cohesive communications and advocacy efforts across the community.

1. Community Toolkit
2. Story Banking
3. Community Ambassadors

Appendix

Strategy #1:

Website Redesign

Top Pages

July 1, 2022 - December, 31 2022

1	First 5 San Mateo County
2	Staff – First 5 San Mateo County
3	Commission – First 5 San Mateo County
4	About – First 5 San Mateo County
5	Kit for New Parents – First 5 San Mateo County



January 1, 2023 - June 30, 2023

1	First 5 San Mateo County
2	Staff – First 5 San Mateo County
3	Resources – First 5 San Mateo County
4	Commission – First 5 San Mateo County
5	About – First 5 San Mateo County

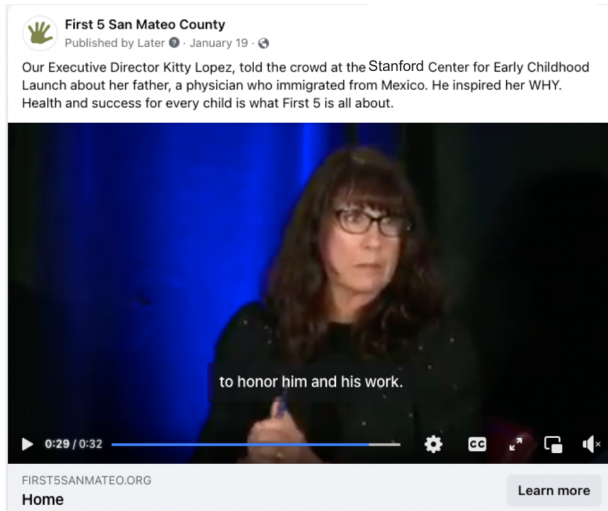
Strategy #1:

Differentiated Social Media Strategy

Meta Reach Growth

	2022 (Jan 1-July 1)	2022 (July 1-Dec 31)	2023 (Jan 1-July 1)
 Facebook reach	23,049	31,475	35,460
 Instagram reach	2,041	7,998	11,312

Top Content Highest Engagement on Facebook



Kitty sharing her story at the Stanford Center for Early Childhood Launch

Lots of the illnesses that seem preventable are preventable because of vaccinations. As things return to normal, getting vaccinated ...See more



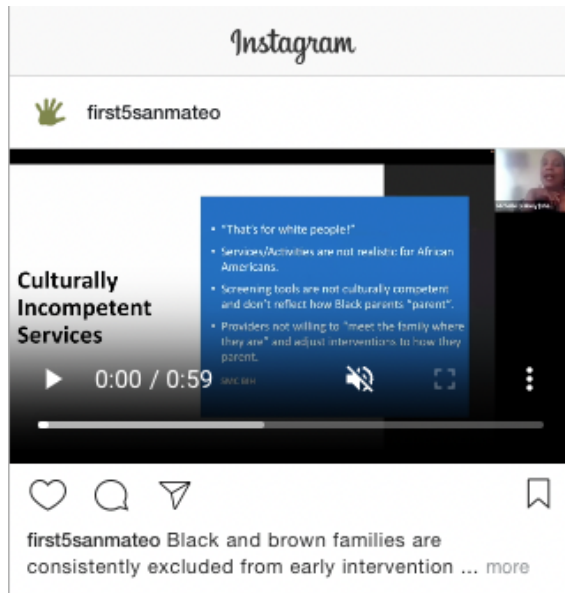
Let's Talk: Vaccines, Variants, Boosters, and COVID-19 Webinar

Our babies can be a hoot! Laughing along with a parent or playmate is a huge part of social and emotional development. If your ...See more

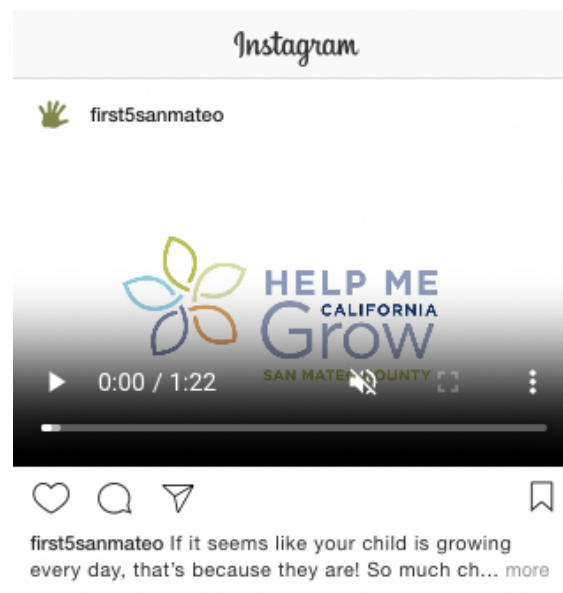


ASQ Questions Infographics from Screening promotion campaign

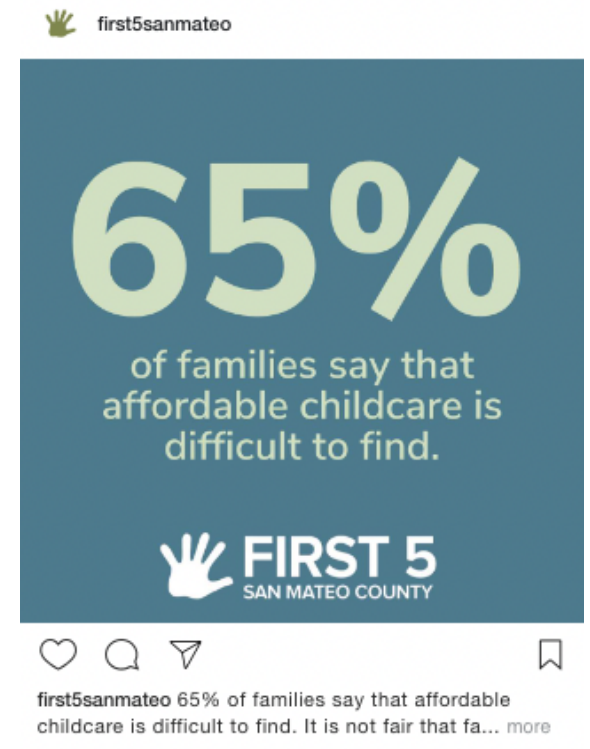
Highest Engagement on Instagram



Michelle speaking on equity in screening with UCSF



Help Me Grow SMC family video promoting screening & HMG services



Child Care Needs Assessment Impact Data

Strategy #1:

Email Marketing

Campaign Name	Open Rate	Click Rate	Unsubscribes
June 2023 Newsletter	42.40%	2.70%	2
March Newsletter	44.60%	3.30%	0
Thriving Families Symposium: The Next Decade	36.20%	4.80%	1
December Newsletter	39.50%	3.50%	0
Let's Talk: Share with your Networks	39.10%	3.40%	0
September Newsletter	36.30%	1.70%	2
April Newsletter	38.10%	1.60%	0
January Newsletter	34.60%	3.90%	1
November Newsletter	34.90%	4.20%	0
September Newsletter	37.70%	1.70%	0
July Newsletter	35.90%	1.40%	1
Industry Average	33.89%	1.86%	
F5SMC Average	38.78%	2.93%	7 Total

Strategy #2:

Content Marketing

Highest Performing Blogs on Social Media

1. Investing in Infant Mental Health: Starting from Home (IMH)
2. Becoming Trauma Informed: Adverse Childhood Experiences (ACEs)
3. OpEd: We Need to Address Child Care Shortages Now (Childcare Needs Assessment)
4. The Three Kinds of Stress and How to Deal with It (ACEs)
5. What YOU Need to Know about Advocacy Day Blog

Ad Buying Budget Strategy

F5SMC original blog content

Share First 5 San Mateo priorities with a general or parent audience & drive people to the website

\$100/month

Two highest performing support posts

Share First 5 San Mateo priorities with a general or parent audience & drive social media engagement

\$100 (\$50 each)/month

Ongoing promotional ads for page likes & website traffic

Raises awareness and continuously grows the First 5 San Mateo digital audience

\$120/month

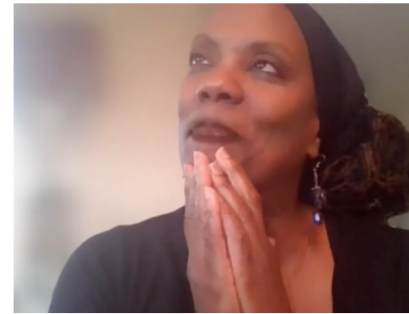
Strategy #2:

Campaigns for Priority Focus Areas

ACEs Campaign (Example)



Screenings Campaign (Example)



aces aware
SCREEN. TREAT. HEAL.

Kara Ramos
Nurse Practitioner
San Mateo Medical Center

I feel very privileged that

Becoming Trauma-informed

July 1, 2021 · by Elizabeth Campos · / Edit

As a parent, you are the most important person to your child. So

Attitudes, Access, and Barriers Towards Developmental Screening in Communities of Color

September 14, 2022 · by LauraBowen · / Edit

Hear from Deputy Director of First 5 San Mateo County, Michelle Blakely,

I Screen, You Screen: Getting to know your child through screening tools

September 22, 2022 · by LauraBowen · / Edit

When you're a parent, you may not know what you don't know. Children

aces aware
SCREEN. TREAT. HEAL.

Dr. Vinita Sanjay
Supervising Physician, Pediatrics
San Mateo Medical Center

The first day when we started doing the ACEs screening here at my clinic,

ASQ Question:
Does your child play with objects by pretending? For example, does your child pretend to talk on the phone, feed a doll, or fly a toy airplane?

Culturally Incompetent Services

- "That's for white people!"
- Services/Activities are not realistic for African Americans.
- Screening tools are not culturally competent and don't reflect how Black parents "parent".
- Providers not willing to "meet the family where they are" and adjust interventions to how they parent.

SMC BIH

Strategy #3:

Community Toolkit

First 5 San Mateo County Toolkit



Resource Library
Share incredible free resources for the safety, mental and physical health.



Kit for New Parents
The Kit for New Parents has the supplies to develop positive relationships with their children.



News and Updates
Stay informed of our new resources, current events, and everything going on in our community.

Important Conversations with Children

Talking with Students About Bad News
Age-based tips for teachers to help students process.

Talking to Children about Safety at School
Resources for parents and teachers to talk to children.

Explaining the News to Our Kids
Age-based tips on how to talk with kids about the news.

Trauma and Family Resiliency




TRISI
Participate in our initiative supporting trauma-informed practice, and find resources to support resiliency



Peaks & Valleys: COVID-19 Family Story Project
These parents shared what more aligned systems look like to them.

CalEITC, EITC, and YCTC

The California Earned Income Tax Credit (CalEITC) and Young Child Tax Credit (YCTC) are proven, effective tools to help move working families out of poverty and up the economic ladder. Together with the federal EITC, these credits can put thousands of dollars in the pockets of working families. Tax filers with an Individual Tax Identification Number (ITIN) are eligible for the CalEITC and YCTC credits, meaning outreach to immigrant communities is especially important this year. More information and resources are available below. Help spread the word about EITC, CalEITC, and YCTC to families in our community.



Federal EITC
Learn more about the Federal EITC and visit often for updates



California EITC
Get resources and information about CalEITC



Young Child Tax Credit
Learn about the YCTC and get updates

Early Learning and Care



Working to Increase Child Care Facilities
Overview of the need and our work to increase child care facilities.



Build Up San Mateo County
An initiative to grow and improve the supply of early care and education facilities



Child Care Partnership Council
A joint council of the SMC Board of Supervisors & the SMC Superintendent of Schools.

Children & Family Health



Put a Pause on Pot
Flyer for expecting parents sharing information on marijuana and pregnancy.



Improving Oral Health for Children 0-5
Overview of the need and our work to support oral health.

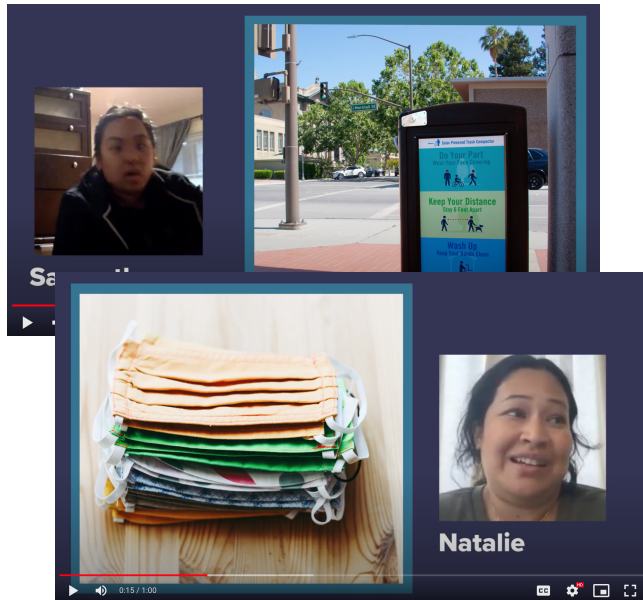


ACEs Aware
Resources for understanding ACEs and why they matter for families.

Strategy #3:

Story Banking

Family Story Project



Blogs

Making sure the kids are all right: Overcoming relationship trauma



Peninsula Family Service's Maria Romero Tells Stories of Community Care



Introducing First 5's Newest Youth Commissioner, Valeria Chavez-Franco



Director of Family Connections, Eric Valladares on Why He Vaccinated His Kids



Strategy #3:

Community Ambassadors

The following is a non-exhaustive list of people who have acted as community ambassadors:

- Eric Valladares
- Liz Scully
- Maria Romero
- Karen Alden
- Rosanne Foust
- Harvey Kaplan
- Dr. Sylvia Espinoza
- Dr. Naveen Mahmood

In August, our digital communications strategy revolved around three pivotal messages conveyed through blog posts, original social media content, and the amplification of partner content.

1. We kicked off with a blog post titled "5 Reasons Storytelling Matters in Early Childhood Advocacy." This marks the commencement of a content series emphasizing the significance of storytelling, community engagement, and the voices of families and providers in advancing early childhood services.
2. We shared a heartfelt personal account from Eric Valladares, outlining his reasons for vaccinating his children. This served as an encouraging message for parents who may be hesitant to vaccinate their kids during the current surge.
3. Finally, we shared Kitty Lopez's OpEd, shedding light on the pressing child care crisis in San Mateo County.

Furthermore, we ran an ad campaign to invite our audience to engage with our page, resulting in the addition of over 300 new members to our digital community.

On X (formerly Twitter), we maintained consistent engagement levels at 3.8%, with three posts receiving endorsements from influential community figures. On LinkedIn, our content experienced fluctuations but displayed a steady upward trend throughout the month, garnering more sustained engagement and post impressions compared to July. We observed that LinkedIn audiences were most responsive to links connecting them to news articles from San Mateo and Bay Area publications.

Website

Who is using your website?

Users	New users	Average engagement time
974	947	1m 12s

What pages do your users visit?

First 5 San Mateo County	396
OpEd: We need to address c...	216
Investing in Infant Mental He...	130
Resources – First 5 San Mat...	80
Director of Family Connectio...	65
Who We Are – First 5 San M...	65
Car Seat Checks – First 5 Sa...	64

How do users get to the website?

Organic Search	418
Organic Social	403
Direct	232
Referral	32
Unassigned	11

What actions do users take?

page_view	4K
session_start	1.2K
user_engagement	1K
first_visit	947
scroll	531
click	144
file_download	82

Meta: Facebook & Instagram

Facebook reach

21,264 ↑ 28.6%

Instagram reach

881 ↓ 2.2%

Paid reach

22,521 ↑ 30.5%

Paid impressions

80,025 ↑ 50.8%

Audience

Facebook followers

2,371

Facebook Page new likes

51 0%

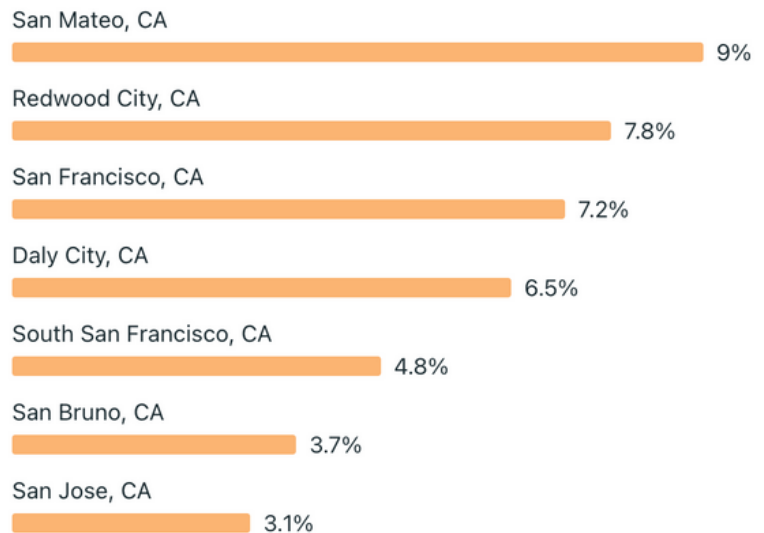
Instagram followers

1,423







New Instagram followers

16 ↓ 11.1%

Top Cities



Top Content by Reach

Title	Type	Date published ↑↓	Reach ⓘ ↓	Link clicks ⓘ ↑↓	Shares ⓘ ↑↓
 New Traffic Ad First 5 San Mateo	Ad	Thu Aug 17, 12:37pm	3.4K Accounts Center acc...	65 Link clicks	1 Shares
 If your child is going to be in preschool or First 5 San Mateo County	Post	Thu Aug 17, 12:35p...	2.6K Accounts Center acc...	66 Link clicks	1 Shares
 New Traffic Ad First 5 San Mateo	Ad	Tue Aug 29, 11:52a...	2.5K Accounts Center acc...	41 Link clicks	--
 Sharing stories creates a ripple effect t... First 5 San Mateo County	Post	Tue Aug 29, 11:51am	2.1K Accounts Center acc...	41 Link clicks	0 Shares
 We're excited about new, state-funded pr first5sanmateo	Post	Thu Aug 17, 12:20p...	286 Accounts Center acc...	--	12 Shares
 U.S. Rep. @JackieSpeier and San Mateo first5sanmateo	Post	Tue Aug 22, 10:18a...	233 Accounts Center acc...	--	2 Shares

Tweet impressions
523 ↑ 290.3%

Followers
672 ↑ 2

Tweets
11

Profile visits
68

Mentions
3

Engagement rate
3.8%



Link clicks
6



Retweets without comments
3



August Mentions

FIRST 5 Santa Clara County @FIRST5SCC · Aug 17
 Replying to @first5sanmateo
 This is amazing news for parents and caregivers!

11

August Retweets

Matthew Tinsley reposted your post

We're excited about new, state-funded preschools in our community and it's now easier for families to qualify for full-day preschool. This kind of action addresses the childcare crisis, that F5SMC Director Kitty Lopez described in her recent OpEd. almanacnews.com/news/2023/08/1...




SAMCEDA reposted your post

Sharing stories creates a ripple effect that can influence policy & perceptions, & improve the lives of children. You are the reason First 5 San Mateo County exists, and you are the fabric of our efforts. Read to learn how storytelling helps kids thrive. first5sanmateo.org/5-reasons-why-...

Top Tweets

Tweets **Top Tweets** Tweets and replies Promoted

Impressions Engagements Engagement rate

	First 5 San Mateo Co @first5sanmateo · Sep 1 Sharing stories creates a ripple effect that can influence policy & perceptions, & improve the lives of children. You are the reason First 5 San Mateo County exists, and you are the fabric of our efforts. Read to learn how storytelling helps kids thrive. first5sanmateo.org/5-reasons-why-...	60	3	5.0%
	First 5 San Mateo Co @first5sanmateo · Aug 29 Adverse Childhood Experiences (ACEs) affect all of us. The new animated “explainer” video from the California Surgeon General is available in English and Spanish and is perfect for presentations, events, social media and more. Access the full toolkit here: osg.ca.gov/understandinga...	42	1	2.4%
	First 5 San Mateo Co @first5sanmateo · Aug 31 The First 5 Association recently published research on issues facing the Native American community in CA. Read more about how First 5's can support Native children in our communities.	34	2	5.9%

Visitor highlights

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190

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5

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23

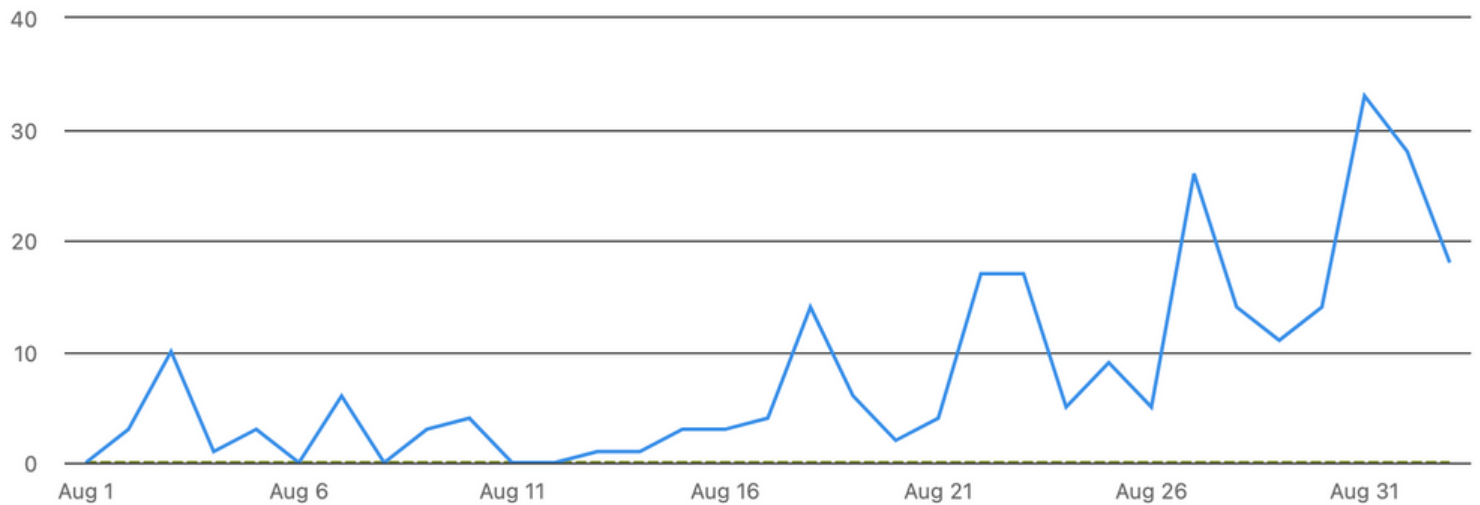
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Impressions



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Post title	Post type	Audience	Impressions	Views	Clicks	Engagement rate
<p>San Mateo County pitches child poverty income</p> <p>Posted by Noa Elliott (she/her)</p> <p>8/22/2023</p> <p>Boost</p>	Article	All followers	44	-	1	9.09%
<p>Child care is expensive. San Mateo County's new state-funded preschool...</p> <p>Posted by Noa Elliott (she/her)</p> <p>8/17/2023</p> <p>Boost</p>	Article	All followers	58	-	4	13.79%
<p>Supervisors Proclaim August Child Support Awareness Month</p> <p>Posted by Noa Elliott (she/her)</p> <p>8/2/2023</p> <p>Boost</p>	Article	All followers	35	-	0	11.43%

Children's Funding Project

About Us

May 2023 | Children and Youth

Children and youth spend 80% of their time outside of school. Yet the public services that help nurture and prepare them remain dramatically underfunded and deeply inequitable. Access to high-quality early childhood care and education, after-school and summer programs, mental health support, food and nutrition resources, college and workforce preparation, and other social services often depends on a family's ability to pay. In a nation with so much collective abundance, a family's income should not prevent children from receiving the care and support they need to thrive.

[Children's Funding Project](#) is a nonprofit social impact organization that helps communities and states expand equitable opportunities for children and youth through strategic public financing. Through our hands-on technical assistance and collection of resources, we

- *help* local and state leaders and public agencies understand the multiple sources that fund services for children and youth;
- *coach* policymakers on aligning existing funds with local and state priorities and implementing strategies to maximize their impact;
- *equip* advocates with the skills and resources to build public and policymaker support for children and youth services and to generate new and sustainable revenue sources;
- *collaborate* with communities and states to develop customized financing solutions tailored to their individual needs and goals; and
- *build* collective momentum toward an equitable and proactive approach to children's funding.



During our first full year as an independent nonprofit organization, we helped nearly 100 communities understand their existing funding, coordinate those resources, and generate new revenue dedicated to children and youth. Specifically, we supported the creation or reauthorization of dedicated children's funds in six communities that will generate more than \$2 billion in resources during the next decade.

Meanwhile, in 2021, we provided information and tools to more than 100 communities to help local advocates understand, access, and use the federal funding their communities will receive from the [American Rescue Plan](#), which includes more than \$500 billion that states and localities can spend on children. As we continue to grow, Children's Funding Project will build a culture within the children and youth services field that prioritizes strategic financing to ensure that this historic level of federal aid becomes a down payment on sustained and robust investments in children and youth going forward.

By working with communities, states, and national partners, Children's Funding Project builds a constituency of advocates committed to supporting children and youth—from birth to young adulthood. Through this collective action, we will realize our vision for a nation where all children and youth thrive because all communities maintain equitable, coordinated, and sustainable funding for comprehensive programs and services.

Children's Funding Project is a nonprofit social impact organization that helps communities and states expand equitable opportunities for children and youth through strategic public financing. childrensproject.org

CHILDREN'S 
FUNDING PROJECT

 @FundOurKids

 Children's Funding Project

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