

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

DATE: Monday, September 23, 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 September 23, 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: Recognition of Karen Pisani, Former Family Support Program Specialist, First 5 San Mateo County | 4:10 PM |
| Action Item | | |

| | | |
|----------------------------|---|---------|
| 6 | Approval of Amendment to Agreement with Within Collaborative for the Centering Family Voice Project to increase the total amount of the agreement by \$80,310.40 for a new total obligation not to exceed \$164,872.90 for the term from October 15, 2023 through June 30, 2025 <i>(See Attachment 6)</i> | 4:20 PM |
| Discussion Items | | |
| 7 | Presentation: Baby Bonus Project: Parent Input on the Community Health Worker Role by Jenifer Clark, Research and Evaluation Specialist and Mai Le, Community Health Planner, First 5 San Mateo County | 4:25 PM |
| 8 | Presentation: First 5 SMC Accomplishments FY 2023 - 2024 by Kitty Lopez, Executive Director, First 5 San Mateo County | 4:45 PM |
| 9 | Strategic Plan 2025 – 2030: Updates on Community Learnings By Iris Elent, Director of Community Engagement and Strategic Planning, VIVA Social Impact Partners <i>(See Attachment 9)</i> | 5:05 PM |
| Informational Items | | |
| 10 | Report of the First 5 San Mateo County Staff Team By Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 10)</i> | 5:55 PM |
| 11 | Adjournment | 6:00 PM |

Public Participation:

The September 23, 2024, First 5 San Mateo County Commission meeting may be accessed through Zoom link at the top of this agenda. The September 23, 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/99622266925>). 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, September 20, 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, September 20, 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, September 20, 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 September 23, 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

September 23, 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 July 22, 2024 Commission Meeting Minutes
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
July 22, 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, Claire Cunningham, Sylvia Espinoza, Nancy Magee, Naveen Mahmood, Nikia Richardson, Louise Rogers
Adele Ryono (Youth Commission)

Absent: Noelia Corzo, Manufou Liaiga-Anoa'i
Rikhav Shah (Youth Commission)

Staff: Kitty Lopez, Michelle Blakely, Emily Roberts, Jenifer Clark,
Khanh Chau, Mai Le, Myra Cruz

County Counsel: Jennifer Stalzer

A quorum was present. Commission Chair Richardson called the meeting to order at 4:01 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 July 22, 2024, Meeting and Approve Consent Agenda Items:

MOTION: MAGEE / SECOND: CUNNINGHAM
AYES: BORAGNO, CUNNINGHAM, ESPINOZA, MAGEE, MAHMOOD, RICHARDSON,
ROGERS
AYES - YC: RYONO
NOES: NONE
ABSTAIN: NONE

Motion approved.

Public Comments: None

4. Commission Announcements: None

5. **Storytelling: First 5 Work/Impact: Recognition of Karen Pisani, Former Family Support Program Specialist, First 5 San Mateo County**

Executive Director Kitty Lopez stated that this agenda item will be deferred to the September 23 Commission Meeting because Karen Pisani is unable to attend, and there is not enough time to revise the agenda.

Public Comments: None

6. **Presentation: San Mateo County Equity Update**

Kitty Lopez introduced presenter, Shireen Malekafzali, Chief Equity Officer of County of San Mateo, to share the equity work that the County has been doing. Malekafzali highlighted the following:

- Context definitions of equity, equality, diversity, inclusion, and belonging.
- Root causes of inequities in systems of oppression and discrimination, such as white supremacy, patriarchy, and colonialism, as well as policies and practices like slavery, school segregation, and Indigenous genocide.
- Overall racial inclusion index map of U.S. from 2009 – 2019.
- A 2021 – 2022 graph for San Mateo County showing the negative correlation between 3rd grade reading proficiency and household income in elementary schools.
- Demographics of San Mateo County such as 63% people of color, large immigrant community which consist of 35% foreign born & 57% of children have immigrant parents, and over 50% of Human Services Agency clients speak a primary language other than English.
- The development journey of countywide equity infrastructure.
- Countywide equity action plan.
- Staff Equity Resource Hub.
- SMC Equity Ordinance.

Public Comments: None

The Commission thanked the presenter and asked question comments such as budget performance measurement and resistance.

The Power Point Presentation can be found on the F5SMC's website, [July 22, 2024 Commission Meeting Presentations](#).

7. **Presentation: San Mateo County Home Visiting Landscape Plan Update**

Michelle Blakely introduced presenter Tamara Hamai, President of Hamai Consulting, to provide an update on a community-based systems project funded by First 5 California which supports all counties in the state. Launched during COVID-19, the initiative aims to map service providers and programs across sectors. Hamai shared their findings and highlighted the following:

- Described its north star.
- Definition of Home Visiting Programs.
- Environmental scan and strategic planning timeline.
- Implementation strategies include the coordination committee, central hub work group and updating the environmental scan.

- Priorities and their goals:
 1. Expand program eligibility and flexibility to increase families' access to the home visiting programs.
 2. Strengthen continuity of care for families.
 3. Improve quality of home visiting services.
- Home visiting programs in San Mateo County include San Mateo County Family Health Services, IZZI Early Education, Star Vista, Human Services Agency – Child and Family Services, Peninsula Family Services and Family Connections.
- Client's eligibility criteria.
- SMC home visiting programs are currently serving 1280 families, including 1,397 children, 967 parents, and 49 other family members.

Public Comments: None

The Commission thanked the presenter and asked questions.

The Power Point Presentation can be found on the F5SMC's website, [July 22, 2024 Commission Meeting Presentations](#).

8. Strategic Plan 2025 – 2030: Planning Process Update and Plan Discussion for the Strategic Plan FY 2025 - 2030

Kitty Lopez introduced Iris Elent, Director of Community Engagement and Strategic Planning at VIVA Social Impact Partners, a consultant engaged by F5SMC to oversee the strategic planning process for the FY 2025–2030 Strategic Plan. Iris has been working closely with the F5SMC staff and the Ad Hoc Committee, consisting of Commissioners Rogers, Magee and Boragno, and presented the key points to the Commission, requesting their input.

- Strategic Plan refresh process & timeline.
- Upcoming coming community engagements:
 - System Leader Convening on August 14
 - Community Partner Forum on August 19
- [An addendum on Draft Revised Values, Guiding Principles and Desired Outcomes](#) was presented following meetings with the F5SMC Staff and Ad Hoc Committee. It is available on our [website](#).
 - Discussion on Revised Values includes:
 - “Include children of diverse abilities” on item #4 can be more active statement similar to other items. Suggested statement: “We support the right of all children including those of diverse abilities to live, grow, and learn in their communities.”
 - Simplify the description languages on item #3 “Embrace the importance of all caregivers in the healthy development of children”, as not many parents would know the structure, delivery models, family services and supports.
 - Discussion on Revised Guiding Principles:

- The revised statements are clearer and more meaningful. For instance, Item #3 “Fostering excellence” on current guiding principles is too vague as it means different things to different people.
- Pleased to see Item #4, 'Promote Healing,' added, as the circumstances families are currently facing are increasingly complex. Rising levels of trauma are taking a toll on the staff and providers working to support these families.
- Discussion on Desired Outcomes:
 - Loved the bold statement, “San Mateo County: Where everyone belongs and children lead the way” was added.

The Commission shared the opportunities and considerations come up related to any of these draft outcomes and what resonates to them:

- The importance of promoting local parks and resources for families, particularly those who are unaware of free or low-cost opportunities in SMC. Many families especially non-English-speaking ones don't receive information about these resources. It was suggested ways to improve access, such as providing free parking passes, maps, better public transportation to parks, and promoting park-led activities, emphasizing the need for more inclusive communication efforts.
- The extent of what First 5 really communicates to all leaders in SMC at county & local levels and different partners about the importance of the work that's going on and the strategy.
- Creating a central hub or guide for healthcare information, including a clear timeline for vaccinations and other important milestones. This information should be easily accessible and understandable for parents to prevent it from being overlooked.
- The importance of emphasizing equity, effective communication, and understanding the specific issues facing the target population. Additionally, the value of preventive programs in child welfare, noting that many people are unaware of these services and emphasized investing in prevention to avoid negative outcomes and improve overall effectiveness.
- Values: Emphasizing the importance of a cradle-to-career approach for children in San Mateo County, likening it to other programs known as "Promise" initiatives in different areas. This approach would map out a path from birth to college graduation, supporting families who need assistance navigating this journey.

Guiding Principles: Acknowledging First 5's leadership in promoting healing through trauma and resiliency-informed systems and First 5's role in leading these efforts and hoped the organization would continue to model this important work, despite the challenges associated with grant funding.

Outcomes: Expressing support for adding a new outcome focused on giving families agency and voice in directing policies and systems. This as a challenging but crucial aspect of equity work and proposed investing energy into developing successful small-scale models to eventually scale them up county-wide.

- Echoing the focus on the guiding principle of promoting healing, specifically calling out the need for greater attention to mental health care for young children and families and supporting the comments about raising awareness and the need for a stronger focus on communication.
- Reflecting on the progress made since the last strategic planning, noting how First 5's role as a convener, policy leader, and advocate has strengthened. Acknowledged resource challenges but highlighted opportunities for First 5 to advocate, organize, and push initiatives forward without necessarily requiring its own resources. Pointing out to efforts like the "Baby Bonus" program.
Appreciating the mention of environmental resources, noting a successful "parks prescription" initiative where a cabin was loaned to families for weekend stays. They saw opportunities to expand similar partnerships and improve communication about free resources for early child care families. Overall, emphasizing that much of the work involves connecting families to existing solutions rather than directly funding them.
- Emphasizing the challenge of ensuring that all families, particularly those most in need, are engaged with and aware of the county services available to them. While First 5 and other organizations in San Mateo are offering a wide range of programs, both large and small, the key issue is making sure that families know about and can access these resources.
- Highlighting the importance of raising awareness about state programs, particularly mental health services, available to all residents of California. A significant grant approved by the governor to provide mental health and coaching services for children and teenagers. Specifically, Bright Life Kids, a program offering free coaching, wraparound services, and case management for children ages 0-12, regardless of income or insurance status. Stressing the importance of early intervention in mental health and how coaching can be the first step in preventing more severe issues.

Public Comments: None.

The Power Point Presentation can be found on the F5SMC's website, [July 22, 2024 Commission Meeting Presentations](#).

9. Report of the First 5 San Mateo County Staff Team:

Kitty Lopez, F5SMC's Executive Director, reviewed Attachment 9 Staff Team Report which is included in the Commission Packet. Lopez highlighted the following:

- CORA (Communities Overcoming Relationship Abuse) is offering 40-hour Domestic Violence Training and has reserved 5 spots free of charge for First 5 SMC partners.
- A press release from First 5 California and First 5 Association in response to Governor Gavin Newsom California state budget.

Public Comments: None.

Meeting Adjourned at 5:51 pm.

DATE: September 23, 2024
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Amendment to Agreement with WithIn Collaborative for the Centering Family Voice Project to increase the total amount of the agreement by \$80,310.40 for a new total obligation not to exceed \$164,872.90 for the term from October 15, 2023 through June 30, 2025

ACTION REQUESTED

Approval of amendment to Agreement with WithIn Collaborative for the Centering Family Voice Project to increase the total amount of the agreement by \$80,310.40 for a new total obligation not to exceed \$164,872.90 for the term October 15, 2023 through June 30, 2025

BACKGROUND

The Centering Family Voice Project, which began in October 2023 as a human-centered design project, intends to both inform strategy around the critical early-childhood issue of mental health, and to also inform how F5SMC can continue to center parents' voices in the actions, decisions, and future work of the agency.

In the area of mental health, the focus has been to understand the experience of parents who have sought support for a child under the age of six with mental health and/or dysregulation challenges. In particular, the aim of the project is to learn about the experiences of Hispanic/Latino/Latinx families, because of the known disparities in outcomes for this population.

“Centering parents’ voices” is shorthand for the objective that parents are able to give more input, imagine new solutions, and shape decisions for the systems and services meant to support families with young children. The process for this project is an attempt to do so for one topic- early childhood mental health- and to experiment with *how* to do it more generally. The primary ways parents have been centered in this project are:

1. Parents, with lived experience in the issue at hand (navigating support systems of early childhood mental health) are part of the project design team alongside a F5SMC staff member, a mental health professional, and the consultants.
2. The design team members interview additional parents about their experiences of the same issue, through in-depth ethnographic lived-experience interviews (centered on the stories of what they did and faced in seeking support).
3. The design team developed and began discussing solutions with parents (individually and/or in focus groups) to experiment with solutions to get direct feedback.

Work to date on this project includes:

- Listening to stories of parents seeking services for kids’ behavioral and mental health needs. The design team interviewed seven parents, and also heard from the three design team parent members for a total of 10 experiences
- Creation of a big picture narrative, specific insights, and potential opportunities/problem areas

- Experimenting with ways to include parents' voices to shape early childhood work: a project team and lived experience interviews with parents
- Development of a team who are invested in the work. Two parents and the early childhood mental health provider plan to continue on with the work
- Drafted a short-list of solutions/interventions the team is interested in pursuing focused on early childhood mental health
- Summarized takeaways and thoughts about the effort, approach, and ingredients needed to center parents in the work

KEY SERVICES TO BE PERFORMED

The amended scope and budget for this project include:

- Continued exploration and prioritization of the possible solutions/interventions identified by the design team
- Development of criteria to determine viability and impact of the proposed solutions to finalize future parent-centered early childhood mental health priorities
- Documenting the lessons learned about how to effectively and consistently center parent voice in the work of F5SMC
- Creation of an initial prototype of an Early Childhood Mental Health Resource Guide/ Map for families and providers working with young children and their families
- Outreach to test the resource guide/map with families and providers
- Finalizing a Resource Guide/ Map and distribution plan

FISCAL IMPACT

The funding for the previous contract as well as the proposed amendment for Within Collaborative for the Centering Family Voice Project totaling \$164,872.90 is allocated under SPIP Carryover 2020-2023.

RECOMMENDATION

Approval of amendment to Agreement with Within Collaborative for the Centering Family Voice Project to increase the total amount of the agreement by \$80,310.40 for a new total obligation not to exceed \$164,872.90 for the term October 15, 2023 through June 30, 2025

WithIn Collaborative

Phase 2 budget (Q3 2024 - Q2 2025)

For the F5SMC Centering Parent Voice and Mental Health Project

| Category | TOTAL WithIn DAYS | Total WithIn hours | BUDGET | PROCESS NOTES |
|--|-------------------|--------------------|------------|--|
| | | | | |
| | | | | |
| Project Work | | | | |
| Project Framing (work to figure out the plan) | 0.75 | 6.0 | \$1,875.00 | |
| Client / Core Team Meetings | 2.50 | 20.0 | \$6,250.00 | |
| Project Management / Communications | 2.50 | 20.0 | \$6,250.00 | |
| Convos and share-out to potential partners | 0.75 | 6.0 | \$1,875.00 | Initial conversations with people to tell them what we heard, what we are doing, and discuss collaboration possibilities. Could include Help Me Grow, Family Resource Center folks, etc. |
| Prep for Meeting One | 0.75 | 6.0 | \$1,875.00 | Prep tic-toc, activities, and content to review. |
| Team Meeting One: Solutions and Selection (August 2024) | 1.00 | 8.0 | \$2,500.00 | Generate more solution possibilities; discuss and prioritize; dabble into 'what would that look like as an experiment?' |
| Capture and share back results. | 0.25 | 2.0 | \$625.00 | |
| Prep for Ad Hoc-Group Meeting / Share with F5SMC staff | 0.75 | 6.0 | \$1,875.00 | Prepare to share our findings and current ideas. (Some time allocated to invite and prep with project team member(s) if beneficial.) |
| Prep experimentation plans // Discussion with all team members about plans | 1.25 | 10.0 | \$3,125.00 | Prep ideas and question about experimentation and implementation possibilities. WithIn+Emily to suss out what we would like propose and ask. |
| Create summary of work/plans and send to interviewees | 0.25 | 2.0 | \$625.00 | |
| Prep Meeting Two | 1.00 | 8.0 | \$2,500.00 | |
| Team Meeting Two: Experimentation Possibilities (Oct 2024) | 1.00 | 8.0 | \$2,500.00 | Discuss possible experimentation, and how to pursue it. Ideally we leave this meeting with clarity about what work is going forward. |

Attachment 6

| | | | | |
|---|--------------|--------------|--------------------|---|
| Capture results. Work on plans to advance the experimentation. | 0.75 | 6.0 | \$1,875.00 | Could include initial meetings with F5SMC, and potentially with other people and partners (team members, other orgs, etc.) |
| Create initial prototype of Resource Map: Research, conversations, layout. | 2.50 | 20.0 | \$6,250.00 | |
| Prep and test resource map in context. Test for traction with preschools and other community locations. | 2.75 | 22.0 | \$6,875.00 | |
| Onboard new parent team member(s) | 0.75 | 6.0 | \$1,875.00 | |
| Prep Meeting Three | 0.75 | 6.0 | \$1,875.00 | |
| Team Meeting Three (December 2024) | 1.00 | 8.0 | \$2,500.00 | |
| Continued work to test resource map and distribution, and preschool possibilities. Testing in context. | 3.25 | 26.0 | \$8,125.00 | |
| Prep Meeting Four | 0.75 | 6.0 | \$1,875.00 | |
| Team Meeting Four -- or larger group gathering (March 2025) | 1.00 | 8.0 | \$2,500.00 | |
| Capture results / share out / support document finalization (Resource Map) | 2.00 | 16.0 | \$5,000.00 | |
| Total Consulting Days | 28.25 | 226.0 | \$70,625.00 | |
| Travel, stipends & expenses | | | | |
| Travel and expenses | | | \$700.00 | Covers travel costs + supplies |
| Project Manager | | 20.0 | \$1,000.00 | Covers Within project manager |
| Participant Honoraria + Translation Support + Gathering Costs + Childcare | | | \$7,500.00 | Additional amount for this phase. (We have some funds remaining from previous budget.) Planning for \$1500 honoraria to each team member for 4 meetings plus other engagements (20 hours). There will likely be translation needed. |
| Reserve | | | \$500.00 | Covers unexpected expenses. |

Attachment 6

| | | | | |
|--|--|--|-------------------|------------------------------|
| TOTAL: travel, stipends, expenses+ overhead fee | | | \$9,700.00 | |
| With/In Overhead Fee | | | \$10,593.75 | 15% of consulting time only. |
| Total PROJECT fees | | | \$90,918.75 | |
| | | | | |
| Carry-over from initial contract term | | | \$10,608.35 | |
| | | | | |
| Requested additional budget | | | \$80,310.40 | |

DATE: September 23, 2024

TO: First 5 San Mateo County Commission

FROM: Kitty Lopez, Executive Director

RE: Strategic Plan 2025 – 2030: Updates on Community Learnings

ACTION REQUESTED

Discussion item

BACKGROUND

F5SMC has contracted with VIVA Social Impact Partners to design and facilitate the strategic planning process which will result in a refreshed five-year Strategic Plan for the period of July 1, 2025, through June 30, 2030. The refreshed Strategic Plan (SP) will build upon what has been learned and accomplished locally with the current Strategic Plan and Strategic Plan Implementation Plan (SPIP) and will produce a framework for the Commission and the community that outlines how F5SMC funds will strategically be invested over the next five years. The planning process commenced on May 1, 2024, and will result in clear recommendations for the Commission & Staff and its work for the upcoming Strategic Plan cycle set to begin in July 2025.

Specifically, the Commission will not be asked to reconsider and or make significant shifts in agency vision, mission, overarching desired outcomes, values, guiding principles, community roles, and primary focus areas; some areas may be “refreshed” with current language. The strategies recommended will also continue to be strongly rooted in research. At the same time, the Commission’s financial outlook, new partnership opportunities, and adaption to changing policy, service and funding landscapes require us to think about the ways we positively impact the community, including funding levels. The SP consultant will work with F5 Staff, Strategic Planning Ad-hoc Committee, and the full Commission throughout the process.

Strategic Planning Inputs

- Strategic Planning Timeline: May 1, 2024- December 16, 2024
- Long-Term Financial Plan Approval for local Community Investments June/July 2024
- Strategic Plan Ad Hoc Committee Participation (4 Commissioners)
- Commission, Staff and Community & Family Engagement
- Data, local evaluation results, foundational documents, and impact synthezation
- Strategic Plan and Strategic Plan Implementation Framework FY 2025-2030

STRATEGIC PLANNING PRESENTATION AND DISCUSSION

At today’s Commission Meeting, Iris Elent, VIVA Social Impact will provide an update on this strategic planning process, insights from the System Leader Convening and Community Forum, and engage the Commission in a rich discussion. See Attachments, **9.1 Strategic Plan Refresh Process and 9.2 F5SMC’s 25 Years Timeline**, for foundational documents.

FISCAL IMPACT

None

ACTION REQUESTED

Discussion item

**First 5 San Mateo County Strategic Plan Refresh Process
September 17, 2024**

Building upon the achievements in the 2020-2025 Strategic Plan, the Commission is looking to develop a refreshed 5-year plan for the term of 2025-2030.

Strategic Plan Refresh Inputs

The groups below will be convened over the next several months to provide their unique perspectives into the plan refresh process. This will culminate in a First 5 San Mateo County Commission approval item at the December 2024 meeting.

- 1. F5SMC Staff**
 - a. Up to five planning meetings
 - b. Work regularly with the consultant, Iris Elent, and all input groups to develop the refreshed plan.
- 2. F5SMC Strategic Planning Ad-hoc Committee**
 - a. Up to four planning meetings, including one joint meeting with F5SMC staff
- 3. F5SMC Commission Meetings**
 - a. Four Commission meetings: Three for planning updates and discussions, and one to consider the plan for adoption
- 4. Community Input**
 - a. One system leader convening to better understand the local and statewide landscape, including opportunities
 - b. One community partner forum to better understand priorities and needs
 - c. Leveraging family inputs through recent and concurrent family engagement activities (such as Baby Bonus interviews and focus groups, EvalCorp family focus groups, Centering Family Voice project, etc.) to better understand families' lived experiences, priorities, and recommendations.

Roles & Responsibilities

- 1. F5SMC Staff:** Contributes to discussions of strategic questions and provides recommendations for the refresh of the plan.
- 2. Ad-hoc Committee:** Provides thought partnership on key strategic questions, reviews staff recommendations, and provides recommendations to the Commission.
- 3. Commission:** Provide input, discuss and adopt the strategic plan.
- 4. Public/Community:** Provide feedback on existing strategies and share perspectives on the landscape, including needs and opportunities.

Strategic Plan Refresh Components

| Plan Elements | Action |
|--|---------------------|
| Term: <i>July 1, 2025 - June 30, 2030</i> | Remains the same |
| Mission: <i>First 5 San Mateo County promotes positive outcomes for young children and their families through strategic investments, community leadership, and effective partnerships.</i> | Remains the same |
| Vision: <i>Success for Every Child</i> | Remains the same |
| Desired Outcomes | Revisit for refresh |
| Preparing Children for Lifelong Success - Guiding Frameworks | Revisit for refresh |
| Roles of the Commission: <ol style="list-style-type: none"> 1. <i>Strategic Financial Investor</i> 2. <i>Community Partner</i> 3. <i>Systems Leader</i> | Remains the same |
| Profile of Children and Families in San Mateo County | Revisit for refresh |
| Core Values | Revisit for refresh |
| Guiding Principles | Revisit for refresh |
| Planning Process | Revisit for refresh |
| Focus Areas: <ol style="list-style-type: none"> 1. <i>Policy, Advocacy, and Communications</i> 2. <i>Quality Care and Education</i> 3. <i>Healthy Children</i> 4. <i>Resilient Families</i> | Remains the same |
| Strategies for Investment | Revisit for refresh |
| Indicators (population and participant level) | Revisit for refresh |
| Evaluation | Revisit for refresh |
| Conclusion | Revisit for refresh |

Refresh Process Timeline

Strikethrough = Meeting complete

| | F5SMC Staff | Ad-hoc Committee | Commission | Community Input |
|-----------|---|--|---|--|
| May | May 28 In-person | | | Data review |
| June | June 26 Virtual | | Survey June 24 | Data review |
| July | July 17 Virtual Staff interviews | July 19 Virtual | July 22 | |
| August | | | | Aug. 14 - System Leader Convening In-person Aug. 19 - Community Partner Forum In-person |
| September | Sept. 4 - Joint mtg w/ ad-hoc In-person Sept. 16 Virtual Additional meetings - TBD | Sept. 4 - Joint mtg w/ staff In-person Sept. 20 Virtual | Sept. 23 - Community Learnings | Ongoing: Community data review |
| October | Additional meetings - TBD | Oct. 16 Virtual Oct. 23 Virtual | Oct. 28th - Review draft plan | |
| December | | | Dec. 16th - Approve Plan | |



A quarter century of impact as a leader, partner, and investor for young children and families in San Mateo County

Select highlights from the past 25 years of the First 5 San Mateo County Commission for Children and Families

1998

Prop 10—The California Children & Families Act

First 5 commission is created through this voter approved initiative and is funded through Tobacco Tax revenues, recognizing that as tobacco consumption declines across the state, revenues for county commissions will decline.

2000

Healthy Homes Program

The Healthy Homes Program at StarVista was developed to support children's healthy development after being exposed to domestic violence. F5SMC continues to fund services for children exposed to domestic violence.

2002

Children's Health Initiative (CHI)

Through the CHI, **100% of children ages 0-5** were insured, and the number of uninsured children across all ages was **reduced from 17,000 to just 2,000 children** (older than 5 years).

San Mateo County continued to fund insurance for all children ages 0-5 until Medi-Cal eligibility was extended in California.

2005

Preschool for All

Preschool for All was launched to enhance quality of early learning settings and increase the number of children served in a preschool program.

2007

Watch Me Grow

Watch Me Grow was created to strengthen the local early identification and intervention system. Through Watch Me Grow we saw:

6,300 +
developmental screenings

2,000 +
service providers

400 +
cases supported

2008

Children's Bill of Rights

The Children's Bill of Rights was adopted by San Mateo County Board of Supervisors, and became a model for the State of California's Bill of Rights for Children and Youth of California decline.

2009

Prenatal to 3

First 5 joined was a community partner in this Family Health Service's program which supported over **700 families** on Medi-Cal with parenting skills, access to health care, and early identification through home visiting services.

EQulP and Bridges to Success

The Early Childhood Quality Improvement Project (EQulP, now known as EQ+IP) was launched to support enhanced quality in early learning settings. Bridges to Success included both the Kickoff to Kindergarten and Ready Schools initiatives.

2012

Oral Health Initiative & The Big Lift

Launched the Oral Health initiative and Virtual Dental Home Program, which has continued to reach the county's most underserved children.

Helped to seed and support The Big Lift, an initiative that is still active today, focused on improving 3rd grade literacy in the County.

2014

Quality Counts San Mateo County

Quality Counts San Mateo County launches to increase the number of early learning programs focused on quality early learning (aligned with the Quality Counts California QRIS model).

Help Me Grow San Mateo County

Help Me Grow San Mateo County is launched to support children with early identification and intervention and family supports, in alignment with the national model, building upon the success of Watch Me Grow.

2015

Build Up San Mateo County and State Influence

Launched Build Up San Mateo County to grow, improve and maintain the supply of child care and preschool facilities. In 2020, Build Up became the model for Build Up California.

2018

County & State Level Advocacy & Partnerships

- Ensured the continuation of family engagement services through The Big Lift initiative amidst loss of funding
- Provided input to the State Assembly Blue Ribbon Commission on Early Childhood Education
- Worked with the San Mateo County Human Services Agency to seed the Safe Start Program
- Participated in the County of San Mateo's Community Collaborative for Children's Success

2019

ACEs Aware

Round 1 Communications Grant recipient for CA Surgeon General's ACEs Aware Initiative in collaboration with Health Plan of San Mateo. The resulting communications campaign, which ran in 2020-2021, contributed to an increase of more than **4,000 ACEs screenings** in San Mateo County.

2020

COVID Response and Child Care Supports

Partnership for child care and community supplies distribution, focusing on those with the highest need and risk:

- 341 child care providers received 4,565 items
- 100 community families received child care supplies
- 7,099 total items distributed
- No cost grant extensions
- \$2 million secured for Child Care Relief Fund through the CARES Act

2021

Trauma and Resiliency-Informed Systems Initiative (TRISI)

Launched TRISI to transform service delivery in San Mateo County and saw:

- **8 agencies** complete the Trauma-Informed Organizational (TIO) Assessment tool with 446 staff
- **6 agencies** participate in TIO Cohort/coaching

2022

Pandemic Recovery & Community Learning

- Advocacy and support for Board of Supervisor funding (ARPA and Pandemic Recovery) focused on child care
- Conducted a home visiting environmental scan to better understand home visiting service needs
- Funded the Family Story Project to hear how local families experienced the pandemic and their ideas for aligned family-serving systems. Interviews were turned into videos for the F5SMC website and social media. The videos have been viewed more than **50,000** times.

2023

Addressing Health Equity Through the Baby Bonus Program

Began collaboration with The Jackie Speier Foundation and partners to implement the Baby Bonus Program, a pilot project to provide a cash gift and coordinated services for low-income families during the first three years of their child's life. This pilot program is ongoing.

2024

Communications

In 2023-2024, First 5 reached over **130,000** people on Facebook and nearly **25,000** people on Instagram. An estimated **12,000** people visited the website over **50,000** times. After the home page, the family resource library, sharing local programs, resources, and services, is the most visited page.

Oral Health

Created an oral health social media campaign. Thirteen posts sharing important oral health information with families reached **10,567** people and had **18,349** impressions. The campaign materials were also compiled as a toolkit and shared with local and state-wide partners.

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

OVERVIEW

QUALITY CARE AND EDUCATION

The Big Lift Steering Committee

The Big Lift (TBL) Steering committee continues to meet Biweekly. **Let's Read San Mateo County** has launched! - Explore [Let's Read San Mateo County](#), a resource created by The Big Lift just for families to read with their children. The website provides as comprehensive guide to reading and language development milestones from birth through elementary school. Families can learn how reading works, discover practical tips for reading with children at different ages, and find resources for additional support.

San Mateo County Family Childcare Organization.

F5SMC was pleased to sponsor the first annual Family Fund Day on behalf of the SMC Family Childcare Organization (SMC FCCO). Liz Scully (SMCFCCO) reports the event was a tremendous success, providing a wonderful opportunity for community building and meaningful engagement with providers, families, and various community organizations. A video highlight of the day's activities a positive impact, San Mateo County Family Childcare Organization [Family Fun Day Highlights](#)

Early Learning and Care Teacher Stipend Program

First 5 San Mateo County (F5SMC) partners with the San Mateo County Office of Education (SMCOE) and partner agencies to support the early learning workforce. We are excited to announce the Early Learning and Care Teacher Stipend Program! The *application opened on September 16*. Please see attached flyers with information to help early learning teachers get ready to apply. Please share within your networks. (**See Attachment 10.1**). The stipend program is open to individuals working with children ages 0-12 in early learning and care programs in San Mateo County. There are 2 stipend tracks: College Coursework or Training (Professional Development hours) and additional milestones this 2024 - 2025 program year. Contact elcstipend@smcoe.org with any questions.

Child Care Partnership Council

At the September 16th, the Child Care Partnership Council (CCPC) gave a heartfelt send off to Sarah Kinahan, CCPC Coordinator. Sarah is leaving SMCOE and the CCPC at the end of this month to return to independent consulting work in support of the local early learning and care field. "I have been honored to have the opportunity to serve our community in the role of CCPC Coordinator for the past four and a half years. It was life-changing to be part of a team that worked to help the early learning and care field endure the pandemic, and to be a part of implementing new initiatives that will advance the early learning field such as the ECE Career Pathways Program and Universal Prekindergarten Mixed Delivery System Planning. I look forward to carrying forward all that I have learned and the relationships that I have made into a new career chapter serving the early learning community". Sarah will be ensuring a smooth transition and wished the CCPC continued success in fulfilling its mission of "taking the lead in

planning and advocating for quality care and early education for all children, from birth to age thirteen, in San Mateo County.”

HEALTHY CHILDREN

HMG Physician Advisory Group

The Help Me Grow Physician Advisory Group convened under the leadership of the HMG Physician Champion and former Commissioner Dr. Neel Patel on August 5. The group received updates on HMG physician outreach activities and the transitioning HMG Multidisciplinary Roundtable in addition to carving out time to hear from group members about priority issues.

SMC Children’s Oral Health Workgroup

The Children’s Oral Health Workgroup met on August 7 for a routine meeting, The agenda included a state policy/ budget update from Children Now, a Oral Health Program update from SMC Health, and a deeper discussion of early care and education sites and service delivery. The group meets next on October 2.

TRISI 2.0 Agency Partners Retreat

On August 15, F5SMC convened the Trauma- and Resiliency-Informed Systems Initiative 2.0 agency partners for a half day retreat at the Mercy Center. Approximately 40 key staff members from SMC Health- Behavioral Health and Recovery Services, SMC Office of Education, and Child and Family Services (HSA) attended. The retreat was facilitated by Ken Epstein with the goals of connecting with each other in a healing space, deepening understanding of organizational trauma and healing, and considering new ways of working together.

Leadership CORPS

F5SMC staff member Emily Roberts has been selected to join the Leadership Council of SMC’s 2025 Leadership CORPS cohort. The Leadership CORPS program is a 10-month professional development experience for established senior-level leaders from the business, nonprofit, and government sectors. The program is designed to empower participants with the knowledge, skills, and relationships they need to advance and deepen their community impact. The two-day Leadership CORPS orientation took place on September 12-13 in Burlingame; subsequent meetings will be held monthly

RESILIENT FAMILIES

Friday CAFE’s (Community and Family Engagement)

The Advisory Council for the Friday CAFE maintains a robust Advisory Council consisting of 10 members representing 7 San Mateo County Community agencies. Additionally, 2 First 5 staff, the Friday CAFE Conversation Catalyst and 2 SMCOE colleagues are also members of the Council. **See Attachment 10.2** for a marketing flyer for recruiting new participants to monthly CAFES. The September CAFÉ on Friday, September 27 from 9 am – 11 am, will be a time to reconnect with colleagues and fill up your cup with joy! Together, colleagues will delve into how they are showing up this fall and how that impacts work with families. **It’s Time to REFRESH** Reset at Every Friday CAFÉ to Restore, Energize, and Shift How we serve and connect **Location:** Twin Pines Lodge 40 Twin Pines Lane, Belmont. See [link](#) to Friday Cafe Informational or (**See Attachment 10.2**) Flyer.

SPECIAL PROJECT

Baby Bonus Program

Baby Bonus program planning is on track and making good progress with fundraising, program and evaluation design, and partnership building. F5SMC released a Request for Proposals ([RFP](#)) for the Baby Bonus Guaranteed Income Payment Distribution Vendor, due September 20th. F5SMC staff presented on the Baby Bonus at the September 13th meeting of the San Mateo County Shared Prosperity Coordinating Council. The information was well-received and there is excitement about the program.

POLICY & ADVOCACY UPDATES

Multi-Year Continuous Medi-Cal Enrollment For Children 0 – 5

On August 24, 2024, F5SMC endorsed a letter to Governor Gavin Newsom, urging him to direct the Department of Health Care Services to submit the federal approval request promptly. This is crucial to maintaining stable Medi-Cal coverage for children and meeting the 2026 implementation deadline. The 2024-25 budget, which allocated funding for multi-year continuous Medi-Cal coverage for children ages 0 to 5, will ensure that by 2026, approximately 90,000 eligible children remain protected from losing their coverage unnecessarily. **(See Attachment 10.3)**

Parental Stress Is a Public Health Concern, US Surgeon General Says

On August 30, 2024, *SHRM* website, released an [article](#) that according to public health advisory from the US Surgeon General, that parents have been “experiencing record amounts of stress as many juggle work and child care responsibilities. Mothers and fathers now work more hours than they did four decades ago—while also spending significantly more time on primary childcare, according to the advisory. That’s putting pressure and demands on parents and straining their mental health.” **(See Attachment 10.4)**

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

Roar the Dragon Coloring Book

First 5 California released [Roar the Dragon](#), a free printable coloring book. The book tells a story and teaches children about expressing their feelings while they color. It is available in both English and Spanish.

The Impact of California’s Mental Health Service Provider Shortage: Inequitable Access to Infant and Early Childhood Mental Health Services

The First 5 Center for Children’s Policy released a report, [The Impact of California’s Mental Health Service Provider Shortage: Inequitable Access to Infant and Early Childhood Mental Health Services](#), that explores the vital importance of promoting mental health in early childhood, acknowledging the significant influence these formative years have on long-term being. The shortage of infant and early childhood mental health providers poses a challenge to delivering essential mental and behavioral health services to our youngest children, which are crucial for supporting their healthy development both now and in the future. Click the link to read the report: <https://first5center.org/publications/the-impact-of-californias-mental-health-service-provider-shortage-inequitable-access-to-infant-and-early-childhood-mental-health-services>

Statewide Advocacy for all First 5's with First 5 CA Commission

On August 22, First 5 California (F5CA) held their Commission meeting and the State Association's Stabilization Fund proposal was on the agenda for an informational discussion. This proposal would authorize First 5 CA Commission to create a Stabilization Fund with their dollars to support local First 5's as revenues continue to drastically decline. Thanks to all of the tremendous support from so many First 5 EDs, staff, Commissioners, and local partners, the First 5 Association was able to show the tremendous unity and power of this Network when it comes to advocating for local children and families! At one point there were nearly 90 callers on Zoom and 40 leaders in the audience in San Diego. We also had dozens of letters and written comments of support come through to the Commission. Major kudos are in order for the Association's Board President [@Fabiola González](#), First 5 Fresno, and all of our Board members who advised the Association on this direction and came out in support. Executive Director and Association Past President spoke in support of this proposal at the meeting; Commissioner Rogers also submitted a letter of support. We are hoping to solidify an actionable response by First 5 CA in the next few months.

COMMUNITY AND STATEWIDE EVENTS & UPDATES**Diaper Drive**

A team of high school interns for the Jackie Speier Foundation are organizing a diaper drive in response to a local need for diaper supplies. The event will be held on September 22, 2024, from 10am-5pm at Westlake Community Center in Daly City (**See Attachment 10.5**). Donated diapers will be taken to Daly City Partnership and YMCA Community Resource Center for distribution to the community. Mai Le, First 5 SMC staff, has been helping to advise the students on the need of parents and young children in our county, and creating effective community partnerships.

COMMUNICATIONS**First 5 Association Communications Workgroup Meeting**

On September 12, 2024, F5SMC staff member Myra Cruz attended the monthly First 5 Association Communications Workgroup meeting virtually, along with other representatives from County First 5s. Topics discussed included First 5 California (F5CA) New Parent Kits, 25th Anniversary Celebrations, F5CA Dragon Stands/Coloring Books, and the [F5CA Raise California Strong](#) Initiative partner toolkit.

Social Media and Analytics Reports (See Attachment 10.6)

APPLY NOW!

EARLY LEARNING & CARE TEACHER STIPEND

Applications Now Accepted through December 13, 2024

NEW APPLICANT?



LEARN MORE:

www.smcoe.org/ELCstipend

RETURNING APPLICANT?



GET GOING NOW!

www.caregistry.org

The Early Learning & Care Teacher Stipend

provides support to Early Learning and Care professionals as they advance along career pathways through degree and Child Development Permit coursework and through continuous professional development hours.

COLLEGE COURSEWORK TRACK

3-5 units = \$400

6-11 units = \$1,000

12-24 units = \$2,000

(semester units)

TRAINING TRACK

10-20 hours = \$300

21+ hours = \$500

Additional Stipends \$\$ for **MILESTONES!**
\$300 - \$800



SAN MATEO
COUNTY
OFFICE OF
EDUCATION

Questions? Contact:

ELCstipend@smcoe.org





Friday C.A.F.E.

Community and Family Engagement

THE WHAT

Friday C.A.F.E., which stands for Community and Family Engagement, is an unconventional Professional Learning Community (PLC) for family engagement practitioners with four overarching goals:

- Build connections through networking
- Spark innovative thinking
- Establish a professional identity for the family engagement field
- Create a restorative experience

THE HOW

Friday C.A.F.E.s take place monthly and are all about peer learning and sharing among a group of professionals, who often feel isolated! The C.A.F.E.s are facilitated by a Conversation Catalyst and provide a reflective space for the participants to examine their own practices and explore a more effective and meaningful approach to engaging with families.

THE WHY

C.A.F.E.s offer an invitation to explore a more relational approach to family engagement with a focus on having meaningful conversations rather than transactional interactions focused on completing forms and centering rules and regulations.

C.A.F.E.s create a safe space for practitioners to tell their stories and through this sharing, support each other in their work with families. In the spirit of a parallel process, we hope they can then create this same experience for families.

Please help us spread the word and encourage your family facing practitioners to join the monthly CAFEs! They take place both in-person (3 x/year) as well as virtually.

Register: www.fridaycafe.org/chapters/san-mateo/



"I enjoy Friday C.A.F.E. so much, it's my space to feel connected, heard, and take away tips for myself and my families."



"I am practicing being more aware and being present and in tune with myself, so I can be present and supportive of the families' needs."

Questions? Contact
Soodie Ansari, sansari@smcoe.org
Luz Ariza, lariza@smcoe.org

Sign On Letter: Multi-Year Continuous Medi-Cal Enrollment for Children 0-5

In the 2022/23 budget, California enacted multi-year continuous Medi-Cal coverage for children ages 0-5-- an important and effective protection to keep children covered without gaps in coverage to ensure healthy childhood development. This policy was funded in the 2024-25 State Budget.

We want to send a strong message of support to the Administration that protecting children's stable coverage in Medi-Cal is a priority, and that DHCS should submit the request for federal approval **as soon as possible**. The federal continuous Medicaid coverage protection during the pandemic demonstrated how effective this policy can be in keeping children covered --reducing gaps in coverage AND even reducing the overall uninsured rate for children. It works and should be continued. **Please use this form to sign on to a coalition letter below by August 23rd, 2024 no later than 5pm PT.** (Note: Organizational affiliations are for identification purposes only.)

August 23, 2024

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

Dear Governor Newsom,

We greatly appreciate that the 2024-25 budget included funding to implement multi-year continuous Medi-Cal coverage for children ages 0 to 5. As a result, in 2026, an estimated 90,000 Medi-Cal children will be protected against unnecessarily losing their coverage, despite remaining eligible.

To meet the 2026 implementation date, the State must move forward now with important steps, such as submitting a request for federal approval, as the window of opportunity to receive that approval may close at the end of this year. The current federal administration supports and has approved multi-year continuous Medicaid coverage policies for children in other states. However, a possible change in administration next year could close that opportunity for California.

While the Department of Health Care Services (DHCS) has several requests pending federal review and approval, submitting this multi-year continuous coverage request now would not jeopardize the timeliness and approval of DHCS' other federal requests. Instead it would merely put the request in queue and allow time for the federal public comment period to begin upon submission. Because the multi-year continuous request has been approved in several other states previously, this request is not difficult or time-consuming to review. It will not impede negotiations with DHCS' existing requests. The federal agency could consider consolidating approval of California's continuous coverage with other states' similar policy requests.

Attachment 10.3

Through the 2022-2023 budget, California was one of the first states in the country to adopt a multi-year continuous Medi-Cal enrollment (MYCE) protection for young children. This means that children under five can keep their Medi-Cal coverage without any annual redeterminations, which can cause loss of coverage often due to administrative hurdles. To preserve Medi-Cal coverage for young children beginning in January 2026, the intended start date, California funded this policy in the 2024-2025 final budget.

DHCS has already developed a draft federal request proposal and received public comment earlier this year. By submitting this federal request now under the current federal administration, California's multi-year continuous coverage policy could be implemented by the intended start date of January 2026. DHCS should submit that federal request now for the current administration to review and approve it.

We do not want California's children to be left behind as similar policies are being implemented in other states, including Oregon, Washington, Minnesota, New Mexico, North Carolina, Arizona, Hawaii, and Pennsylvania. We know California policymakers are committed to protecting children's Medi-Cal coverage and submitting a federal request as soon as possible allows this policy to remain viable for implementation.

Providing continuous Medi-Cal coverage is an important first step in achieving health equity for young children in California. Three-fourths of children covered by Medi-Cal are children of color. Medi-Cal is the primary source of coverage for children of color in California, and, yet, Latine enrollees are more likely to lose their Medi-Cal coverage during the annual renewal process. By removing barriers to coverage and access, Medi-Cal can play a unique and critical role in addressing the structural racism that health disparities reveal.

Given your commitment to providing a healthy start for California's children, we strongly urge you to direct DHCS to submit its federal request now—not next year when the opportunity for approval may be lost indefinitely. Preserving and protecting children's Medi-Cal coverage is in your hands, please take advantage of this opportunity. Our organizations look forward to continued engagement with state partners on the timely implementation of this important protection.

Sincerely,



IN FOCUS

Parental Stress Is a Public Health Concern, US Surgeon General Says

August 30, 2024 | [Kathryn Mayer](#)

Share  Reuse Permissions



The U.S. Surgeon General this week [issued a public health advisory for parents](#), saying they are experiencing record amounts of stress as many juggle work and child care responsibilities.

<https://www.shrm.org/topics-tools/news/benefits-compensation/parental-stress-is-a-public-health-concern--us-surgeon-general-s>

Mothers and fathers now work more hours than they did four decades ago—while also spending significantly more time on primary child care, according to the advisory. That’s putting pressure and demands on parents and straining their mental health. Over the past decade, parents have been consistently more likely to report experiencing high levels of stress compared to other adults. For example, in 2023, 33% of parents reported high levels of stress in the past month, compared to 20% of adults without children, according to the advisory.

All of that is resulting in a call to action for better support for working parents—including from employers.

“With this Advisory, I am calling for a fundamental shift in how we value and prioritize the mental health and well-being of parents,” said U.S. Surgeon General Dr. Vivek Murthy. “I am also outlining policies, programs, and individual actions we can all take to support parents and caregivers.”

Among other recommendations, the 36-page advisory calls for a national paid family and medical leave program. Employers are also encouraged to step up to provide support for working parents, including paid leave and flexible work schedules.

The advisory comes as other data finds that working parents are struggling and looking for better support from their employers. Many industry experts say that better benefits can help, including mental health resources; child care programs and stipends; and paid parental and family leave.

We gathered more articles from SHRM about how employers are supporting, and can support, working parents.

Why—and How—Employers Should Beef Up Support for Working Moms

Working mothers historically have struggled with finding their place in the workforce while also managing their family lives.

But in many ways, the past couple of years have been more difficult than ever. The spread of COVID-19, followed by the end of federal pandemic relief funding for child care (which led some child care providers to close), resulted in an exodus of mothers from the workforce. Meanwhile, significant numbers of working moms report feeling burned out at work as they try to balance their personal and professional lives.

“It’s an age-old story,” said Cheri Wheeler, vice president and senior consultant at Kelly Benefits Strategies, a benefits consultant firm based in Sparks, Md. “There have been so many working mothers struggling.”

<https://www.shrm.org/topics-tools/news/benefits-compensation/parental-stress-is-a-public-health-concern--us-surgeon-general-s>

That’s why, she said, employers need to recognize the challenges working mothers face and provide resources to help, especially during a time when attracting and retaining talent is proving difficult. Helping mothers—and all parents—in the workforce “helps the employer in terms of reduced turnover, increased productivity, and overall culture,” Wheeler said.

Lessons From One Employer’s Legacy Onsite Child Care Program

A few decades ago, herbs and spices company Frontier Co-op in Norway, Iowa, became a workplace where employees brought their kids. Many farming families worked at the company—men were often out in the field, while women started coming in to do the office work. But mothers, being the primary caregivers, didn’t know what to do with their young children.

“In order for them to work, they needed to bring the kids along with them. So they just started bringing the kids to work,” explained Megan Schulte, vice president of human resources at Frontier.

Fast-forward 40 years, and that informal program has turned into a bona fide child care center—and a huge contributor to the company’s attraction and retention efforts.

“It’s been really, really good for us from a recruiting standpoint, and a great advantage to have for any working parents,” Schulte said.

Frontier’s child care center at its headquarters—which currently serves around 110 kids—is open from 7 a.m. to 6 p.m. and supports children ages 6 weeks to 12 years. And it all comes at a bargain price: \$2-\$3 an hour per child for employees.

Dow Adds Child Care Assistance, Caregiving Benefits

Dow has joined a growing cache of employers that are focusing on supporting workers who are caregivers to children or other family members.

The Midland, Mich.-based chemical company announced in August that it has added a child care assistance program and two new partnerships that provide its 19,000 North American employees with caregiver support.

Dow’s new child care assistance program provides qualifying employees with a \$1,500 contribution from Dow to their dependent care flexible savings account to use toward

<https://www.shrm.org/topics-tools/news/benefits-compensation/parental-stress-is-a-public-health-concern--us-surgeon-general-s>

qualifying child care expenses. The benefit is available for U.S. employees who qualify based on annual base pay and/or job grade, Dow said.

Dow also rolled out a new caregiving benefit from provider Cariloop. Through the platform, Dow employees can access a content library, as well as a suite of digital tools, to utilize when planning and managing the care of a family member. Employees also have access to “care coaches” through Cariloop who can guide them through their caregiving journey, as well as assist with researching and vetting resources.

Dow also partnered with TOOTRiS, a tech platform specializing in child care solutions, to give employees access to a range of child care strategies tailored to each family’s needs.

“We all have tremendous responsibilities at work and at home, and supporting our workforce beyond just the paycheck, with benefits that take into consideration the real demands in people’s lives, is more than just a nice-to-do,” said Lisa Bryant, CHRO at Dow.

Soaring Child Care Costs Spur Calls for Employer Action

Child care costs in the U.S. are rising to unprecedented levels—and working parents are struggling to keep up financially.

Families spent 24% of their household income on child care in 2023, according to a survey of 2,000 parents by Care.com. For perspective, the U.S. Department of Health and Human Services considers 7% of household income to be an affordable price for child care.

About 35% of parents relied on their savings to cover child care costs, and 68% of those parents said they have 6 months or less until this money is depleted, the survey found.

“Within the first five years of their child’s life, parents are being forced into a financial hole that is nearly impossible to climb out of,” Brad Wilson, CEO of Care.com, said in a statement.

Nearly half of the parents who responded (47%) spent more than \$1,500 per month on child care expenses in 2023, which amounts to at least \$18,000 per year. Twenty percent of respondents reported spending more than \$36,000 on child care in 2023.

These soaring costs are causing many industry experts to say HR should step up to help via various child care benefits.

([SHRM](#))

<https://www.shrm.org/topics-tools/news/benefits-compensation/parental-stress-is-a-public-health-concern--us-surgeon-general-s>

Jackie Speier Foundation High School Project

DIAPER DRIVE

Come support by donating a pack of diapers for families in need!

ALL donated diapers will be given to Daly City Partnership & YMCA Community Resource Center!

Any questions? Reach out to: jackiespeierfoundation@gmail.com

Sunday, Sept. 22

@ 10AM - 5PM

Westlake Community Center
145 Lake Merced Blvd, Daly City,
CA 94015

A special thank you to our partners:



A project led by local high school students on behalf of the Jackie Speier Foundation with the support of First 5 San Mateo County!





REPORT FOR AUG 1, 2024 - AUG 31, 2024
FIRST 5 SAN MATEO 24-25

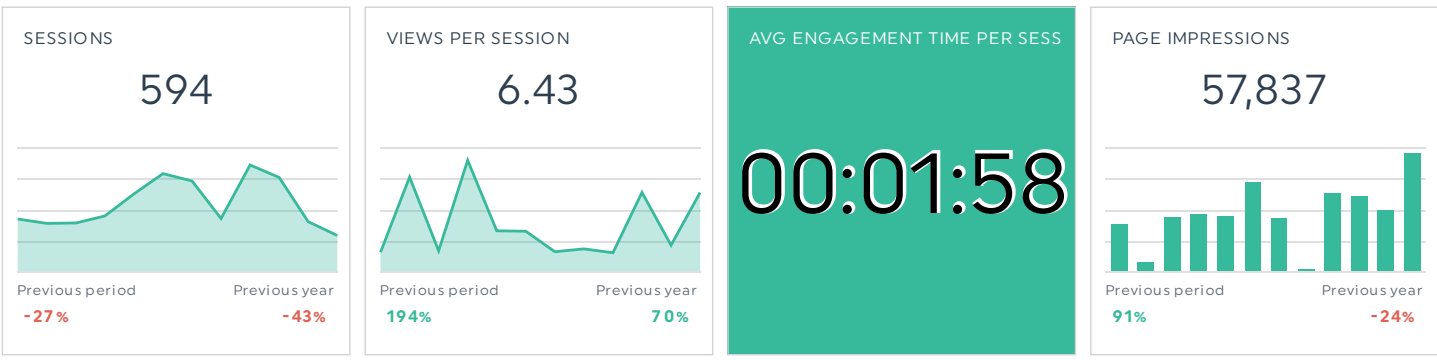
AUGUST ANALYTICS OVERVIEW

In August, our communications focused on two priorities: promoting the opportunity for families to participate in our Baby Bonus focus groups and interviews, and sharing content related to the early childhood return on investment. We also continued to share posts related to Friday CAFE and the blog about it which was first shared in July.

Posts related to the early childhood return on investment did particularly well organically on Instagram and Facebook, while posts related to Friday CAFE did best on LinkedIn. The majority of the paid ad investment on Facebook and Instagram was for the family insights opportunity. In addition, a post promoting the four ingredients of early development was promoted, in order to expand the reach of this foundation content that helps establish an understanding of what children and families need to thrive in the early years. Though it was a small promotion, it garnered significant engagement on Facebook.

Because neither of the ad campaigns this month directed traffic to the website, web traffic is down from the previous months; however overall website analytics are very strong. In particular, the view per session and average engagement time on the site are both high. That includes traffic to priority content pages and to the Friday CAFE blog post.

WEBSITE ANALYTICS

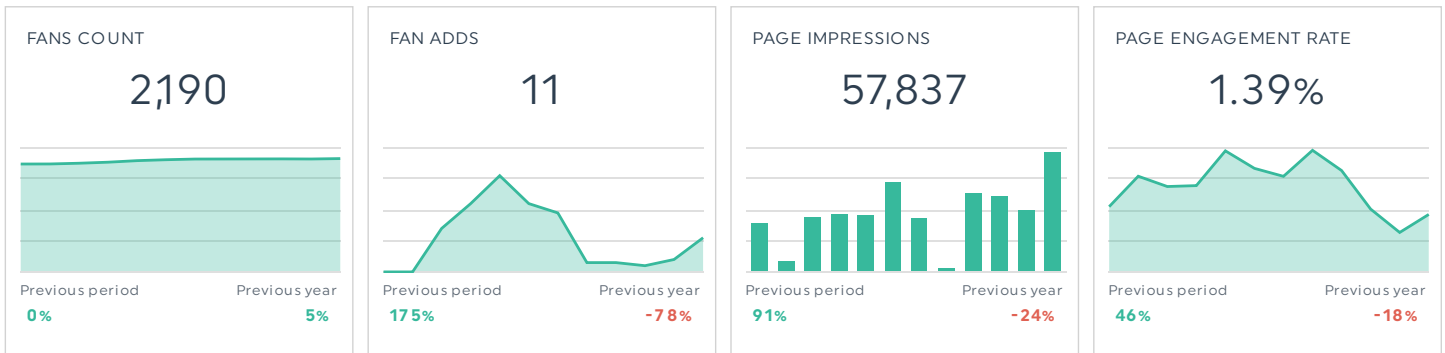


TOP VIEWS BY PAGE

| Page Address | Views |
|--|-------|
| / | 2,985 |
| /funding-opportunities/ | 101 |
| /staff/ | 78 |
| /resources/ | 58 |
| /our-work/ | 42 |
| /who-we-are-2/ | 40 |
| /for-parents-families/ | 37 |
| /commission/ | 31 |
| /commissioners/ | 30 |
| /empathy-in-action-fostering-trust-and-community-at-friday-cafe/ | 29 |

| | |
|-------------|---|
| video_start | 3 |
|-------------|---|

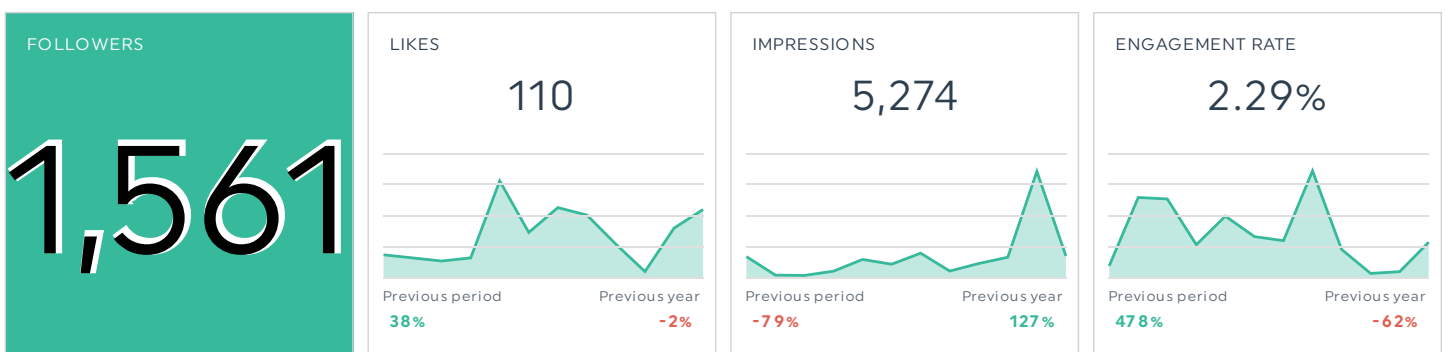
FACEBOOK INSIGHTS





TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

| Post With Image | Engagement Rate | Total Reactions | Post Comments | Post Shares |
|--|-----------------|-----------------|---------------|-------------|
| Four ingredients foster stability and healthy early childhoods. First 5 San Mateo County invests in paving the way for more families to access these S M t C t h l d b | 7.03% | 94 | 1 | 4 |
| Parenting Workshop for families with young children! Click the link to register: https://us02web.zoom.us/meeting/register/tZUsc-kEtY ZS 2XQI2LDY Wd4I #/ i t t i | 4.98% | 1 | 0 | 3 |
| First 5 of San Mateo County wants to hear from parents and caregivers like YOU about your experiences raising an infant or toddler! Sign up h | 4.35% | 3 | 0 | 0 |
| Investing in early childhood is like planting seeds for a garden of success! According to the Heckman Curve, for every dollar invested, there's a h i \$7 t Th t k l hildh d | 4.32% | 6 | 0 | 2 |
| Investing in early childhood is investing in our future. The first 5 years are critical for brain development, and financial stability during this i d i t i l Child i i l l | 3.76% | 3 | 0 | 1 |
| Stay in the loop with First 5 San Mateo County's monthly newsletter. Let us be your go-to source for essential information and services within the t V i t | 2.94% | 1 | 0 | 0 |

INSTAGRAM INSIGHTS



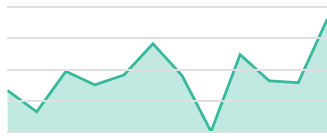
ENGAGEMENT BY POST (WITH IMAGE)

| Post With Image | Likes | Comments | Engagement | Total Post Reach |
|--|-------|----------|------------|------------------|
|  <p>Investing in early childhood is like planting seeds for a garden of success. According to the Heckman Curve, for every dollar invested, there's a whopping \$7 return. That makes early childhood one of the best investments you can make.</p> | 13 | 0 | 13 | 230 |
|  <p>Did you know? Play Outside Day is every first Saturday of the month! Embracing the great outdoors is not just fun; it's a crucial element in early childhood development. Studies show that outdoor play enhances children's cognitive, physical, and social-emotional development.</p> | 10 | 0 | 12 | 117 |
|  <p>"The people you are speaking to are experts, no matter what. They are sharing their lived experience which makes them an expert," Anthony added, emphasizing the importance of authentic connection. It's important to listen to the experiences of others.</p> | 10 | 0 | 13 | 152 |
|  <p>Happy gums, happy tots! Did you know your child's smile is a gateway to their overall joy and health? It's true! When children are experiencing tooth pain or discomfort, they are not able to play, focus, or thrive. Teeth are the gateway to a healthy, happy child.</p> | 10 | 1 | 11 | 55 |
|  <p>Economic security during early childhood is crucial! Studies show that children in financially stable homes are 2x more likely to graduate high school and 3x more likely to attend college. Providing families with financial stability is key to a bright future.</p> | 10 | 0 | 10 | 42 |
|  <p>Four ingredients foster stability and healthy early childhoods. First 5 San Mateo County invests in paving the way for more families to access these resources. San Mateo County should be a nurturing place for children to thrive.</p> | 10 | 0 | 11 | 87 |

FACEBOOK AND INSTAGRAM ADS

AMOUNT SPENT

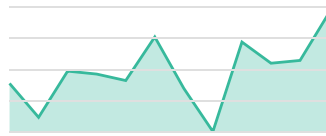
\$543.40



Previous period: 130%
Previous year: -8%

REACH

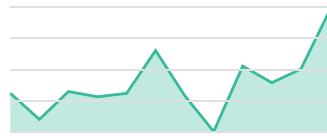
38,289



Previous period: 67%
Previous year: 74%

IMPRESSIONS

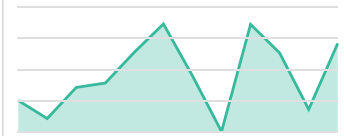
97,868



Previous period: 95%
Previous year: 26%

CLICKS (ALL)

1,420



Previous period: 298%
Previous year: -8%

TOP CAMPAIGN BY CLICKS (ALL)

| Campaign Name | Clicks (All) |
|--|--------------|
| Baby Bonuses - [ENG] Parent Recruitment - Copy | 677 |
| Baby Bonuses - [SPN] Parent Recruitment - Copy | 382 |
| Post: "Four ingredients foster stability and healthy..." | 273 |
| [Blog] Friday CAFEs | 47 |
| Instagram post: Parents! Are you ready to make... | 32 |
| 5 Protective Factors BLOG | 9 |

ENGAGEMENT BY AD

| Ad ID with image | Post Reactions | Link Clicks |
|---|----------------|-------------|
|  <p>Post: "Four ingredients foster stability and healthy..." (id: ...)</p> | 84 | 11 |
|  <p>New Traffic Ad (id: 120212200248050763)</p> | 9 | 445 |

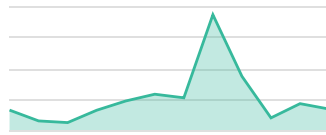
LINKEDIN INSIGHTS

FOLLOWERS

232

IMPRESSIONS

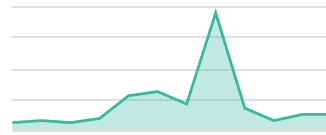
352



Previous period: -20%
Previous year: 47%

LIKES

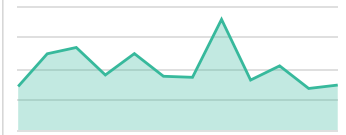
8



Previous period: 0%
Previous year: -53%

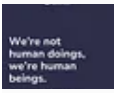





ENGAGEMENT RATE

3.7%



Previous period: 8%
Previous year: -65%

TOP POSTS BY ENGAGEMENT RATE

| Post with image | Engagement Rate ▾ | Likes | Clicks |
|---|-------------------|-------|--------|
|  <p>"We're not human doings, we're human beings." Everyone needs space to process and build community. That is what Friday C.A.F.E.s provide for family support professionals. Read about how these sessions catalyze kindness and strengthen our community. https://lnkd.in/gF-R67Fj</p> | 9.4% | 3 | 0 |
|  <p>"The people you are speaking to are experts, no matter what. They are sharing their lived experience which makes them an expert," Anthony added, emphasizing the importance of authentic connection. It's important to remember that every voice is a critical ingredient in a th i i l hildh d t Fid CAFE t th t k d t th th t Economic security during early childhood is crucial! Studies show that children in financially stable homes are 2x more likely to graduate high school and 3x more likely to attend college. Providing families with economic support lays the foundation for a lifetime of health, d ti d ll bi Wh f ili h j t littl bit f i l t di h Last month, our Friday CAFE leaders shared their experiences and the power of connection that Friday CAFE sessions offer. Click here to read the blog if you missed it! https://lnkd.in/gF-R67Fj</p> | 8.3% | 1 | 1 |
|  <p>Providing families with economic support lays the foundation for a lifetime of health, d ti d ll bi Wh f ili h j t littl bit f i l t di h Last month, our Friday CAFE leaders shared their experiences and the power of connection that Friday CAFE sessions offer. Click here to read the blog if you missed it! https://lnkd.in/gF-R67Fj</p> | 5.0% | 0 | 1 |
|  <p>Last month, our Friday CAFE leaders shared their experiences and the power of connection that Friday CAFE sessions offer. Click here to read the blog if you missed it! https://lnkd.in/gF-R67Fj</p> | 4.5% | 0 | 1 |
|  <p>Stay in the loop with First 5 San Mateo County's monthly newsletter. Let us be your go-to source for essential information and services within the county . Visit https://lnkd.in/g3rFKrFB to sign up.</p> | 4.2% | 0 | 1 |
|  <p>Investing in early childhood is investing in our future. The first 5 years are critical for brain development, and financial stability during this period is essential. Children in economically secure homes have better health, education, and life outcomes. As a community, we can i iti li i th t hild h t t t</p> | 3.2% | 1 | 0 |

