



1

Topics & Data Sources



- Community Health Worker Service Component
 - ✓ Interpersonal characteristics
 - ✓ Outreach Frequency
 - ✓ Modes of Outreach

- Family Challenges & Access to Services
 - ✓ Desired Support
 - ✓ Helpful Resources
 - ✓ Barriers to Access

- Ideal Program Design

	Number of Parents
Focus Groups	20
Interviews	9
Participant Surveys	69
TOTAL	98

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Most Commonly Reported Family Needs

- Child Care: 83%
- Basic Needs: 61%
- System Navigation: 61%
- Direct Financial Assistance: 57%
- Parenting Education: 35%
- Mental Health Services: 30%
- Social & Emotional Support: 26%
- Transportation: 22%
- Enrichment Activities: 17%



4



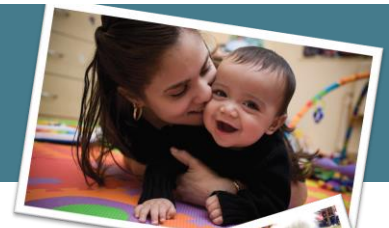
Unpacking System Navigation

- Awareness of available resources
- Understanding eligibility
- Getting a response from the service provider
- Language support
- Help completing applications and following up
- Transportation

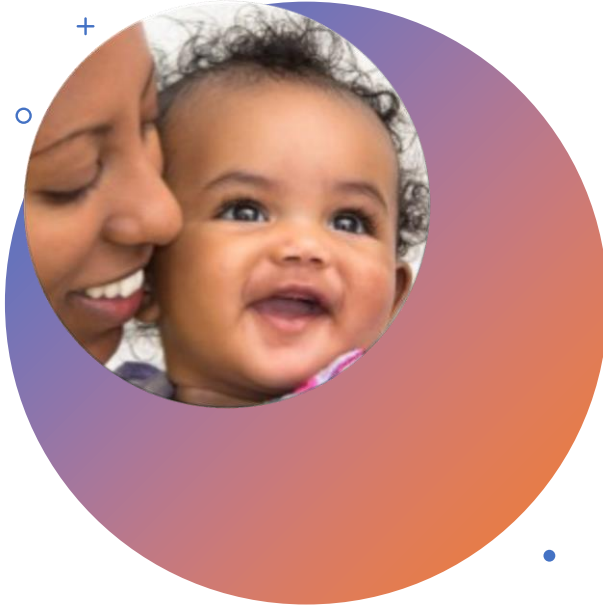
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Commonly Reported Barriers to Access

- Income-based eligibility for services
- Lack of awareness of available resources
- Lack of response from service providers
- Cost
- Services only available during working hours
- Confusing and onerous application processes
- Service location
- Finding providers who accept Medi-Cal



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Community Health Worker Services

- Linguistic & cultural concordance
- Connect once or twice per month
- Outreach via phone, text, or in-person
- Compassionate, non-judgmental, responsive, friendly, helpful

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If *you* were designing a program...



- It would start prenatally or right in the hospital
- The provider would look like me, speak my language, and be from my cultural background
- We would talk on the phone or meet at a place where I felt comfortable, which might not be at my home or at the program office
- They would check in frequently at first to see what I needed, especially if I seemed depressed or overwhelmed
- They could tell me about child development, infant care, and how to meet my baby's needs as he or she grows
- They could find programs that would meet my family's needs, figure out what I was eligible for, help me with the application, and follow up if the agency wasn't responsive or didn't speak my language
- They could help with transportation if I needed it
- There would be parent support groups and parent-child playgroups so that I could connect with other moms and my baby could play with other kids
- There would be classes or workshops on child development and how to be a good parent at different developmental stages

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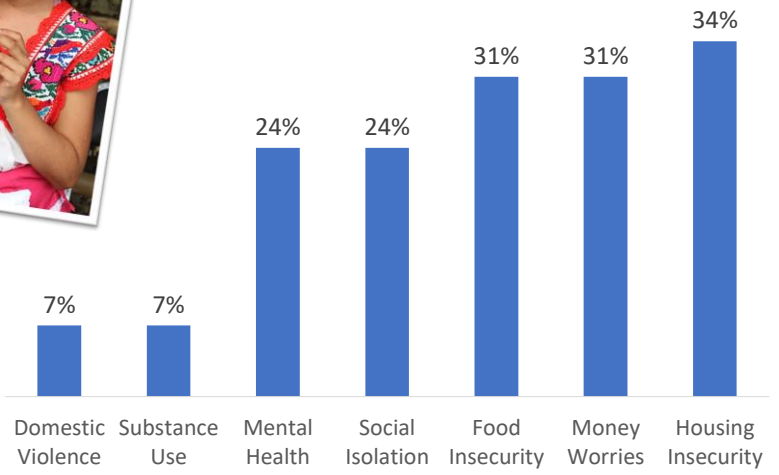
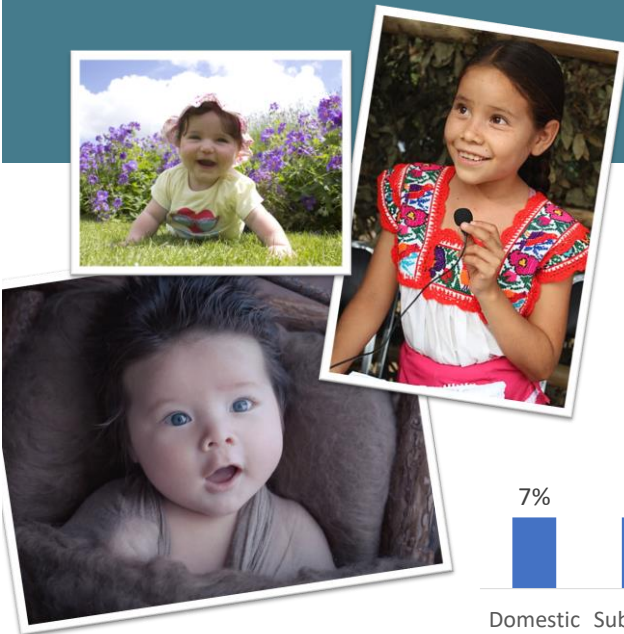


Preliminary Data from Parent Surveys



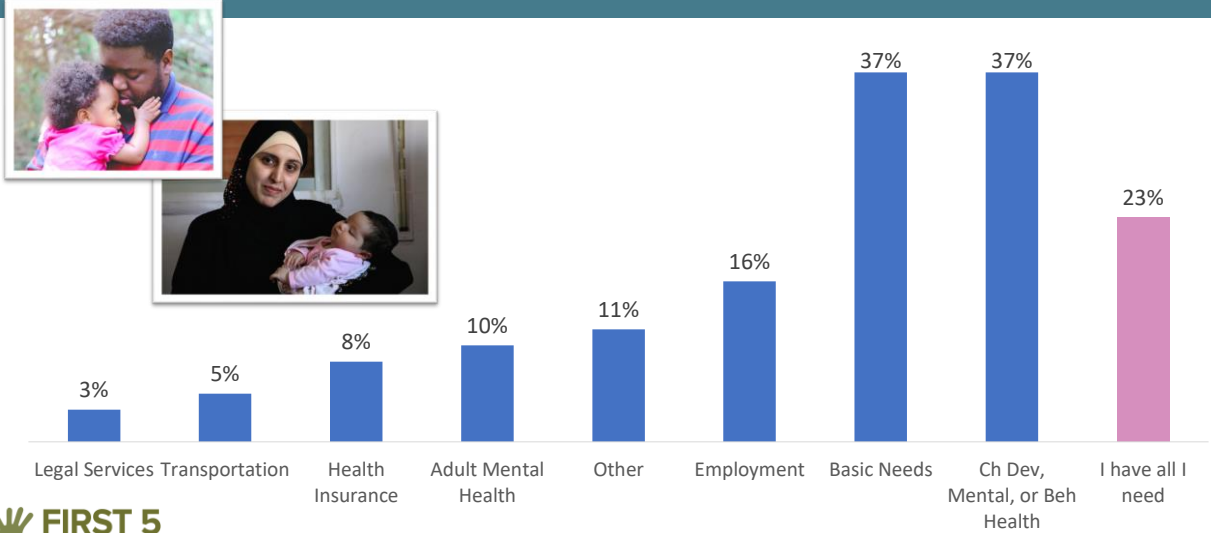
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Parent-Reported Risk Factors



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Parents Reporting Difficulty Accessing Services Within the Past 6 Months



Questions & Comments



CELEBRATING

YEARS

25



Accomplishments FY 23 – 24

September 23, 2024



Continue Investment in our DEIB & TIO Growth

What It Means to Be Healing Centered at F5



- Actively engaged in SMC Core Equity Meetings and Work Groups Implementation
- Applied DEIB & Healing approaches learned in coaching





Creating Impact

LEADER
INVESTOR
PARTNER

Impact as
LEADER



LAUNCHED

Early Childhood Mental Health Landscape Scan



LAUNCHED

Home Visiting
Systems Initiative
Scan



Home Visiting
Coordination
Committee

Impact as
INVESTOR





Awarded a Children and Youth Behavioral Health Initiative (CYBHI) grant from the state for Round 2: Trauma-Informed Practices

Launched our first Child-Parent Psychotherapy (CPP) training cohort of 25 mental health clinicians in April 2024



**CENTERING
FAMILY VOICE
Human-centered
Design Project
in partnership with
Latina/x mothers**



Began Strategic Planning Process for FY 2025 - 2030



Impact as
PARTNER



LAUNCHED



Baby Bonus Program

PARTNERED with First 5 Youth Commissioners to Expand Inclusive Literacy in Libraries

- Preschools, Parent groups, Local Businesses
- 100+ attendance
- Half Moon Bay, Belmont, & Pacifica



COMMUNITY OUTREACH

Redwood City



San Mateo



Daly City



Engaged 2 New Commissioners





Thank you
to our
Commission
for your continued support!



Thank You Community Partners!



THE LEGAL AID SOCIETY OF
SAN MATEO COUNTY



AND Thank You to Our Team!

Kitty Lopez

Executive Director

Myra Cruz

Operations Coordinator

Michelle Blakely

Deputy Director

Mai Le

Community Health Planner

Khanh Chau

Fiscal Management
Analyst

Jenifer Clark

Research and
Evaluation Specialist

Emily Roberts

Strategic Initiatives
Project Manager

Mey Winata

Fiscal Office Specialist





Still Much More to Do ...



VIVA
social impact
partners


F5SMC Strategic Planning

Commission Meeting
September 23, 2024

*Iris Elent, Director of Strategic Planning & Community
Engagement*

25-Years of Impact

Attachment 9.2



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 Star/Vista was developed to support children's healthy development after being exposed to domestic violence. FSSMC 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 <i>Watch Me Grow was created to strengthen the local early identification and intervention system. Through Watch Me Grow we saw:</i>	
	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 as a community partner in this Family Health Services' program which supported over 700 families on Medi-Cal with parenting skills, access to health care, and early identification through home visiting services.	EQiUP and Bridges to Success The Early Childhood Quality Improvement Project (EQiUP, now known as EQiIP) 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.

Attachment 9.2

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 GRIS 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 <ul style="list-style-type: none"> 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 <i>Partnership for child care and community supplies distribution, focusing on those with the highest need and risk:</i> <ul style="list-style-type: none"> 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) <i>Launched TRISI to transform service delivery in San Mateo County and saw:</i> <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Advocacy and support for Board of Supervisor funding (ARRA 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 FSSMC 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.



Community Events

August 14: System Leader Convening

- County system partners and philanthropic leaders

August 19: Community Partner Forum

- Partners from local agencies and initiatives



System Leader Convening

- San Mateo County Human Services Agency
- San Mateo County Office of Education
- San Mateo County Health
- Peninsula Health Care District
- First 5 Association of California
- Silicon Valley Community Foundation
- Sobrato Philanthropies



Community Partner Forum

- The Big Lift
- StarVista
- Puente de la Costa Sur
- Family Connections
- City of South San Francisco
- San Mateo County Libraries
- San Mateo County Health
- Peninsula Family Services
- 4Cs of San Mateo County
- Build Up SMC
- County of San Mateo
- BHRS
- Cheryl Oku Consulting – Help Me Grow
- Child Care Coordinating Council of San Mateo
- Palo Alto Medical Foundation



Other Community Insight Inputs

- Baby Bonus Project: Family Insights
- Centering Family Voice Project
- Early Childhood Mental Health Landscape Scan
- EVALCORP data
- Other population data and community needs assessment data



Community Event Learnings

Key Takeaways from System Leader and Community Partner Discussions



Top Family Needs

From System Leader and Community Partner Events

1. Accessible high-quality early childhood education
2. Accessible mental health supports
 - a. Caregiver mental health
 - b. Caregiver support in first year after birth
 - c. Early childhood mental health
3. Accessible basic needs and housing



Top Barriers & Challenges

From System Leader and Community Partner Events

1. **Workforce**
 - a. Lack of available service providers
 - b. Pay equity & retention
2. Lack of **available/sustainable funding**
3. Lack of **coordination of partners and systems**
 - a. System navigation



Top Barriers & Challenges

From Other Data Sources

1. Awareness of services
2. System navigation and warm handoffs
3. Access to services for children that don't meet eligibility criteria
4. Service/provider shortages → waitlists (includes providers that are bilingual/bicultural, specialized for disabilities)



Community Recommendations

System Leaders shared suggestions for priorities and opportunities.

System Leader Convening:

1. Targeted advocacy agenda & efforts
2. Support data sharing
3. Community planning and collective impact

Community partners were invited to share what F5SMC should start or continue.

Community Partner Forum:

1. Stewarding strategic partnership and collective impact efforts
2. Advocacy, power building, and support with creative policy development
3. Communications, outreach, and community awareness



Reflections

What do these findings raise for you when thinking about where you want F5SMC to be by 2030?



Strategic Planning Next Steps

Next Steps

1. Drafting strategic plan strategies

Current thinking is that F5SMC strongly prioritizes strategies based on:

- *Community findings*
- *F5's roles and ability to make transformational change*
- *and, the lifecycle stage of a strategy*

(Design > Build & Implement> Maintain> Retire/Hand-off)

