



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 Safe Start Program 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 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.