

*** PUBLIC HEARING MEETING NOTICE***
FIRST 5 SAN MATEO COUNTY (F5SMC)
COMMISSION MEETING

DATE: Monday, March 25, 2024

TIME: 4:00 PM – 6:00 PM

San Mateo County Office of Education
101 Twin Dolphin Drive, 1st Floor Conference Room
Redwood City, CA 94065

Participate via Zoom for Public Members

<https://smcgov.zoom.us/j/92952928173>

Phone: +1 669 900 6833, Webinar ID: 929 5292 8173

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

This meeting of the First 5 San Mateo County Commission will be held at the address above in the San Mateo County Office of Education on the first floor at 101 Twin Dolphin Drive, Redwood City and 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 First 5 San Mateo County Commission 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.

| AGENDA | | |
|---|---|---------|
| Call to Order and Preliminary Business | | |
| 1 | Roll Call | 4:00 PM |
| 2 | Public Comment | |
| 3 | Action to Set Agenda for March 25, 2024 Meeting and Approve Consent Agenda Items <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> | |
| 4 | Commission Announcements | 4:05 PM |
| 5 | Storytelling: First 5 Work/Impact: Commissioner Manufou Liaiga-Anoa'i | 4:10 PM |
| Action Item | | |

| | | |
|----------------------------|---|---------|
| 6 | Approval of Amendment to Agreement with StarVista Healthy Homes and Integrated Systems for Children with Special Needs Projects to increase the total Amount of the agreement by \$200,000, for a new total obligation not to exceed \$400,000 Contract Term with an extended term Effective July 1, 2023 through June 30, 2025 <i>(See Attachment 6)</i> | 4:15 PM |
| Discussion Items | | |
| 7 | Presentation: 2023 San Mateo County Score Card By Ted Lempert, President, Children Now | 4:20 PM |
| 8 | Presentation: San Mateo County Community Focus Groups: Summary of Findings 2024 by Sally Lee, Project and Development Coordinator, EVALCORP | 4:40 PM |
| Informational Items | | |
| 9 | Report of the First 5 San Mateo County Staff Team By Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 9)</i> | 5:00 PM |
| 10 | Committee Updates <i>(See Attachment 10)</i> | 5:15 PM |
| 11 | Adjournment | 6:00 PM |

Public Participation:

The March 25, 2024, First 5 San Mateo County Commission meeting may be accessed through Zoom link at the top of this agenda. The March 25, 2024, First 5 San Mateo County Commission meeting may also be accessed via telephone by dialing 1 669 900 6833. Enter the webinar ID: Webinar ID: 996 2226 6925, then press #. (Find your local number: <https://smcgov.zoom.us/j/acBJLZqb6r>). Members of the public can also attend this meeting physically in the **San Mateo County Office of Education, 101 Twin Dolphin Drive, 1st Floor Conference Room, Redwood City, CA 94065**

*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.**

ADA Requests

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 meeting, should contact Michelle Blakely, Deputy Director, as early as possible but no later than 10 a.m. on Friday, March 22, 2024, at ecruz@smcgov.org. Notification in advance of the meeting will enable the County to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

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

During hybrid meetings of the First 5 San Mateo County Commission, members of the public may address the Members of the First 5 San Mateo County Commission 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 Friday, March 22, 2024, it will be provided to the Members of the First 5 San Mateo County Commission 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 Friday, March 22, 2024, the First 5 San Mateo County Staff will make every effort to either (i) provide such emailed comments to the First 5 San Mateo County 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 First 5 San Mateo County Commission, please fill out a speaker's slip located at the front entrance table. If you have anything that you wish distributed to the First 5 San Mateo County Commission and included in the official record, please hand it to the First 5 San Mateo County who will distribute the information to the First 5 San Mateo County Commission members and staff.

Via Teleconference (Zoom):

1. The March 25, 2024 First 5 San Mateo County Commission 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 First 5 San Mateo County Commission 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 First 5 San Mateo County 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 First 5 San Mateo County Commission.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

March 25, 2024

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.

- 3.1 Approval of the February 26, 2024 Commission Meeting Minutes
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
February 26, 2024
San Mateo County Office of Education
101 Twin Dolphin Drive, 1st Floor Conference Room
Redwood City, CA 94065**

Call to Order & Roll Call

1. Roll Call

Commission Members: Carla Boragno, Noelia Corzo, Claire Cunningham, Sylvia Espinoza, Manufou Liaiga-Anoa'i, Nancy Magee, Nikia Richardson, Louise Rogers

Valeria Chavez-Franco (Youth Commission),
Rikhav Shah (Youth Commission)

Absent: Naveen Mahmood

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Emily Roberts, Jenifer Clark, Mey Winata, Myra Cruz, Isabel Perez

County Counsel: Jennifer Stalzer

A quorum was present. Commissioner Richardson called the meeting to order at 4:05 PM; roll call was taken. The meeting was held in a hybrid format where the public had the option to attend the meeting in person or virtually.

2. Public Comments:

None

3. Action to Set Agenda for February 26, 2024, Meeting and Approve Consent Agenda Items:

MOTION: CUNNINGHAM / SECOND: ESPINOZA

AYES: BORAGNO, CORZO, CUNNINGHAM, ESPINOZA, LIAIGA-ANOA'I, MAGEE, RICHARDSON, ROGERS, CHAVEZ-FRANCO (YC), SHAH (YC)

NOES: NONE

ABSTAIN: NONE

Motion approved

Public Comments: None

4. Commission Announcements:

- Commissioner Richardson introduced and welcomed the new Commissioner, Manufou Liaiga-Anoa'i. Commissioner Liaiga-Anoa'i shared her experience working within San Mateo County and her role being on the Jefferson school board. With six children, her youngest being autistic, Commissioner Liaiga-Anoa'i expressed her honor in joining the First 5 Commission and looking forward in making a meaningful contribution.

**5. Storytelling: First 5 Work/Impact:
Peninsula Family Service**

Marisol Ostorga, Site Manager at Peninsula Family Service, addressed the challenging circumstances faced by many children who visit their center. She recounted the story of 'Ana', an immigrant from Honduras who arrived at the center between the ages of 2 and 3 ½. For two years, 'Ana' struggled to communicate verbally. With the assistance of mental health support, 'Ana' eventually made progress and successfully integrated into school and socialized with other children. The comprehensive support provided by Peninsula Family Service enabled 'Ana's' aunt to secure full custody, for which the family is deeply thankful and appreciative of the assistance received. Ostorga thanked the First 5 Commission for opportunity and support.

The Commission made comments and asked questions.

6. Approval of First 5 San Mateo County FY 2023-24 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to Fund FY 2023-24 Revised Budget.

Kitty Lopez, Executive Director of F5SMC, provided an overview of the budget enclosed in the packet, including fiscal impacts, FY 2023 – 2024 Budget Assumptions, and FY 2023 - 2024 Revised Budget Narratives. Lopez highlighted that the Finance and Administration Committee met on February 12, 2024, to examine the revised budget in detail and approved its recommendation for approval.

The Commission made comments and asked questions.

MOTION: MAGEE / SECOND: ROGERS
 AYES: BORAGNO, CORZO, CUNNINGHAM, ESPINOZA, LIAIGA-ANOA'I, MAGEE,
 RICHARDSON, ROGERS
 CHAVEZ-FRANCO (YC),
 SHAH (YC)

NOES: NONE
 ABSTAIN: NONE
 Motion approved
 Public Comments: None

7. **Presentation: Homeless Data Count**

Selina Toy Lee, Director of Collaborative Community Outcomes, Human Services Agency (HSA) shared a presentation regarding homelessness in San Mateo County. Lee oversees the children's fund program which includes the center on homelessness. Lee highlighted the following:

- San Mateo County COC Strategic Plan on Homelessness 2022-2025 and the services they provide.
- Homeless services funding sources from federal and state grants.
- The main goal is to have clients in shelters exit into permanent housing.
- Core Services Agencies are located throughout San Mateo County.
- Homeless services overview.
- Coordinated Entry System (CES) overview process.
- 2023 Data on who can afford to rent in SMC.
- Client and Children Demographics: age of clients served, percentage of families by size, race & ethnicity.
- Shelter exits of adults and families past 6 months.
-

The Commission made comments and asked questions.

Public Comments: None

The Power Point Presentation can be found on the F5SMC's website, [February 26, 2024 Commission Meeting Presentations](#).

8. **Presentation: Reading Rainbow Project**

Kitty Lopez introduced the two First 5 Youth Commissioners: Valeria Chavez-Franco, Rikhav Shah, and SMC Youth Commissioner Adele Ryono. They are currently building upon their Reading Project from 2023. They briefly introduced themselves and shared about this year's project.

They are working on a Diverse Literature and Environmental Justice Series. The project is centered around the fact that there has been a recent surge in book banning across the country. The objective is to host three events with three authors: two diverse literature authors and one environmental justice author. The event dates are: April 7th in Half Moon Bay, May 4th Taube Room in Belmont, and May 11th at the Pacifica Library. A sample agenda for the events was shared. They thanked the First 5 Commission for supporting the event.

The Commission made comments and asked questions, including a suggestion from Commissioner Magee that the San Mateo County Office of Education could assist in spreading the word on social media.

The Power Point Presentation can be found on the F5SMC's website, [February 26, 2024 Commission Meeting Presentations](#).

Public Comments: None

**9. Report of the First 5 San Mateo County Staff Team:
By Kitty Lopez, Executive Director, First 5 San Mateo County**

Kitty shared highlights from her written report which is included in the packet. Lopez highlighted the following:

- On February 7, 2024, the Child Care Partnership Council and its partners, including First 5 San Mateo County, submitted a letter to State Senator Josh Becker seeking assistance with the CA Department of Social Services Child Care and Development Infrastructure Grant Program.
- Dr. Miriam Hashoush, Vice-Chair of the Oral Health Coalition, received a proclamation from Supervisor Dave Pine at the Board of Supervisors Meeting on February 13th. Additionally, F5SMC launched a social media toolkit containing engaging content and strategies to promote early oral health.
- The San Mateo County Home Visiting Systems Coordination Committee and F5SMC, among other organizations, signed a Letter of Support endorsing Medi-Cal's CalAIM 115 waiver demonstration amendment request. This request aims to secure multi-year continuous Medi-Cal enrollment for young children.
- A photo was shared from First 5 Association Advocacy Day, February 7, 2024, featuring First 5 San Mateo County and Santa Clara Staff with Assemblymember Marc Berman.
- Blogs about Commissioner Claire Cunningham and Supervisor Noelia Corzo can be found on first5sanmateo.org.

Public Comments: None.

10. Committee Updates

Finance Committee Update: Committee Chair, Commissioner Espinoza, expressed her gratitude for the comprehensive explanation provided during the February 12, 2024, Finance and Administration Committee Meeting regarding the Revised Budget. She mentioned that all questions were thoroughly addressed, and as a result, the Committee endorsed the Revised Budget.

Public Comments: None.

11. Meeting Adjourned at 5:26 pm.

DATE: March 25, 2024
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Amendment to Agreement with StarVista Healthy Homes and Integrated Systems for Children with Special Needs Projects to increase the total Amount of the agreement by \$200,000, for a new total obligation not to exceed \$400,000 Contract Term with an extended term Effective July 1, 2023 through June 30, 2025

ACTION REQUESTED

Approval of Amendment to Agreement with StarVista Healthy Homes and Integrated Systems for Children with Special Needs Projects to increase the total Amount of the agreement by \$200,000, for a new total obligation not to exceed \$400,000 Contract Term with an extended term Effective July 1, 2023, through June 30, 2025

BACKGROUND

- At its February 27, 2023, meeting, The Commission authorized staff to begin Scope of Work and Budget development with current grantees and consultants funded FY2020-2023. Resulting agreements have terms July 1, 2023, through 30,2025. **See Attachment 6.1, Funded Agreements FY 23-25 Chart – Resilient Families and Healthy Children Focus Areas” for an initiative overview and agreement-related funding details.**
- At its July 24, 2024, meeting, The Commission approved an Agreement with StarVista for the Healthy Homes and Integrated Systems for Children with Special Needs Projects in the Amount of \$200,000 Contract Term Effective July 1, 2023, through June 30, 2024. (Year 1 only; Year 2 funding has been dependent upon successful completion of contract/scope of work deliverables)
- Staff were to recommend the Year 2 funding approach for the strategies and activities included in this agreement. Staff are recommending the Action Requested at today’s Commission Meeting, to Amend the Agreement Term and Amount for the continuation of StarVista’s services:
 - I. Healthy Homes intensive mental health home Visiting and related early mental health supports for children and families (i.e therapy, crisis intervention, longer-term connection, etc.)
 - II. Integrated Systems with Special needs shorter-term mental health services provided to AbilityPath:
 - a. Ty y Yo groups (parent & child)
 - b. Reflective Practice for AbilityPath/HMG staff
 - C. Therapeutic services for AbilityPath/HMG parents (short-term and follow-up) **See Attachment 6.1, Funded Agreements FY 23-25 Chart – Resilient Families and Healthy Children Focus Areas” for an initiative overview and agreement-related funding details.**

RECOMMENDATION FOR FUNDING

- The table below reflects StarVista’s Year 1: Healthy Homes and Integrated Systems for Children with Special Needs Projects. Please see Exhibit A (**Attachment #6.2**) for a summary description of the project and key deliverables. For budget information please see the Budget Request and Budget Narrative Forms (**Attachment #6.3**). An Annual Review process is conducted to review and approve budget, budget narrative and SOW detail for Year 2 during the standard contract review process with staff and funded entity/individual.

| Agency & Program | Year 1 Budget Amount* | Healthy Homes (corresponds with Exhibit A) | Integrated Systems for Children with Special Needs approximate unduplicated service numbers |
|--|-----------------------|---|---|
| StarVista: Healthy Homes and Integrated Systems for Children with Special Needs Projects | \$200,000* | <ul style="list-style-type: none"> • 90 children • 90 parents | <ul style="list-style-type: none"> • 102 children • 140 parents • 12 providers |
| Contract Total | \$200,000 | | |

* Year 1 Budget Amount corresponds with the attached FY 23/24 Budget, (**Attachment #6.3**)

CONSIDERATIONS

- The amended agreement term and budget are for two years for StarVista. Deep technical assistance has been provided by the F5 team to the StarVista team over the term of the previous contract resulting in successful contract negotiations for FY 2023 - 2024 and today’s recommendation.
- First 5 SMC has launched a comprehensive early mental health landscape analysis to collaboratively address the early mental health infrastructure for SMC.

FISCAL IMPACT

The recommended Amended Agreement to Healthy Homes and Integrated Systems for Children with Special Needs Projects is \$400,000. The allocation is \$286,000 from the Resilient Families and \$114,000 from the Healthy Children focus areas. This award is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFFP).

RECOMMENDATION

Approval of Amendment to Agreement with StarVista Healthy Homes and Integrated Systems for Children with Special Needs Projects to increase the total Amount of the agreement by \$200,000, for a new total obligation not to exceed \$400,000 Contract Term with an extended term Effective July 1, 2023, through June 30, 2025

March 25, 2024

Funded Agencies Agreement Chart Quality Care and Education Focus Area (FYs 2023-2025)

INITIATIVE FOCUS – The following are the strategies for funding designated within the Quality Care and Education Focus Area:

- **Quality Improvement:** In partnership with existing community efforts, support formal quality improvement frameworks in early learning environments, and provide the services required to help providers and programs improve their quality as measured by these frameworks. Such services may include coaching/consultation, including reflective practice and consultation to support children with social-emotional needs or who are at risk for expulsion and/or reduced hours; peer mentoring; program quality assessments; facility enhancements; early learning provider training; and technical assistance. Recruiting, retaining, and educating the early learning workforce is vital to creating and sustaining high-quality early learning programs.
- **Expand Access to Early Learning Settings for Children with Special Needs** Support families’ ability to access appropriate early learning experiences for their children with special needs. Such efforts may include enhanced referrals matching children with appropriate placements, training and technical assistance to providers who enroll children with special needs, and/or policy approaches supporting inclusion.

| Approved Agreements | Funding Amounts | | Clients Served in Year 1 | Core Services and Context |
|---|-----------------|------------|--------------------------|--|
| | FY 2023-24 | FY 2024-25 | | |
| # 7 San Mateo County Office of Education - Early Childhood Quality and Inclusion Project | | | | |
| <i>San Mateo County Office of Education Personnel, Operating, & Indirects</i> | \$530,100 | \$530,100 | Providers: 410 | EQ+IP is designed to provide flexible funds that enable the SMC Early Learning sector to braid across multiple State and local funding streams, thus creating a more integrated array of services and supports. Services funded through this program complement and enhance offerings available through F5CA’s IMPACT program, Quality Counts CA/SMC, the CA State Preschool Program, the Child Development Block Grant, child care vouchers/Alternative |
| <i>Coaches: Quality Improvement & Inclusion Support</i> | \$65,882 | \$65,882 | | |
| <i>Quality Improvement Grants</i> | \$44,000 | \$44,000 | | |
| <i>Vertical Change Data System</i> | \$25,000 | \$25,000 | | |
| <i>Early Learning Provider Stipends</i> | \$14,115 | \$14,115 | | |

| | | | | |
|--|------------------|------------------|--|---|
| <i>Early Learning Quality Review Visits</i> | \$12,000 | \$12,000 | | Payment Program, the Big Lift, and State-funded grants focused on inclusion, dual/multi-language learners, family engagement, and workforce development. Key activities include: <ul style="list-style-type: none"> • Program management & administration • Integration with relevant State and Local programs to ensure alignment and avoid duplication of effort • Professional development workshops, series, college coursework, learning communities, communities of practice, and coaching for early learning providers on topics such as: developmental screening, inclusive practices, early literacy and early math, dual and multi-lingual learners, family engagement, infant development, socio-emotional development, teacher-child interactions, quality early learning environments, etc. • Stipends for providers who participate in professional development activities • Quality Improvement Mini-Grants for providers |
| <i>Consultants for additional Professional Development and Translation needs</i> | \$6,000 | \$6,000 | | |
| Subtotal: SMCOE | \$697,097 | \$697,097 | | |
| Subcontractors: | | | | |
| 4Cs | \$160,000 | \$160,000 | Parents: 118 Children: 35 Providers: 245 | Training, coaching, and peer support for early learning providers to offer inclusive settings for children with special needs; enhanced referrals to child care settings for families whose children require specialized support due to their needs; and coordination with community partners who work with this population (e.g. Help Me Grow; StarVista Early Childhood Mental Health Consultation) |
| Family Connections | \$131,803 | \$131,803 | Parents: 50 Children: 72 Providers: 8 | Wrap-around supports for low-income families with children enrolled in Family Connections child care settings including: Triple P programming, family needs assessments, resource & referral, developmental screening, home visiting, care coordination, and early childhood mental health services |
| StarVista | \$50,000 | \$50,000 | Parents: 20 Children: 25 Providers: 45 | Early Childhood Mental Health Consultation services for state-funded preschool and child care programs unable to access these services through other funding streams. Services include: classroom observations; reflective practice sessions with teachers and child care providers; direct work with parents whose children have been identified as at risk of expulsion or reduced |

| | | | | |
|---------------------------------------|--------------------|--------------------|--|---|
| | | | | hours; and coordination with 4Cs Enhanced Referrals program to identify appropriate settings for children as needed. |
| Family Child Care Association | \$15,000 | \$15,000 | Providers: 220 | Development of organizational infrastructure; expand knowledge of the Association; host monthly meetings of FCC providers; publish quarterly newsletters; connect FCC providers to resources to support their ongoing professional development; develop business-support tools for FCC Homes; enhance partnerships with other organizations working with this population such as 4Cs, Quality Counts, Community Care Licensing, and the CA Family Child Care Network. |
| SMC Community College District | \$6,100 | \$6,100 | Providers: 250 | Support for Skyline College students enrolled in the Early Learning Certificate program, including: outreach for and orientation to the Inclusion Badge program; course counseling; transcript review for Child Development and TK permit eligibility; review for stipend eligibility |
| Total Program | \$1,060,000 | \$1,060,000 | Parents: 188 Children: 132 Providers: 1,178 | |

**Funded Agencies Agreement Chart
Healthy Children Focus Area
(FYs 2023-2025)**

INITIATIVE FOCUS – The following are the strategies for funding designated within the Healthy Children Focus Area:

- Oral Health Access & Utilization: Partnerships to improve young children’s utilization of preventive oral health care and advocating for policies and practices that increases dental utilization for children on Medi-Cal.
- Integrated Systems for Children with Special Needs and their Families: Bolster the continuum of care to identify and treat children with special needs, and the ongoing efforts to address systemic issues that impact access to and quality of these services. Activities may include promoting universal social-emotional and developmental screening services for children 0-5; embedding screenings, assessments, and care coordination into pediatric clinics, early learning settings, or family support services; and supporting linkages and timely access to care coordination, assessment, and services for children and families requiring additional assistance.
- Early Mental Health Systems & Infrastructure Enhancements: Partnerships to support trauma- and resiliency-informed practices and policies in child- and family-serving organizations.

| Oral Health Access & Utilization | | | | |
|---|-----------------|------------|---|--|
| Approved Agreements | Funding Amounts | | Clients Served in Year 1 | Core Services/ Context |
| | FY 2023-24 | FY 2024-25 | | |
| Ravenswood Family Health Network <i>Preventative Oral Health Project</i> | \$55,000 | \$55,000 | <ul style="list-style-type: none"> • 270 children • 20 parents | Deliver Virtual Dental home services to young children in early learning and childcare settings; provide preventative oral health support to families in RFHN's CenteringParenting program |
| Sonrisas Dental Health: <i>Early Childhood Oral Health Programming</i> | \$55,000 | \$55,000 | <ul style="list-style-type: none"> • 800 children • 800 parents | Provide school-based and drive-through dental screenings, parent education, oral health supply toolkits, and care coordination for low-income children ages 0-5 in San Mateo County. |
| VIVA Social Impact Partners <i>Oral Health Communications</i> | \$20,000 | \$20,000 | N/A | Design, curate, and promote positive oral health content with families and/or providers of young children. *The budget and scope for this work is incorporated in the broad Communications contract with VIVA Social Impact Partners. |
| Children Now Engaging San Mateo County Stakeholders in Systems Change to Improve Oral Health Outcomes | \$22,500 | \$22,500 | N/A | Support oral health access and utilization for children birth through age 5 and pregnant people in San Mateo County by educating and engaging stakeholders about state policies that support the implementation of the county's oral health strategic plan. Lead and convene local oral health coalition and workgroup efforts. *This contract will be approved internally by the First 5 Executive Director as it falls within her signing authority. |
| Integrated System for Children with Special Needs and their Families | | | | |
| Approved Agreements | Funding Amounts | | Clients Served in Year 1 | Core Services/ Context |
| | FY 2023-24 | FY 2024-25 | | |

| | | | | |
|--|-----------|-----------|---|---|
| <p>AbilityPath <i>Integrated System for Children with Special Needs</i></p> <p><u>Subcontractors:</u> Legal Aid of San Mateo County LifeSteps Foundation Stanford Children’s Health, Government & Community Relations Stanford Children’s Health, Developmental Behavioral Pediatrics</p> | \$956,000 | \$956,000 | <ul style="list-style-type: none"> • 891 children • 891 families (services) • 9,674 families (outreach/education) • 791 providers | <p>Support and administer a continuum of care to identify and treat children with special needs and address systemic issues that impact access to and quality of these services. The Initiative will link children from early identification to the services and supports they need to thrive and will include implementation of the local Help Me Grow system with fidelity to national standards, including all four core components, and offer targeted supports that address barriers for families and fill critical gaps within the system of care for children with or at risk of special needs. The Initiative will offer universal access to high-quality information and resources about child development for families and providers of young children countywide. This effort includes a dedicated focus on systems-improvement, including elevating and addressing barriers to care, and institutes a continuous quality improvement strategy to learn from current approaches through consistent innovation.</p> |
| <p>Cheryl Oku Consulting Help Me Grow Consultant</p> | \$86,100 | \$86,100 | N/A | <p>Support the Help Me Grow system in San Mateo County, particularly related to the structural requirements of the local model, which include bolstering the organizing entity, overseeing the scale and spread, and developing and implementing a mechanism for continuous systems improvement. This role furthers the ongoing growth and implementation of the Help Me Grow San Mateo County system by serving three primary functions; that of content expert, research and evaluation administrator, and co-convener/facilitator.</p> |

Early Childhood Mental Health Systems and Infrastructure Enhancements

| Approved Agreements | Funding Amounts | | Clients Served in Year 1 | Core Services/ Context |
|--|--|------------|--------------------------|--|
| | FY 2023-24 | FY 2024-25 | | |
| <p>Hamai Consulting TRISI Initiative Design and Cohort Facilitation</p> | \$3,450 (augmenting current contract amount of \$206,050) | N/A | N/A | <p>Adjustments to the Scope of Work include minimal targeted activities to support the transition of TRISI work to its next phase, technical assistance to support coaches with use of TIO Assessment results in the development of action plans, and integration of evaluation findings in evaluation report.</p> |

Funded Agencies Agreement Chart
Resilient Families Focus Area
(FYs 2023-2025)

INITIATIVE FOCUS – The following are aspects of the 2019 Resilient Families RFP which resulted in the 2020-2023 contracts containing SPIP strategies that the Commission voted to continue, subject to the contract negotiation process:

- Direct Service Funding to support the most at-risk children and families: Provide ongoing, individualized, professional support to children and parents in families experiencing multiple challenges, including but not limited to: homelessness, low income, domestic violence, incarceration, mental illness or substance abuse. Wrap-around services that are part of a best practice approach are included in this strategy.
- Direct Service Funding to support Parent Connectivity activities: Support informal or semi-formal social networks to promote parental resilience and reduce social isolation, and partner with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.
- Direct Service Funding to support Family Engagement Capacity Building: Increase the understanding of early brain development, the parent-child relationship and culturally responsive practices among service providers from sectors whose decisions affect family functioning, and promote the appropriate application of that knowledge within their work.
- Areas of Interest: Proposals that addressed the following areas of interest were encouraged and weighed by the Review Panel: focus on serving the working poor, those struggling with immigration issues, 0-2 population; fathers, dual language learners, alternative family structures (including LGBTQ), those needing early childhood mental health services, easily accessible venues, service “hub” approaches, service/care coordination and/or case management, and collective impact models.
- Systems Change and Sustainability: Applicants were required to include a systems-improvement/change element and demonstrate a concrete plan for sustaining the project beyond the grant term.

| Approved Agreements | Funding Amounts | | Clients Served Over 2 Years | Services |
|---|-----------------|------------|---|---|
| | FY 2023-24 | FY 2024-25 | | |
| San Mateo County Office of Education- Family Engagement System Support Project | \$98,446 | \$86,554 | <ul style="list-style-type: none"> • 8 Friday Cafés • 175-200 provider-participants • 130 unduplicated) provider-participants | Provide bilingual/bicultural capacity building of the County’s family-serving system via focused authentic family engagement provider skill building, and technical assistance, including provision of Friday Cafes (a professional peer-support learning community) and systems change/support activities; Administer and Implement Friday Café’s; Coordinate Advisory Council Succession -Transition Planning Year-2; Explore sustainability funding streams. |
| Puente de la Costa Sur- Suenos Unidos project | \$100,000 | \$100,000 | <ul style="list-style-type: none"> • 56 parents • 38 children • 6 others family members | Provide bilingual parent-participatory cooperative preschool serving south coast children and families) utilizing an authentic family engagement and parent involvement approach for toddlers ages 18-36 months and their parents, with adjunct services including a parent-infant activity group for infants 2-12 months of age. |

| | | | | |
|---|------------------|-------------------------|---|--|
| <p>#10 StarVista: Amended Term & Amount Healthy Homes and Integrated System for Children with Special Needs/Help Me Grow</p> | <p>\$200,000</p> | <p>\$200,000</p> | <ul style="list-style-type: none"> • 90 children • 90 parents <p><i>Approximately unduplicated</i></p> <ul style="list-style-type: none"> • 102 children • 140 parents • 12 providers <p><i>Approximately unduplicated</i></p> | <p>For Healthy Homes provide bilingual, culturally sensitive intensive clinical mental health home visiting and related services to families experiencing multiple risk factors and complex trauma (approximately 90 children and 90 parents unduplicated) with the goal of preventing child abuse and improving child development outcomes; and for Integrated System for Special Needs/ Help Me Grow (approximately 102 children, 140 parents, 12 providers) provide short-term individual and group mental health services in the preferred language for children and parents that supports optimal social-behavioral health. Provide reflective consultation sessions for HMG staff.</p> <p>Provide intake, triage, safety assessment, program assignment and referrals for Healthy Homes and Integrated Systems for Special Needs HMG (approximately 102 children and 230 parents) Provide bilingual, clinical, mental health; Co-facilitate with AbilityPath 4 Tu y Yo groups for Help Me Grow families. These groups focus on parent-child interaction and child development and provide monthly consultation to Ability Path Care Coordinators and Screeners involved with Help Me Grow, and the Family Resource Center.</p> |
| <p>Institute for Human and Social Development (IHSD) Family Engagement Unity Project</p> | <p>\$45,500</p> | <p>\$45,000</p> | <ul style="list-style-type: none"> • 105 fathers • 105 children • 10 others | <p>Serve Head Start and Early Head Start families (0-5) to increase positive parenting practices and promote healthy parent-child relationships and support the family-serving systems in SMC. Provide bi-lingual Father Café's, Dad & me events, Parent Ambassador Liaison to Friday Café's and TA to TBD agency for Family Credential Certification Program Lead.</p> |
| <p>Family Connections Thriving Families</p> | <p>\$200,000</p> | <p>\$200,000</p> | <ul style="list-style-type: none"> • 200 children • 200 parents • 10 others • 8 providers | <p>Engage Families with low income and risk factors. (200 parents, 200 children, 10 others, and 8 providers) in Redwood City (North Fair Oaks – 2 classrooms), East Palo Alto (2 classrooms), and Daly City (1 classroom) in a bilingual, culturally-responsive, quality family learning community within an early learning support program, designed to foster strong parent-child attachments and strengthen parent resiliency. In addition to the early learning classroom environment, clients are also offered a variety of workshops and groups to help foster parent/child attachment and attunement. A subset of parents/children who are the most at risk for potential abuse/neglect and/or trauma will receive intensive support services incorporating mental health home visiting, early childhood mental health consultation, and targeted groups/dyads. Family Connections staff members will receive professional development and reflective practice supervision for continuous improvement (8 staff).</p> |

| | | | | |
|---|------------------|------------------|---|--|
| <p>Peninsula Family Service: Therapeutic Child Development Centers (TCDC)</p> <p><u>Subcontractors:</u> Lifemoves (Homeless Shelter sites for TCDCs) DICP (Occupational Therapy)</p> | <p>\$160,000</p> | <p>\$160,000</p> | <p>200 children 250 parents 30 providers</p> | <p>Provide a therapeutic treatment milieu for homeless toddlers and preschoolers (ages 18+ mos) in an early learning setting at First Step for Families and Haven House. This program takes place in two of LifeMoves’ shelters, and clients simultaneously participate in LiveMoves’ “Beyond the Bed” model as well as the F5SMC-funded program elements of the Therapeutic Child Development Centers. Activities address the toxic stress and trauma of homelessness while promoting pro-social behavior, social-emotional regulation, and discouraging aggression and coercive behavior. Services include: assessments, individual education/treatment plans, tailored interventions provided by a behavioral health specialist, occupational therapy, coaching and support for parents (to learn and implement interventions in the home environment), parent education, socialization events, Father Cafés, and home visiting. Continuation of the systems-level approach re: proactive case coordination for pipeline families at LifeMoves’ Daly City and RWC locations to ensure a smooth transition into the TCDCs.</p> |
| <p>Community Overcoming Relationship Abuse (CORA): Family Resilience Project</p> | <p>\$283,334</p> | <p>\$283,333</p> | <p>150 children 150 parents 100 others 52 providers</p> | <p>Support families to heal from the traumatic effects of domestic violence while supporting the child/parent bond. Provide comprehensive bilingual, multicultural services to DV victims and their children, including practical tools to repair insecure attachments caused by intimate partner violence. Service recipients include recent immigrants struggling with complex trauma. 60% of clients are low-income, mono-lingual, Spanish-speakers, many of whom are technically homeless and availing themselves of CORA’s shelter program. Services include: family assessments; safety planning; crisis intervention; Child/Parent Psychotherapy, including Trauma-focused Cognitive Behavioral Therapy (TF-CBT), Eye Movement Desensitization and Reprocessing (EDMR), Family Systems Therapy, and Child/Parent Dyadic Bonding and Attachment Therapy; trauma-informed case management; bilingual clinical case management; parent engagement activities utilizing a parent leadership approach; child/parent 0-5 dyad groups. Systems Improvement Element: Continuation of a Coordinated Community Response team (CCRT) to streamline navigation/enrollment regarding child care, housing, and medical Care. NEW: Provide the 40-hour Domestic Violence training to 20 family engagement professionals who otherwise would not have access to the training.</p> |

Funded Agencies Agreement Chart Policy, Advocacy and Communications Focus Area (FYs 2023-2025)

INITIATIVE FOCUS – The following are the strategies for funding designated within the Policy Advocacy and Communications Focus Areas

- Leadership on Early Childhood Advocacy & Policy Development
- Community Partnership
- Community Education

| Approved Agreements | Funding Amounts | | Analytics | Services |
|---|-----------------|------------|--|---|
| | FY 2023-24 | FY 2024-25 | | |
| Child Care Coordinating Council <i>Build Up San Mateo County</i> | \$100,000 | \$100,000 | County-wide <ul style="list-style-type: none"> • 4 Major Projects • 5-10 FCC Centers | Partners with local community leaders, elected officials, business leaders, faith-based organizations, school districts and additional stakeholders to garner the direct investments and resources needed to increase the supply of childcare in their communities through Overarching goals: <ol style="list-style-type: none"> 1. Reusing/repurposing existing available space for childcare. 2. Including childcare in new building developments 3. Partnering with large employers to expand access to childcare. 4. Generating new capital funds 5. Policy, advocacy, and awareness |
| EVALCORP <i>Evaluation Consultation Services and Support</i> | \$100,000 | \$100,000 | County-wide All funded F5 Grantee Initiatives | Ongoing planning, implementation, and technical assistance to enhance the evaluation infrastructure of F5SMC and its funded partners; Development and implementation of program- or system-specific evaluation projects. |
| VIVA Social Impact Partners <i>Communications Consultation Services</i> | \$140,000 | \$140,000 | County-wide | Supports First 5 San Mateo’s communications efforts across a range of areas in alignment with the agency strategic plan. Design, curate, and promote positive oral health content with families and/or providers of young children. |

**AGREEMENT BETWEEN FIRST 5 SAN MATEO COUNTY AND
STARVISTA
HEALTHY HOMES
AND INTEGRATED SYSTEMS FOR SPECIAL NEEDS PROJECT**

EXHIBIT A

SCOPE OF WORK

Pursuant to the Agreement for Services between First 5 San Mateo County and StarVista, effective as of July 1, 2023, the Grantee shall provide services as described in this Exhibit A, over the term of this Agreement.

The Grantee commits to align its program with First 5 San Mateo County's strategic approach to collaborate with existing services. In doing so, resources are maximized with the goal of implementing comprehensive and integrated services which support the Commission's adopted Strategic Plan for children and families in San Mateo County, California.

Attachment A-1 to Exhibit A reflects the detailed scope of work for the term of this Agreement.

Under this Agreement the Grantee will annually for Healthy Homes provide bilingual, culturally sensitive intensive clinical mental health home visiting and related services to families experiencing multiple risk factors and complex trauma (approximately 90 children and 90 parents unduplicated) with the goal of preventing child abuse and improving child development outcomes; and for Integrated System for Special Needs/AbilityPath provide approximately 102 children, 140 parents, 12 providers) provide short-term individual and group mental health services in the preferred language for children and parents that supports optimal social-behavioral health. Provide reflective consultation sessions for HMG staff.

Project Services

1. Provide intake, triage, safety assessment, program assignment and referrals for Healthy Homes and Integrated Systems for Special Needs HMG (approximately 102 children and 230 parents)
2. Provide bilingual, clinical, mental health home visiting, including assessments and case management for 6-12 months for Healthy Homes.
3. For Healthy Homes, provide assessments, psychotherapy, and case management to address social emotional concerns and interrupted developmental trajectories. Sessions will include caregivers and children as well as collateral sessions with caregivers. Length of session will vary depending on family (from 60-90 minutes each) for up to 6 months, on a **weekly basis**. For families experiencing multiple risk factors and/or complex trauma, services may be extended to 12 months. Sessions will be provided in locations convenient to families (e.g., homes, office, in the community). Due to COVID-19, these sessions may also be provided via telehealth
4. For Integrated Systems for Children with Special Needs/HMG-Ability Path families identified as needing intensive support to address moderate behavioral concerns. Families referred will receive a mental health assessment, complete a treatment plan, and will receive 10 to 12 sessions to work collaboratively on the agreed upon treatment goals. Referrals shall be made by HMG staff through parent/child activity groups and/or screenings.
5. Co-facilitate with AbilityPath 4 Tu y Yo groups for Help Me Grow families. These groups focus on parent-child interaction and child development.
6. Provide monthly consultation to Ability Path Care Coordinators and Screeners involved with Help Me Grow, and the Family Resource Center.
7. F5SMC Standard Activities
 - a. Distribute the First 5 Kit for New Parents to your clients as appropriate.
 - b. Participate in F5SMC Grantee convenings, trainings, and other collaborative efforts.
 - c. Place F5SMC Tobacco-Free Premises placard in a prominent area where in-person services take place; notify virtual clientele of tobacco-free physical environment by posting on website and/or other virtual

means.

- d. Make tobacco education and cessation resources available to agency staff and those served by the agency, using the Kick-it California link and resources; include the Kick-it California link on the agency website (<https://kickitca.org/>).
- e. Report on this grant using Persimmony, the F5SMC online grant-management system. (Information available on the F5SMC website/Grantee Resources - Password: grant33)

8. F5SMC Standard Communications

- a. Distribute F5SMC materials to project clients and at community events.
- b. Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, presentations and papers on work funded (wholly or in part) by F5SMC.
- c. Proactively notify clientele receiving F5SMC services (whether virtual or in-person) that the project is funded by F5SMC (this can be accomplished by posting a placard where in-person services take place, utilizing a zoom background that includes the F5SMC logo, listing F5SMC as a funder on the agency website, etc.)
- d. Participate as able in relevant social media advocacy and resource sharing.

9. F5SMC Standard Evaluation

- a. Collect individual-level data on clients served and services delivered through your F5SMC-funded programs as required. You may enter this information into Persimmony directly, upload the information into Persimmony from your agency's data system, or provide an export of this information to the F5SMC Research & Evaluation Specialist and/or any Evaluation Consultants working with F5SMC. If your agency administers assessments designed to identify client needs and/or track change over time (e.g. CBCL, PSI, ACES screens, ASQ, ASQ:SE, PEDS, Edinburgh, CES-D) this information should be included in the individual-level data provided to F5SMC.
- b. Administer F5SMC data collection and evaluation tools on clients served as required. These may include: Intake and Follow-Up Surveys, Parent Surveys, Provider Surveys, Satisfaction Surveys, and other surveys designed to evaluate the effectiveness of your F5SMC-funded program.
- c. Participate in F5SMC Systems Level research and evaluation activities as required. This will include completing a survey for a Social Network Analysis of F5SMC partner agencies in San Mateo County, and may also include activities such as key informant interviews, focus groups, and distribution of F5SMC - sponsored surveys to your staff and clients.
- d. Share with F5SMC any evaluation reports, presentations, issue briefs, or position papers developed by your staff or external evaluation consultants using data from your F5SMC-funded activities. These documents can be uploaded into Persimmony as PDFs.
- e. Participate in data collection and evaluation activities such as planning meetings and trainings as required by F5SMC.
- f. Participate in data-sharing and data-linking conversations and projects within San Mateo County as requested.



**First 5 San Mateo County
BUDGET REQUEST FORM**

Complete this form to show the budget for the **entire** project for the fiscal year. If there are subcontractors or collaborative agency budgets involved, please complete an additional budget request form for each and identify the subcontractor.

| | |
|-----------------------|--|
| Agency Name: | StarVista |
| Program/Project Name: | Healthy Homes/Ability Path (combined) |
| Amount of Request: | \$200,000 |
| Budget Period: | FY July 1, 2023 - June 30, 2024 |
| Submission Date: | 7/11/2023 |

** List Leveraged Amount Available-Non F5SMC funds available to support the project, excluding the amount being requested from the Commission. At the bottom of the form under section VII, please list the funding source for all funds included in this column and any amounts from this column that are not yet secured.

| I. PERSONNEL | | | A. Amount Requested | B. Leveraged Amount Available** | C. Total Program Budget (A+B) |
|-----------------------------|-----------------------|--------|---------------------|---------------------------------|-------------------------------|
| Position Title | Salary Range | # FTEs | | | |
| A. Mental Health Clinician | \$70,000 - \$80,000 | 0.50 | 36,920.00 | | \$ 36,920.00 |
| B. Mental Health Clinician | \$80,000 - \$90,000 | 0.50 | 41,600.00 | | \$ 41,600.00 |
| C. Mental Health Clinician | \$70,000 - \$80,000 | 0.30 | 21,216.00 | | \$ 21,216.00 |
| D. Mental Health Consultant | \$70,000 - \$80,000 | 0.03 | 1,846.00 | | \$ 1,846.00 |
| E. Supervision | \$80,000 - \$90,000 | 0.08 | 6,240.00 | | \$ 6,240.00 |
| F. Program Manager | \$80,000 - \$90,000 | 0.28 | 23,452.00 | | \$ 23,452.00 |
| G. Department Director | \$140,000 - \$150,000 | 0.05 | 7,088.62 | | \$ 7,088.62 |
| H. Other Personnel | | | - | | \$ - |
| | | | | | |
| Benefits @ 25 % | \$0.00 | | 34,590.66 | | \$ 34,590.66 |
| | | | | | |
| Subtotal - Personnel | | | 172,953.28 | | \$ 172,953.28 |

| II. OPERATING EXPENSES | A. Amount Requested | B. Leveraged Amount Available** | C. Total Program Budget (A+B) |
|--------------------------------------|---------------------|---------------------------------|-------------------------------|
| | | | |
| A. Rent and Utilities | 3,500.00 | | \$ 3,500.00 |
| B. Office Supplies and Materials | 868.15 | | \$ 868.15 |
| C. Telephone/Communications | 1,250.00 | | \$ 1,250.00 |
| Subtotal - Operating Expenses | \$ 5,618.15 | \$ - | \$ 5,618.15 |

| IV. INDIRECT COSTS | A. Amount Requested | B. Leveraged Amount Available ** | C. Total Program Budget (A+B) |
|--|---------------------|----------------------------------|-------------------------------|
| <u>12%</u> | 21,428.57 | | \$ 21,428.57 |
| (Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval) | | | \$ - |
| Subtotal - Indirect Costs | \$ 21,428.57 | \$ - | \$ 21,428.57 |

| V. TOTAL PROGRAM COSTS | A. Amount Requested | B. Leveraged Amount Available ** | C. Total Program Budget (A+B) |
|---------------------------------|----------------------|----------------------------------|-------------------------------|
| Total of sections I - IV | \$ 200,000.00 | \$ - | \$ 200,000.00 |

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project.

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

| | | | |
|-----------------------|--|---------------------|--|
| Date Prepared: | | Prepared By: | |
|-----------------------|--|---------------------|--|

| | | | |
|--|--|---------------------|--|
| First 5 San Mateo County Use Only | | | |
| Date Approved: | | Approved By: | |



**First 5 San Mateo County
BUDGET NARRATIVE FORM**

| | |
|-----------------------|--|
| Agency Name: | StarVista |
| Program/Project Name: | Healthy Homes/Ability Path (combined) |
| Amount of Request: | \$200,000 |
| Budget period: | FY July 1, 2023 - June 30, 2024 |
| Submission Date: | 7/11/2023 |

| I. PERSONNEL | A. Amount Requested | Description / Explanation |
|--|----------------------|---|
| Position Title | | |
| A. Mental Health Clinician - Claudia A. | 36,920.00 | .50 FTE Provides mental health consultation, assessment, and parent-child counseling services |
| B. Mental Health Clinician - Jaclene C. | 41,600.00 | .50 FTE Provides mental health consultation, assessment, and parent-child counseling services |
| C. Mental Health Clinician - Maria G. | 21,216.00 | .30 FTE Provides mental health consultation, assessment, and parent-child counseling services |
| b. Mental Health Consultant - Claudia A. | 1,846.00 | .03 FTE Provides mental health consultation |
| E. Supervision - Jaclene C. | 6,240.00 | .08 FTE Provides supervision to clinicians |
| F. Program Manager - Tara M. | 23,452.00 | .28 FTE Oversees all ECCT activities (Community Outreach, Counseling, Consultation, Case Management, Educational Services, Support Groups). Provides administrative supervision to staff. Participates in managing contracts, including required reporting. |
| G. Department Director - Nancy Q. | 7,088.62 | .05 FTE Supervises PM, represents program at meetings, provides clinical consultation |
| H. Other Personnel | - | |
| Benefits @ 25% | 34,590.66 | Medical, dental, vision, life, payroll tax, worker's compensation |
| Subtotal - Personnel | \$ 172,953.28 | |

| II. OPERATING EXPENSES | A. Amount Requested | Description / Explanation |
|--------------------------------------|---------------------|--|
| A. Rent and Utilities | 3,500.00 | Rent and common area maintenance (CAM) portion of the 800 Claremont Suite 108 office, approximately \$6,363.00 per month, or \$76,356.00 annually. |
| B. Office Supplies and Materials | 868.15 | desk supplies, program materials, operating supplies etc. |
| C. Telephone/Communications | 1,250.00 | cell phones, land lines, internet, voicemail for staff |
| D. Postage/Mailing | - | |
| E. Printing/Copying | - | |
| Subtotal - Operating Expenses | \$ 5,618.15 | |

| IV. INDIRECT COSTS | A. Amount Requested | Allocation Method / Formula Used |
|----------------------------------|---------------------|---|
| <u>12%</u> | 21,428.57 | 12% of direct costs to cover the cost of indirect administrative costs. Expenses include finance, HR executive management, marketing and audit fees and other support to our regional offices from our corporate office. Indirect costs are kept low. |
| Subtotal - Indirect Costs | \$ 21,428.57 | |

| V. TOTAL PROGRAM COSTS | A. Amount Requested | |
|---------------------------------|---------------------|-------------------|
| Total of sections I - IV | \$ | 200,000.00 |

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project.

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

Mail signed First 5 San Mateo County Budget Request and Budget Narrative Forms to :
First 5 San Mateo County
Attn: F5SMC Program Specialist

**FIRST 5 SAN MATEO COUNTY (F5SMC)
FIRST 5 STAFF TEAM REPORT
MARCH 2024**

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

HEALTHY CHILDREN

Children’s Oral Health Workgroup

On March 6, the Children’s Oral Health Workgroup meet for their regular meeting. The meeting offered dedicated time for all participants to provide relevant updates and deeper discussion about the Governor’s proposed budget and its implications on oral health. In addition, VIVA Social Impact Partners, who is supporting a dedicated campaign to improve children’s oral health outcomes, funded by F5SMC, updated on the proposed next phase of their effort and gathered input. The next COH Workgroup meeting is scheduled for May 22.

Children and Youth Behavioral Health Initiative Funding

As updated in January 2024, as part of the State of California Department of Health Care Services Children and Youth Behavioral Health Initiative, First 5 SMC was recently granted funding for Round 2: Trauma-Informed Programs and Practices of the Children and Youth Behavioral Health Initiative (CYBHI). In early March, F5SMC finalized a contract with DHCS and work is now underway to launch two training cohorts in Child-Parent Psychotherapy for clinicians. This effort is part of a more broadly envisioned SMC Infant and Early Childhood Mental Health Professional Development Network, which will begin in parallel with the training offerings. Two information sessions are scheduled for mid-April. Stay tuned for more info to come!

RESILIENT FAMILIES

Friday C.A.F.É. Advisory Council

On March 8th, Michelle Blakely and Jenifer Clark attended the twice-yearly meeting of the Friday C.A.F.É. Advisory Council. This Council works to provide programmatic guidance and thought partnership to the Friday C.A.F.É.s. Jenifer Clark presented the results of the focus groups with Friday C.A.F.É. participants that were conducted last year as a part of the program evaluation. Focus group participants shared their tremendous appreciation of the program, highlighted the benefits they receive from learning new and innovative ways to support the families they work with, taking time for restoration and renewal, and connecting with a supportive network of colleagues. In addition to the focus group findings, the Council also discussed ways to improve outreach and build buy-in to expand participation in the program.

POLICY & ADVOCACY UPDATES

Letter of Support: Restore Critical Supports for Children and Youth in Foster Care: Family Urgent Response System (FURS)

On March 6, 2024, First 5 San Mateo County signed onto a letter from Children Now addressed to Governor Gavin Newsom, Speaker Rivas, Chair of the Assembly Budget Committee, the State Senate, and the Senate Budget & Fiscal Review Committee, urging them to protect the

Family Urgent Response System from the proposed budget elimination in the 2024–2025 state budget.

(See Attachment 9.1)

Letter of Support: AB 2982 (Reyes) –Bright Beginnings Act

On March 11, 2024, First 5 San Mateo County submitted a letter of support to Assembly Majority Leader Emerita Eloise Gómez Reyes, California Assembly Accountability and Administrative Review Committee. This bill would create a working group to craft state-wide recommendations for prenatal to three year-olds that is comprehensive and focuses on equity. This bill was part of the First 5 State Association’s Advocacy platform presented to legislators at the February 7, 2024 Advocacy Day in Sacramento.

(See Attachment 9.2)

Maintaining Critical Services for California’s Youngest Children

On March 7, 2024, Assemblymember of 28th District, Gail Pellerin, sent a letter to the Assembly Budget Committee and the Senate Budget Committee requesting their support for the one-time state budget allocation of \$100 million to First 5 programs throughout the state. The request is urgent due to declining tobacco tax revenue supporting local First 5 programs. Similar to the above AB 2982, this was part of First 5 State Association’s Advocacy platform presented to legislators at the February 7, 2024 Advocacy Day in Sacramento.

(See Attachment 9.3)

ACCOUNTABILITY, RESEARCH AND EVALUATION

Enhanced Evaluation Data Collection Pilot

During late February and early March, the EVALCORP team and Jenifer Clark trained F5SMC grantees on updated surveys and data collection protocols that are being piloted with parents participating in funded services. These surveys collect information on family needs, access to services, and child and family well-being. The pilot phase will last through the remainder of this fiscal year. Based on feedback from the pilot phase, EVALCORP and F5SMC staff will revise the surveys and data collection protocols for full implementation during FY 24-25. In addition to the parent surveys, our grantees are also piloting detailed sign-in sheets for participants in meetings focused on systems building efforts. These sign-in sheets will allow F5SMC to look at the systems-level work being done across our portfolio, enabling us to quantify the numbers and types of participating organizations and the staff time dedicated to this critical work.

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 California 2024 Child Health, Education, and Care Summit

On March 25 – 27, First 5 California and the State Commission will host a biennial summit titled “Stronger Starts: 25 Year of First 5.” This gathering brings together representatives from all 58 county commissions and their staff. Serving as a platform for professional growth, knowledge sharing, and inspiration, the summit is dedicated to furthering our mission of nurturing environments where children aged 0-5 and their families thrive! First 5 San Mateo County’s Strategic Initiatives Project Manager, Emily Roberts, will be participating part of the summit.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

Childcare Preview Night

On March 20, 2024, First 5 San Mateo County will be participating in the Childcare Preview

Night hosted by Build Up San Mateo County, 4Cs, City of Redwood City, Upward Scholars, and Redwood City Together. F5SMC will be among other organizations sharing resources to families.

(See Attachment 9.4)

San Mateo-Foster City School District Community Resources Fair Save-the-Date!

The San Mateo – Foster City School District will be hosting a Community Resources Fair on Saturday, March 23, 2024, at College Park Elementary School (715 Indian Ave, San Mateo) from 9am-12pm. First 5 San Mateo County will be among partners who will be participating to this event designed to support our families with a diverse variety of resources and information.

(See Attachment 9.5)

Kids Read Aloud!

The San Mateo County Youth Commission, in partnership with First 5 San Mateo County, is promoting a series of diverse literature and environmental justice. This expands on their reading project from last year. The first series for this year will be held on April 7, 2024, at 11 am in the Half Moon Bay Library. Tiffany Golden, author of "I Want to be Big!" and "Wash Day" children's books, will be reading to young children. There will be additional activities and a raffle for children ages 0 – 5 and their families. This is a free event. All Commissioners, Staff, and public members are welcome to join this event and support First 5's Youth Commissioners!

(See Attachment 9.6)

RFQ – F5SMC Consultant Strategic Plan FY 2025 – 2030

On March 15, 2024, First 5 San Mateo County released a RFQ for Strategic Plan FY 2025 – 2030 Consultant Support Services. The Consultant will work with the First 5 Commission, Staff, and public to design and facilitate the upcoming refreshed strategic planning process. Due date to submit the proposal is April 8, 2024 by 4 pm via email. Click the link for further information:

<https://first5sanmateo.org/wp-content/uploads/2024/03/F5SMC-Strategic-Plan-2025-2030-RFQ-FINAL-3.15.24-1.pdf>

COMMUNICATIONS

What's New?

[New Evaluation Finds that a Trauma-Informed Clinic is the Foundation for Successful Adoption of ACE Screening](#)

Check out our blog regarding a paper titled "Clinic Readiness for Trauma-Informed Health Care Is Associated with Uptake of Screening for Adverse Childhood Experiences," published in *The Permanente Journal* in January 2024 and was conducted as part of the California ACEs Learning and Quality Improvement Collaborative (CALQIC). This study validates a key principle of the ACEs Aware program: creating a caring environment that considers trauma is essential for effectively screening Adverse Childhood Experiences (ACEs).

[Quarterly eNewsletter](#)

On February 22, 2024, F5SMC released its quarterly newsletter. Among the topics include highlights of Advocacy Day, Black History Month, Nurturing Diversity: Celebrating the Power of Black Caregivers in Early Childhood, Oral Health Social Media Kit, and many more! (See Attachment 9.7 or click the [link](#) for more info.

Social Media and Analytics Reports (See Attachment 9.8)

Governor Gavin Newsom
1021 O Street, Suite 9000
Sacramento, CA 95814

The Honorable Robert Rivas
Speaker, State Assembly
1021 O Street, Suite 8330
Sacramento, CA 95814

The Honorable Jesse Gabriel,
Chair
Assembly Committee on
Budget
1021 O Street, Room 8230
Sacramento, CA 95814

The Honorable Corey
Jackson, Chair
Assembly Budget
Subcommittee No. 2
1021 O Street, Room 8230
Sacramento, CA 95814

The Honorable Mike McGuire
President pro Tempore, State
Senate
1021 O Street, Suite 8610
Sacramento, CA 95814

The Honorable Scott Wiener,
Chair
Senate Budget & Fiscal Review
Committee
1020 N Street, Room 502
Sacramento, CA 95814

The Honorable Caroline
Menjivar, Chair
Senate Budget & Fiscal Review
Subcommittee No. 3
1020 N Street, Room 502
Sacramento, CA 95814

RE: Restore Critical Supports for Children and Youth in Foster Care: Family Urgent Response System (FURS)

Dear Governor Newsom, Speaker Rivas, President pro Tempore McGuire, Chair Gabriel, Chair Skinner, Chair Jackson, and Chair Menjivar:

We are writing to urge you to restore dedicated supports and services for California's children and youth in foster care in the 2024-25 state budget. These critical programs ensure children and youth in foster care have access to the stability, trauma-informed supports, and housing they need to heal from abuse, neglect, and removal from their communities. The proposed reductions threaten to harm the very children and youth the State has a moral and legal obligation to support and protect.

Among these reductions to child welfare programs, the budget proposes to eliminate the Family Urgent Response System (FURS, \$30 million General Fund ongoing), which was created by and for youth currently or formerly in foster care and their caregivers to provide critically needed, immediate, 24/7, individualized, trauma-informed support. Established in 2019, FURS consists of a statewide hotline and county mobile response teams that respond to any situation where youth or caregivers have identified the

need for extra support, including those with the potential to lead to placement disruptions or unnecessary contact with law enforcement. This coordinated state and community-based solution helps preserve relationships and placements in family homes, link youth and families to longer-term supports and services, promote healing, and prevent the criminalization of youth who have experienced trauma. FURS is also a critical resource to promote stability for older youth (up to age 21) currently or formerly in foster care who are living on their own.

Since FURS launched, utilization has grown steadily, with approximately 5,000 requests for support made annually to the statewide hotline. Many of those calls have resulted in an in-person response from a county mobile response team. Initial data shows that the vast majority of these calls have resulted in stabilized placements and ongoing supports for the child, youth, and/or caregiver. Moreover, there are hundreds of stories about how FURS has:

- Helped new relationships develop and grow when a child first becomes part of the family.
- Supported caregivers and youth as they work through disagreements.
- Connected youth to community-based resources and supports to meet their unique needs.
- Resolved barriers students in foster care experience to attending and thriving in school.
- Ensured caregivers have access to the supports they need for the wellbeing of the children and youth in their care.

FURS plays a critical role in improving outcomes for children and youth in foster care. Eliminating this vital program will place these children and youth at greater risk of instability, disrupted relationships, loss, and re-traumatization.

We appreciate that California is facing a budget deficit. However, we must not address this shortfall at the expense of our children, particularly those in foster care to whom the State has a legal and moral responsibility. We strongly urge you to uphold California's duty to these children and youth and restore FURS and the other eliminated programs and services pivotal to the safety and wellbeing of young people in foster care.

Sincerely,



March 11, 2024

Assembly Majority Leader Emerita Eloise Gómez Reyes
California Assembly Accountability and Administrative Review Committee
1021 O Street, Suite 4510
Sacramento, CA 95814

Re: AB 2982 (Reyes) –Bright Beginnings Act - **SUPPORT**

Dear Assemblymember Reyes:

On behalf of First 5 San Mateo County, I write to express our strong support for Assembly Bill 2982 (Reyes). This bill would create a working group to craft state-wide recommendations for prenatal to three year-olds that is comprehensive and focuses on equity.

For more than 25 years, we have been committed to creating opportunities for all children in San Mateo County. Since its inception, First 5 San Mateo County has invested more than \$150 million in local programs and has served nearly 100,000 children from birth through age five. San Mateo County's families are as diverse as our county. To help ensure all families have what they need to thrive, we work broadly and proactively to create, support, and sustain the social, physical, and economic conditions needed for children's success and AB 2982 reflects our mission.

AB 2982 takes a holistic approach to identifying the needs of California's infants and toddlers and their families and will help move us towards more effective and equity-focused systems to better serve our young children. This working group is needed to span the gap between birth and preschool, which has received far less focus than school age children, despite being the stage where 90 percent of brain development occurs. It is time for California to take a comprehensive approach to reviewing the existing landscape of early childhood systems, including the important work of all county First 5's, to come up with a forward-looking policy agenda that addresses the unique needs of infants, toddlers and their families.

It is for these reasons, we are pleased to **SUPPORT** AB 2982.

Sincerely,

Kitty Lopez
Executive Director



AB 2982 (Reyes): Bright Beginnings Act

SUMMARY

AB 2982 establishes a statewide Prenatal-to-Three Workgroup to craft recommendations for a 10-year comprehensive, equity-focused prenatal-to-three system policy agenda.

BACKGROUND

California has made important strides in supporting young children and their families. However, significant gaps remain, and it is critical that we comprehensively address the needs of California's infants and toddlers and their families.

Early childhood services are inequitably provided throughout the state by a patchwork of providers. Some services are Medi-Cal eligible, but with few available providers, and others are administered by counties only if resources are available. There is a need for a systemic approach that focuses on the needs of infants and toddlers, ensures access to services regardless of where children live in the state, and uplifts the strengths of all communities, cultures and languages given that 75% of our state's 0-3 population are children of color.

There is an opportunity to tailor services to communities, while ensuring equity in the services available to children across the state.

THIS BILL

AB 2982 would help California move towards more effective, universal, and equity-focused systems and services for infants and toddlers.

The bill would establish a 12-member working group to review current policies and practices at the state and local level related to infants, toddlers, and their families and craft recommendations for improvements. The working group would be responsible for reviewing and creating recommendations that focus on the following:

- 1) Early childhood systems, including the local First 5 infrastructure;
- 2) System building, including financing, data and the unique needs of children of color;
- 3) Partnership with state agencies to ensure policy and program alignment.

The workgroup shall submit its recommendations to the Administration and to the Legislature by January 31, 2026.

SUPPORT

First 5 Association of California (Sponsor)

CONTACT

Marina Espinoza, Legislative Director
Marina.espinoza@asm.ca.gov
(916) 319-2050

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0050
(916) 319-2050
FAX (916) 319-2150



Date: March 1, 2024
To: Members of the Legislature
From: Assembly Majority Leader Emerita Eloise Gómez Reyes
Re: **Co-Author Request for AB 2982 (Reyes): Bright Beginnings Act**

I would like to invite you to co-author **AB 2982**, which establishes a statewide Prenatal-to-3 Workgroup to craft evidence-based and community-informed recommendations for a 10-year comprehensive, equity-focused prenatal-to-3 system policy agenda.

California has made important strides in supporting young children and their families; however, significant gaps remain, and it is critical that we comprehensively address the needs of California's infants and toddlers and their families. We have an opportunity to tailor services to communities, while ensuring equity in the services available to children across the state. Policies also need to uplift family and community strengths and affirm their cultures and languages given that 75% of our state's 0-3 population are children of color.

AB 2982 would help California move towards more effective, universal, and equity-focused systems and services for infants and toddlers by establishing a 12-member working group to review current policies and practices at the state and local level related to infants, toddlers, and their families, and make recommendations for improvements at all levels. The working group would be responsible for reviewing and creating recommendations that focus on the following:

1. Early childhood systems, including local First 5 infrastructure and needs.
2. Outlining additional recommendations for system building, including financing, data, and the needs of specific sub-populations of young children.
3. Working with state agencies to ensure alignment and partnership so that all of California's young children and their families can thrive.

The workgroup shall submit its recommendations to the Administration and to the Legislature by January 31, 2026.

I invite you to co-author AB 2982 to ensure that our youngest children receive the attention they need to thrive.

Yes, I will co-author AB 2982. Please return this form to Marina Espinoza at marina.espinoza@asm.ca.gov

Member's Name (Print)

Member's Signature



Attachment 9.3

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0028
(916) 319-2028
FAX (916) 319-2128

DISTRICT OFFICES
3150 ALMADEN EXPRESSWAY, SUITE 252
SAN JOSE, CA 95118
(408) 264-2848

701 OCEAN STREET, ROOM 318B
SANTA CRUZ, CA 95060
(831) 425-1503

17555 PEAK AVENUE, SUITE 100
MORGAN HILL, CA 95037
(408) 659-3127

March 7, 2024

The Honorable Jesse Gabriel
Chair, Assembly Budget Committee
1020 O Street, Suite 8230
Sacramento, CA 95814

The Honorable Scott Weiner
Chair, Senate Budget Committee
1020 O Street, Suite 502
Sacramento, CA 95814

The Honorable Dr. Corey Jackson
Chair, Assembly Budget Subcommittee 2
1020 N Street, Suite 6120
Sacramento, CA 95814

The Honorable Caroline Menjivar
Chair, Senate Budget Subcommittee 3
1020 N Street, Suite 6720
Sacramento, CA 95814

RE: Maintaining Critical Services for California's Youngest Children

Dear Chairs Gabriel, Jackson, Weiner, and Menjivar:

I write to respectfully request your support for a state budget allocation of \$100 million to ensure that local programs serving California's babies, toddlers, and preschoolers stay intact. This one-time funding request would be allocated to First 5 programs throughout the state and focus on the highest priority areas including:

- Family strengthening programs such as family resource centers, fatherhood programs and home visiting;
- Infant and early childhood mental health services for young children and their caregivers, and workforce training; and
- Child care and early learning supports such as provider coaching, mentoring, and stipends.

For 25 years, local First 5 programs in every county have supported the healthy development and school readiness of millions of California children. Already declining tobacco tax revenues that fund First 5 programs have been dramatically slashed since Proposition 31 (the flavored tobacco ban) was implemented last year. Tobacco tax revenue projections estimate **First 5s will need to cut \$133M** in early childhood community investments over the next two fiscal years and **\$426.8M** in the next five fiscal years. The need is urgent— more than 42% of First 5s have already made program cuts this year and 60% are planning on program cuts in 2024-25.

Without a short term, stop-gap investment from the state, programs serving tens of thousands of low-income children and children of color will end. California's babies, toddlers, and preschoolers should not bear the impact of the flavored tobacco ban in the form of fewer services and opportunities for healthy development.

Local First 5s make up a statewide, 58-county network of early childhood service providers, case managers, grant makers, program coordinators, trusted messengers, researchers, advocates, and effective public stewards of state and local funding. Together this network impacts the lives of more than 1 million kids, families and caregivers each year.

In addition to community program cuts, operational reduction in this network mean First 5s cannot coordinate local early childhood services like home visiting or serve as contract managers for CalAIM (California Advancing and Innovating Medi-Cal) community partners.

Thank you for your consideration of this request. If you have any questions, please contact my Legislative Director, Charmaine Mills, at Charmaine.Mills@asm.ca.gov.

Sincerely,



GAIL PELLERIN
ASSEMBLYMEMBER, 28TH DISTRICT



CHILD CARE PREVIEW NIGHT!

Join us to learn more about available child care resources in the community! Resource Tables, 4Cs Presentation, Food, Drawings and much more!

FREE



THURSDAY, MARCH 21, 2024
5:30 P.M.-7:30 P.M.



RED MORTON COMMUNITY CENTER
1120 ROOSEVELT AVE., REDWOOD CITY, 94061



+650-517-1436



rwcparcs.org/childcarenight



BuildUpSMC@sanmateo4cs.org



Upward Scholars
BAY AREA





¡NOCHE INFORMATIVA DE CUIDADO INFANTIL!

¡Únase a nosotros para aprender más sobre los recursos de cuidado infantil disponibles en la comunidad! ¡Mezas de recursos, presentación de 4C, comida, sorteos y mucho más!

GRATIS



JUEVES, 21 DE MARZO 2024
5:30 P.M.-7:30 P.M.



CENTRO COMUNITARIO DE RED MORTON
1120 ROOSEVELT AVE., REDWOOD CITY, 94061



+650-517-1436



rwcparcs.org/childcarenight



BuildUpSMC@sanmateo4cs.org



Upward Scholars
BAY AREA



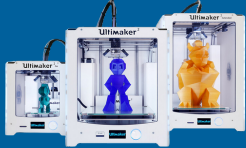


Community Resources Fair


Join us for a vibrant district-wide Community Resource Fair, where community agencies unite to promote well-being for all. Explore an array of offerings including oral dental exams, food distribution by Second Harvest, engaging activity booths, enriching book giveaways, and exciting raffles. Discover resources, connect with experts, and embark on a journey to nurture your body and mind. Don't miss this opportunity to prioritize your health and wellness with us!

**SATURDAY,
MARCH 23, 2024
9 AM-12 PM**

**COLLEGE PARK ELEMENTARY
715 Indian Ave, San Mateo
Multipurpose Room**



**3D Demo
9am-12pm**



**Instruction
9:30am**



**Medi-Cal
Presentation
10:30am**





Feria de recursos comunitarios

Acompáñanos para una vibrante Feria de Recursos de Salud y Bienestar para todo el distrito, donde las agencias comunitarias se unen para promover el bienestar de todos. Explore una variedad de ofertas que incluyen exámenes dentales bucales, distribución de alimentos de Second Harvest, interesantes puestos de actividades, enriquecedores obsequios de libros y rifas. Descubra recursos, conéctese con expertos y embárgese en un viaje para nutrir su cuerpo y su mente.

¡No pierda esta oportunidad de priorizar su salud y bienestar con nosotros!

**SÁBADO, 23 DE MARZO
DEL 2024
9 AM-12 PM**

**ESCUELA PRIMARIA COLLEGE PARK
715 Indian Ave, San Mateo
Sala multipropósito**



**Demostración 3D
9 am - 12 pm**



**Instrucción
9:30 am**



**Presentación
10:30 am**



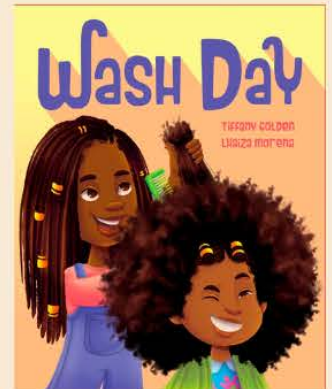
PROMOTING DIVERSE LITERATURE!



FREE/NO RSVP

KIDS

READ



ALOUD

READING - ACTIVITIES - RAFFLE - AGES 0-5 + FAMILIES

HALF MOON BAY LIBRARY

620 CORREAS ST, HALF MOON BAY

APRIL 7, 2024

11:00AM, CHILDREN'S
ROOM

PARTNERED WITH



WITH TIFFANY GOLDEN

AUTHOR OF
WASH DAY & I
WANT TO BE BIG!

HOSTED BY THE SM COUNTY YOUTH COMMISSION

SHARE:

[Join Our Email List](#)



Newsletter | February 2024 - March 2024

Advocacy Day 2024: Fighting for more inclusive, sustainable early childhoods



This month, we celebrated First 5 Advocacy Day and we joined our colleagues from First 5 Santa Clara in Sacramento to talk about how important funding for early childhood services is in the Bay Area with our Assemblymember, Marc Berman. Our voice is our power, and together, we made a difference! First 5s are facing major cuts over the next five fiscal years and action is needed now more than ever.

Hundreds of First 5 leaders from across California who collectively serve over one million of the state's children and caregivers rallied in the Capitol, calling for a one-time \$100 million investment, aimed to stabilize various local programs serving

children and families amidst dwindling tobacco tax revenues that fund these programs.

This work is critical, and our communities deserve to thrive from the beginning. This investment is a no brainer, and we are proud to fight for it along side so many incredible advocates. To learn more about First 5 San Mateo County's advocacy work, [explore the community toolkit on our website](#).

Advocacy Day:

Prenatal-to-Three Bill AB 2982



Due to your unwavering commitment, and as a direct result of meetings with your legislators this year, we're thrilled to confirm Assemblymember Eloise Reyes has authored our prenatal-to-three workgroup bill. Officially introduced as AB 2982, this bill calls for the establishment of a statewide prenatal-to-three workgroup to craft evidence-based and community-informed recommendations that create a comprehensive, equity-focused prenatal-to-three system in California. Our vision is that this workgroup uplifts the value, leadership,

and expertise of the First 5 Network in this space, and positions us to offer policy, funding, and systems solutions for California's babies and families.

Black History Month:

Stories from the San Mateo County Community

This Black History Month, we are highlighting different ways to celebrate Blackness in San Mateo County. Check out our blog series, [Nurturing Diversity](#), to read about the Black experiences that shape San Mateo County and get into why it is so important to center inclusivity, diversity, and acceptance in early childhood from the very beginning.

This February and beyond, let's continue the journey toward a more inclusive, equitable, and vibrant future for all, recognizing the significant influence of Black

caregivers in our community.

Visit blackece.org/ to read more about their vision, and the great work they're doing to ensure California's early care and education system is culturally affirming for Black children, families, educators, and providers and read our [Nurturing Diversity](#), series all month long!

Nurturing Diversity: Celebrating the Power of Black Caregivers in Early Childhood

2024 Oral Health Social Media Toolkit: Happy Children's Dental Health Month!



As we celebrate Children's Dental Health Month this February, we are excited to provide resources to share valuable information about early childhood oral health.

This social media toolkit shares engaging content and strategies to promote oral health awareness not just this month, but **throughout the year**.

Together, let's make a lasting impact on children's oral health one post at a time, collectively advocating for healthy smiles and empowering families to prioritize children's dental well-being.

Download the Oral Health Social Media Toolkit

🎉 Congratulations Claire Bleymaier 🎉 2023 STARS Award for Diversity, Equity, & Inclusion



Claire Bleymaier's Oral Public Health Program received the 2023 San Mateo County STARS Award in Diversity, Equity, and Inclusion for their work implementing the state-mandated Kindergarten Oral Health Assessment (KOHA) countywide, and particularly for expanding on-site oral health screenings to all of our lower income schools! HUGE congratulations to our partners at [Sonrisas Dental Health](#), [Ravenswood Family Health Network](#), [Magic Tooth Bus](#), [Healthier Kids Foundation](#), [San Mateo County Office of Education](#),

school staff (nurses and admins!) [the Oral Health Coalition](#), and [Family Health Services](#) leadership for their hard work and partnership.

Calling All Communities: How are you Celebrating Week of The Young Child?

How are YOU celebrating the Week of the Young Child this April? We are so excited for another fun-filled week celebrating young children and their families with hands-on, collaborative activities encouraging movement and healthy lifestyles through music, food, and art and we want to share opportunities to celebrate with our community. Please share the Week of the Young Child celebrations that you are most excited about by emailing them to first5smc@smcgov.org!

Tell us about YOUR Celebrations

First 5 San Mateo County Commissioners on:

The Importance of Investing in Early Care & Education **Attachment 9.7**

Claire Cunningham

Supervisor Noelia Corzo



Claire Cunningham became a First 5 San Mateo County Commissioner in July 2023 when she was appointed as the Director of the San Mateo County Human Services Agency, with over fifteen years of experience.

As a former school board member and current county supervisor, Noelia Corzo brings a unique perspective to the F5SMC team. Her personal journey raising a child in San Mateo County aligns with the work we do to support families here in our county.

**Get To Know Commissioner
Claire Cunningham**

**Get To Know Commissioner
& Supervisor Noelia Corzo**

Behavioral Health Initiative Grant: Trauma-informed practices in San Mateo County

We were proud to be selected as grantees for the second round of the Children Youth Behavioral Health Initiative funding for trauma-informed evidence-based practices. We are looking forward to working with early childhood mental health providers throughout our community to understand how to best support children, families, and providers who are dealing with trauma.

First 5 San Mateo County | 1700 S. El Camino Real, Suite 405, San Mateo, CA 94402



Digital Communications Analytics Report

February 1, 2024 - February 29, 2024

In February, visitors predominantly accessed First 5 San Mateo's online resources through the homepage URL. In addition to the home page, this month, the Evolving Impact Blog and the first blog in the Nurturing Diversity were two of the top visited pages.

The social media content primarily focused on providing information and sharing oral health information and resources in celebration of National Children's Dental Health Month that linked to San Mateo County resources and the First 5 San Mateo County webpage. These posts aimed to share resources from First 5 partners, encourage parents to schedule appointments for their children, and offer dental health tips and tricks. These posts have been compiled into a social media toolkit, serving as evergreen dental health content that can be shared at any time.

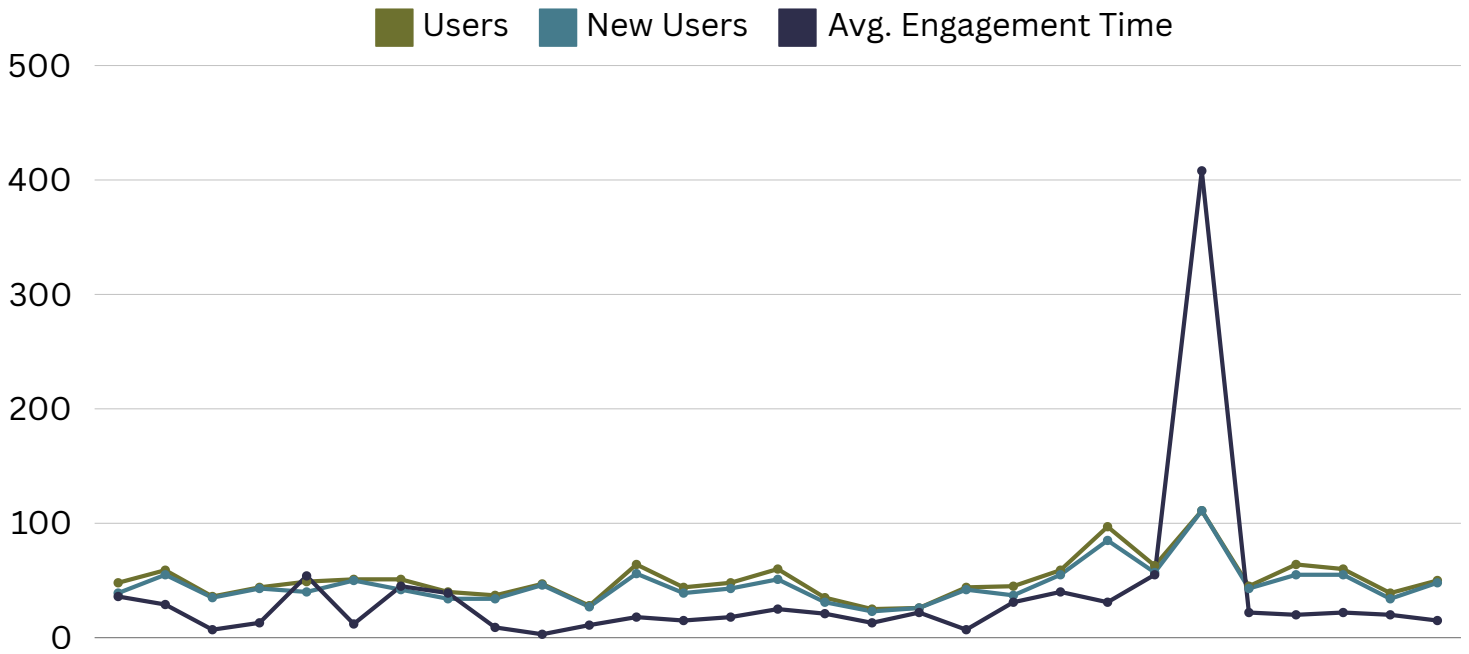
Two of the top posts were the first blog in the Nurturing Diversity series and the oral health post highlighting Health Plan of San Mateo Dental and Medi-Cal Dental covering two visits per year for children.

First 5 San Mateo Accounts

Followers

| | |
|-------------------------------------|------|
| Instagram: @first5sanmateo | 1.4K |
| Facebook: @First 5 San Mateo County | 2.4K |
| LinkedIn: @First 5 San Mateo County | 207 |
| Twitter: @first5sanmateo | 675 |

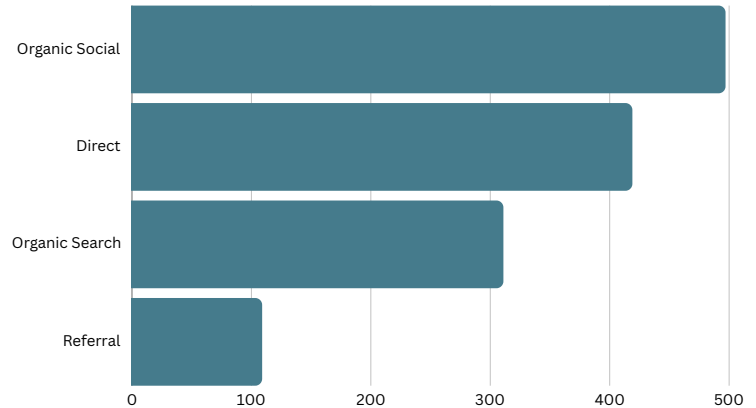
Who is using your website?



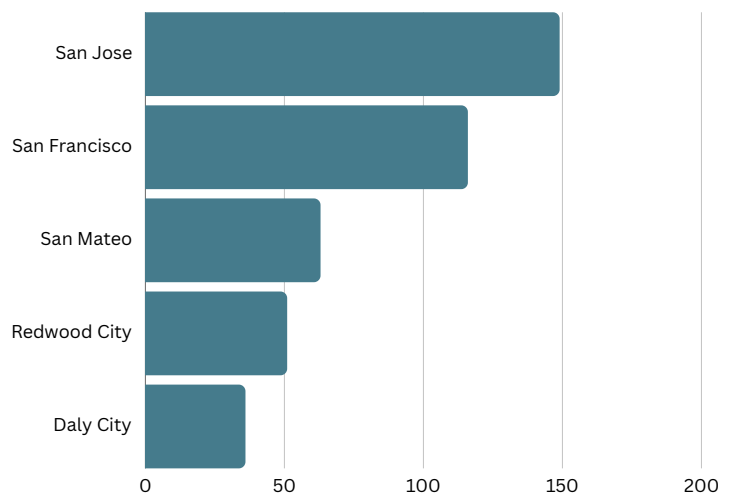
What pages do your users visit?

| Page Name | Views |
|--|-------|
| First 5 San Mateo County Home Page | 3,173 |
| Resources | 399 |
| Evolving Impact: Data-Driven Insights Transforming Early Childhood Programs in San Mateo County – First 5 San Mateo County | 278 |
| Nurturing Diversity: Celebrating the Power of Black Caregivers in Early Childhood. – First 5 San Mateo County | 182 |
| Who We Are – First 5 San Mateo County | 91 |
| Nurturing Diversity: Paving the Way for Black Excellence in Early Childhood Education. – First 5 San Mateo County | 89 |
| Our Work – First 5 San Mateo County | 70 |
| Commission – First 5 San Mateo County | 67 |
| Commissioners – First 5 San Mateo County | 67 |
| Car Seat Checks – First 5 San Mateo County | 56 |

How do you acquire new users?



Users by City



Meta: Facebook & Instagram

Attachment 9.8

Facebook Reach

23.4K

Instagram Reach

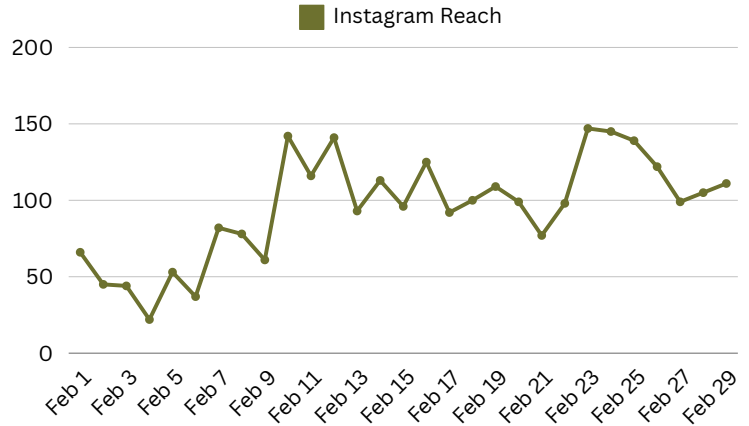
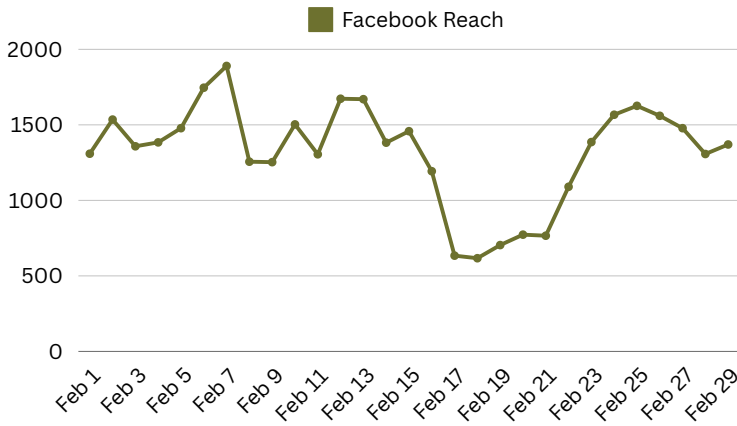
1.9K

Paid Reach

30K

Paid Impressions

65K



Top Performing Content

| | Reach | Likes & Reactions | Link Clicks |
|--|---------------|-------------------------------|-------------------|
| This month, we're shining a light on the infl... 🌿 First 5 San Mateo County | 4.3K Reach | 6 Reactions/Likes, com... | 33 Link clicks |
| Your child's oral health is directly related to... 🌿 First 5 San Mateo County | 2.3K Reach | 6 Reactions/Likes, com... | 26 Link clicks |
| Hey parents! When was the last time your li... 🌿 first5sanmateo | 1K Reach | 2 Reactions/Likes, com... | -- |
| Join us for a Spanish-language webinar tha... 🌿 First 5 San Mateo County | 212 Reach | 4 Reactions/Likes, com... | -- |
| Happy Black History Month from First 5 Sa... 🌿 First 5 San Mateo County | 121 Reach | 0 Reactions/Likes, com... | -- |
| Dive into the art of building healthy relation... 🌿 First 5 San Mateo County | 117 Reach | 1 Reactions/Likes, com... | -- |
| Dive into the art of building healthy relation... 🌿 First 5 San Mateo County | 101 Reach | 1 Reactions/Likes, com... | -- |
| Today is First 5 Advocacy Day and we joine... 🌿 first5sanmateo | 101 Reach | 10 Reactions/Likes, com... | -- |
| Dive into the art of building healthy relation... 🌿 First 5 San Mateo County | 96 Reach | 0 Reactions/Likes, com... | -- |
| Happy Chinese New Year from First 5 San ... 🌿 First 5 San Mateo County | 94 Reach | 1 Reactions/Likes, com... | -- |

Audience

Facebook Page
New Likes

24

Instagram Page
New Followers

18

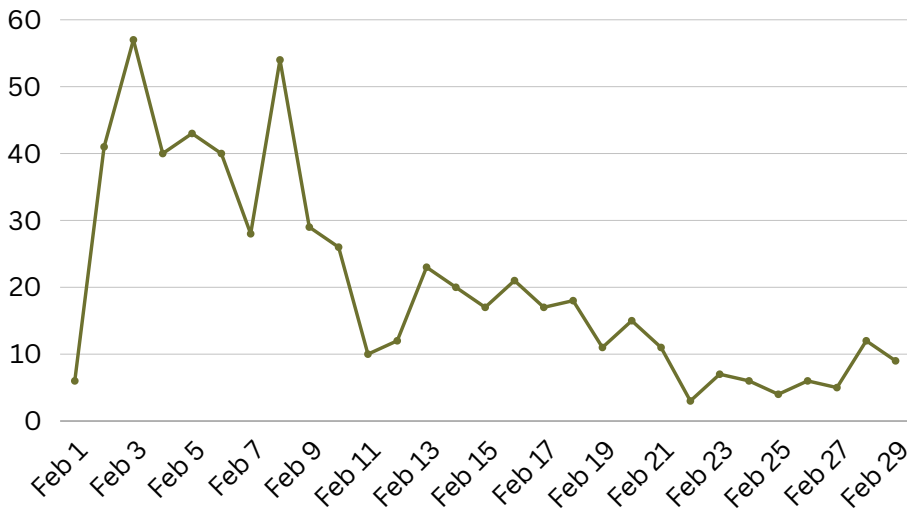
Facebook Page Visits

365

Instagram Page Visits

39

Impressions



Visitor highlights

0

Page views

18

Unique visitors

4

New followers

11

Search appearances

463

Post impressions

Top Performing LinkedIn Posts

Today is First 5 Advocacy Day and we joined our colleagues from First 5 Santa Clara in Sacramento to talk about how important funding for early childhood services is in the Bay Area with our Assemblymember, Marc Berman.

Our voice is our power, and together, we can make a difference at Advocacy Day on February 7! First 5s are facing major cuts over the next five fiscal years and action is needed now more than ever.

#AdvocacyDay #FSAD #Sacramento #earlychildhood #advocacy #IECMH #MediCal #ContinuousCoverage #ContinuousEligibility #HomeVisiting #REDI #DEIB



87 Impressions

1 Click

7 Reactions

First 5 Advocacy Day is to ensure that every child receives the best start in life. On February 7, we're showing policymakers the POWER of determination and standing up for early childhood policymaking by raising awareness about the need for sustainability of the First 5 Network.

#FSAD #IECMH #MediCal #ContinuousCoverage #ContinuousEligibility #HomeVisiting #REDI



46 Impressions

1 Click

2 Reactions

Dive into the art of building healthy relationships with our QT Healthy Relationships workshop series! From friendships to family, and beyond, join us every Wednesday from 5 p.m. - 6:30 p.m., starting January 24th.

Co-hosted by CORA and the San Mateo County Pride Center, this free, in-person class is a unique opportunity for LGBTQ+ community members (18+) to explore the intricacies of relationships in all their forms.

Topics include Anti-Oppression and Values, Expectations and Negotiation, Accountability, Boundaries, Conflict & Community Connections.

Register at <https://lnkd.in/eWNqziBz> and let's build connections that matter!



46 Impressions

2 Clicks

0 Reactions

Join us for a Spanish-language webinar that explores why and how to discuss these important topics with young children. Explore practical strategies to support young children on issues related to gender and love.

Gain age-appropriate information and guidance, along with practical strategies to support children as they navigate their sense of self and others in these early years.

Register now for this online training tailored for a diverse Latinx audience! <https://lnkd.in/g/JHVaR4M>



45 Impressions

0 Clicks

3 Reactions

First 5 San Mateo County
208 followers
1mo · 🌐

Our latest blog takes you on a journey of how First 5 San Mat impactful data to shape programs and foster success for eve

We're not just collecting data but revolutionizing the way we and enhance early childhood programs for children and fami

Visit to read more, and to hear about the dedicated work of c Evaluation Specialist, Jenifer Clark, spanning over 15 years!

first5sanmateo.org/evolving-impact-data-driven-insights-early-childhood-programs-in-san-mateo-county/

first5sanmateo.org · 5 min read

👍 1

Reactions

31 Impressions

0 Clicks

1 Reactions

First 5 San Mateo County
208 followers
3w · 🌐

We're celebrating Black history all month long with our Nurturing Diversity blog series 🌟

Check out the next blog in our series where we highlight the challenges that persist for many Black children during their early years: <https://lnkd.in/gVvYJjt>

Did you miss the first blog? Don't worry! Visit our website to catch up and read the latest in the series 📖

#happyblackhistorymonth #blackhistorymonth #first5 #firstfive #first5sanmateo #first5sm #FSSMC #sanmateo #sanmateocounty #earlychildhood #community



30 Impressions

0 Clicks

1 Reactions

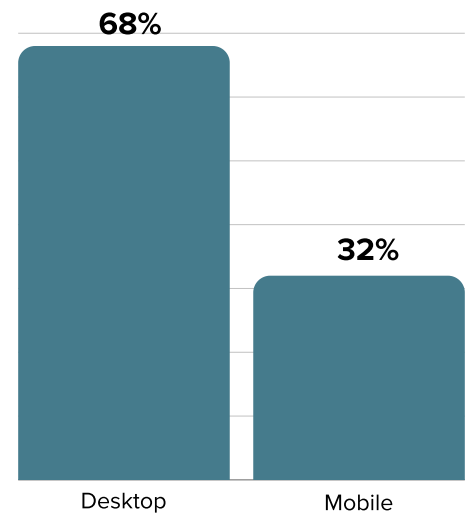
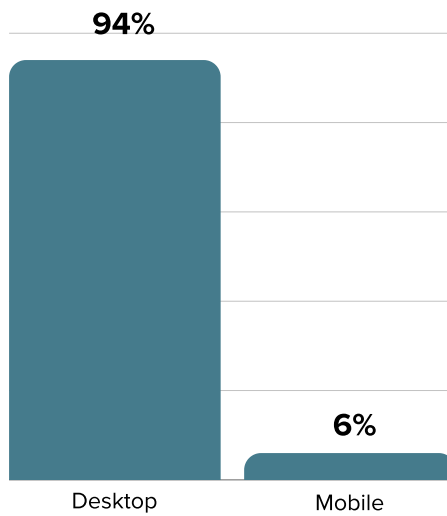
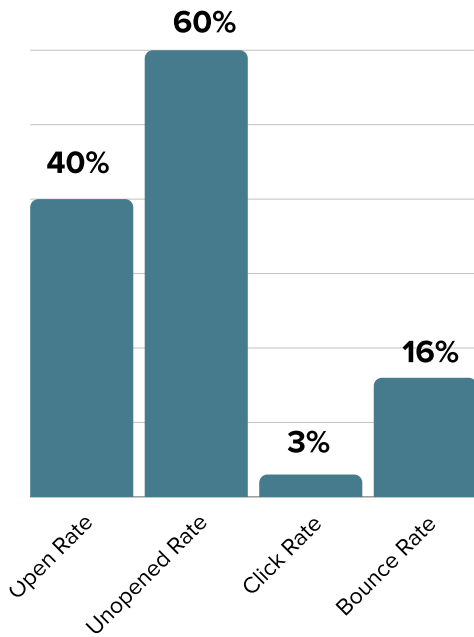
Email

Attachment 9.8

856 Sends

289 Opens

23 Clicks



Email Performance

Sent
479

Open Rate
38.1%

Click Rate
1.2%

| | | | |
|-------------------------|-------|------------------------|------|
| Opens | 155 | Clicks | 5 |
| Sent | 479 | Did Not Open | 252 |
| Bounces | 72 | Unsubscribed | 1 |
| Desktop Open Percentage | 407 | Spam Reports | 0 |
| Successful Deliveries | 95.5% | Mobile Open Percentage | 4.5% |

Trends

| | | | |
|----------------------|-------|-----------------|-------|
| Your Open Rate | 40% | Your click rate | 3% |
| vs. previous 29 days | -5% ↓ | Did Not Open | +0% |
| vs. industry average | -2% ↓ | Unsubscribed | +1% ↑ |

DATE: March 25, 2024
TO: First 5 San Mateo County (F5SMC) Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Early Childhood Evaluation Advisory Committee Meeting – Mar 18, 2024

- Commission Members Present: Louise Rogers (Chair), Manufou Liaiga-Anoa'i, Naveen Mahmood
- Grantee Representatives Present: Heather Cleary, Peninsula Family Service; Carol Elliot, AbilityPath
- EVALCORP Representatives via Zoom: Kelly Goods, Sally Lee, Sarah Stevens
- F5SMC Staff: Kitty Lopez, Michelle Blakely, Jenifer Clark

The Early Childhood Evaluation Advisory Committee met in person on Monday, March 18th.

Updates and Announcements:

- **The Baby Bonus Project:** Louise Rogers provided an update on the Baby Bonus Project. The start-date for the project has been pushed back to January 1, 2025. This extended timeline has allowed the Evaluation Committee to apply for an NIH funding opportunity to support the work. If the grant application is successful, it could bring in up to \$500,000/year over five years.
- **Evaluation Enhancement Data Collection:** Jenifer Clark and the EVALCORP team provided training opportunities to our grantees and subcontractors on the pilot data collection tools over the past few weeks. Agencies have received the final versions of the tools and are able to implement them starting this week. Concerns have been raised regarding the length of the tools and the sensitive nature of some of the questions being asked. F5SMC and EVALCORP are in the process of developing mechanisms for implementing staff to share their feedback about the surveys, and this feedback will be incorporated for FY 2024-25 data collection.

Discussion: Parent Focus Group Results

The EVALCORP team presented the results of the Parent Focus Groups conducted earlier this year. Key findings included:

- Formal sources of support that provide childcare linkage and assistance with basic needs are perceived as most useful to families
- Families' current needs include: affordable childcare, after school programs, and recreation opportunities; financial and housing assistance; and help with navigating systems and services
- Families see a need for training service providers on how to provide empathetic and trauma-informed care

The next meeting of the Early Childhood Evaluation Advisory Committee is scheduled to be held in person on May 13, 2024 from 3:30-4:30pm.