



VIVA  
social impact  
partners

# F5SMC Strategic Planning

Commission Meeting  
December 16, 2024

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Planning & Community Engagement*


# Strategic Plan Revision Process

May 2024 - December 2024



# 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

<b>1998</b>	<b>Prop 10—The California Children &amp; Families Act</b>	
	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.	
<b>2000</b>	<b>Healthy Homes Program</b>	
	The Healthy Homes Program at Star/Visa 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.	
<b>2002</b>	<b>Children's Health Initiative (CHI)</b>	
	Through the CHI, <b>100% of children ages 0-5</b> were insured, and the number of uninsured children across all ages was <b>reduced from 17,000 to just 2,000 children</b> (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.
<b>2005</b>	<b>Preschool for All</b>	
	Preschool for All was launched to enhance quality of early learning settings and increase the number of children served in a preschool program.	
<b>2007</b>	<b>Watch Me Grow</b>	
	Watch Me Grow was created to strengthen the local early identification and intervention system. Through Watch Me Grow we saw:	
	<b>6,300 +</b> developmental screenings	<b>2,000 +</b> service providers
		<b>400 +</b> cases supported
<b>2008</b>	<b>Children's Bill of Rights</b>	
	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.	
<b>2009</b>	<b>Prenatal to 3</b>	<b>EQiUP and Bridges to Success</b>
	First 5 joined as a community partner in this Family Health Service's program which supported over <b>700 families</b> on Medi-Cal with parenting skills, access to health care, and early identification through home visiting services.	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 <b>Kickoff to Kindergarten</b> and <b>Ready Schools</b> initiatives.
<b>2012</b>	<b>Oral Health Initiative &amp; The Big Lift</b>	
	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

<b>2014</b>	<b>Quality Counts San Mateo County</b>	<b>Help Me Grow San Mateo County</b>
	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 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.
<b>2015</b>	<b>Build Up San Mateo County and State Influence</b>	
	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.	
<b>2018</b>	<b>County &amp; State Level Advocacy &amp; Partnerships</b>	
	<ul style="list-style-type: none"> <li>Ensured the continuation of family engagement services through The Big Lift initiative amidst loss of funding</li> <li>Provided input to the State Assembly Blue Ribbon Commission on Early Childhood Education</li> <li>Worked with the San Mateo County Human Services Agency to seed the Safe Start Program</li> <li>Participated in the County of San Mateo's Community Collaborative for Children's Success</li> </ul>	
<b>2019</b>	<b>ACES Aware</b>	
	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 <b>4,000 ACES screenings</b> in San Mateo County.	
<b>2020</b>	<b>COVID Response and Child Care Supports</b>	
	Partnership for child care and community supplies distribution, focusing on those with the highest need and risk:	
	<ul style="list-style-type: none"> <li>341 child care providers received 4,565 items</li> <li>100 community families received child care supplies</li> </ul>	<ul style="list-style-type: none"> <li>7,099 total items distributed</li> <li>No cost grant extensions</li> <li>\$2 million secured for Child Care Relief Fund through the CARES Act</li> </ul>
<b>2021</b>	<b>Trauma and Resiliency-Informed Systems Initiative (TRISI)</b>	
	Launched TRISI to transform service delivery in San Mateo County and saw:	
	<b>8 agencies</b> complete the Trauma-Informed Organizational (TIO) Assessment tool with 446 staff	<b>6 agencies</b> participate in TIO Cohort/coaching
<b>2022</b>	<b>Pandemic Recovery &amp; Community Learning</b>	
	<ul style="list-style-type: none"> <li>Advocacy and support for Board of Supervisor funding (ARRA and Pandemic Recovery) focused on child care</li> <li>Conducted a home visiting environmental scan to better understand home visiting service needs</li> </ul>	<ul style="list-style-type: none"> <li>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 <b>50,000</b> times.</li> </ul>
<b>2023</b>	<b>Addressing Health Equity Through the Baby Bonus Program</b>	
	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.	
<b>2024</b>	<b>Communications</b>	<b>Oral Health</b>
	In 2023-2024, First 5 reached over <b>130,000</b> people on Facebook and nearly <b>25,000</b> people on Instagram. An estimated <b>12,000</b> people visited the website over <b>50,000</b> times. After the home page, the family resource library, sharing local programs, resources, and services, is the most visited page.	Created an oral health social media campaign. Thirteen posts sharing important oral health information with families reached <b>10,567</b> people and had <b>18,349</b> impressions. The campaign materials were also compiled as a toolkit and shared with local and state-wide partners.



# Discussions

- 4 Commission Meeting Discussions
- 2 dozen meetings and interviews with F5SMC Staff
- 5 Ad-hoc Committee Meetings



# Community Events

## August 14: System Leader Convening

- County system partners and philanthropic leaders

## August 19: Community Partner Forum

- Partners from local agencies and initiatives



# Other Community Insight Inputs

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



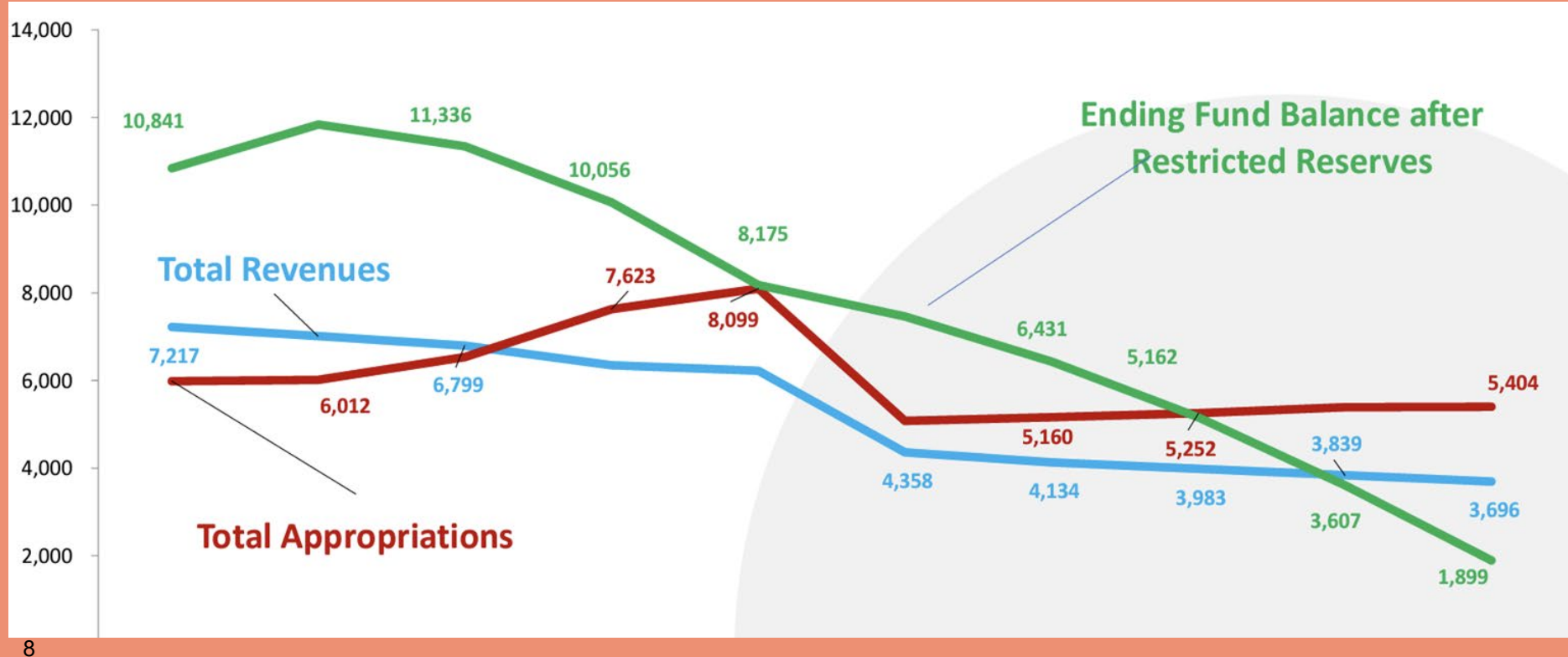
# Considerations

Context That Informed The Plan



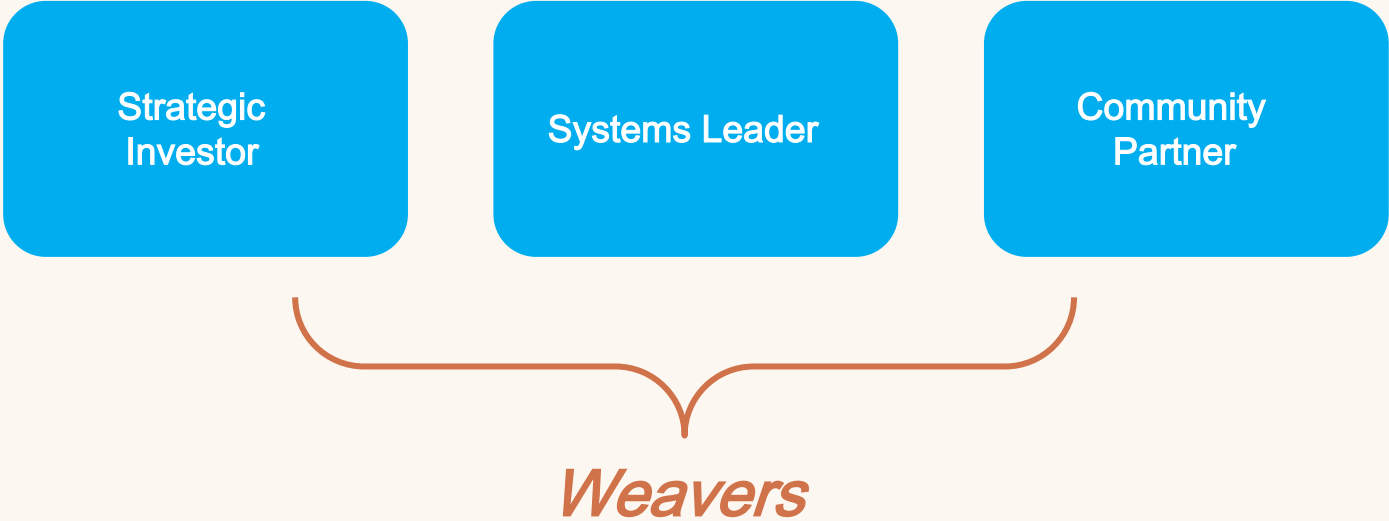


# Approved LTFP: 31% Reduction in Community Investments





# F5SMC Commission Primary Roles



# Additional Considerations That Informed the Plan

- Local, State, and Federal Context
- Innovative and Emerging Efforts
- Community Needs
- Relationship Between Systems - Level and Direct Interventions
- Sustainability and Lifecycle Stage of a Strategy
- Focus on Equity



# The Revised Plan

Updates Made & Strategies



# Plan Components

## Revised:

- Values
- Guiding Principles
- Desired Outcomes
- Guiding Frameworks
- Profile of Children and Families
- Planning Process
- Strategies for Investment
- Indicators
- Evaluation

## Stayed the Same:

- Mission
- Vision
- Domains/Focus Areas (*with minor language updates*)
- Roles of the Commission



# Proposed Revised Strategies

1. System Navigation and Care Coordination for Families
2. Capacity and Network Building for Child- Serving Systems and Providers
3. Weaving Partnerships and Innovative Initiatives for Transformational Change
4. Family Connectivity and Leadership
5. Policy, Advocacy, and Community Education

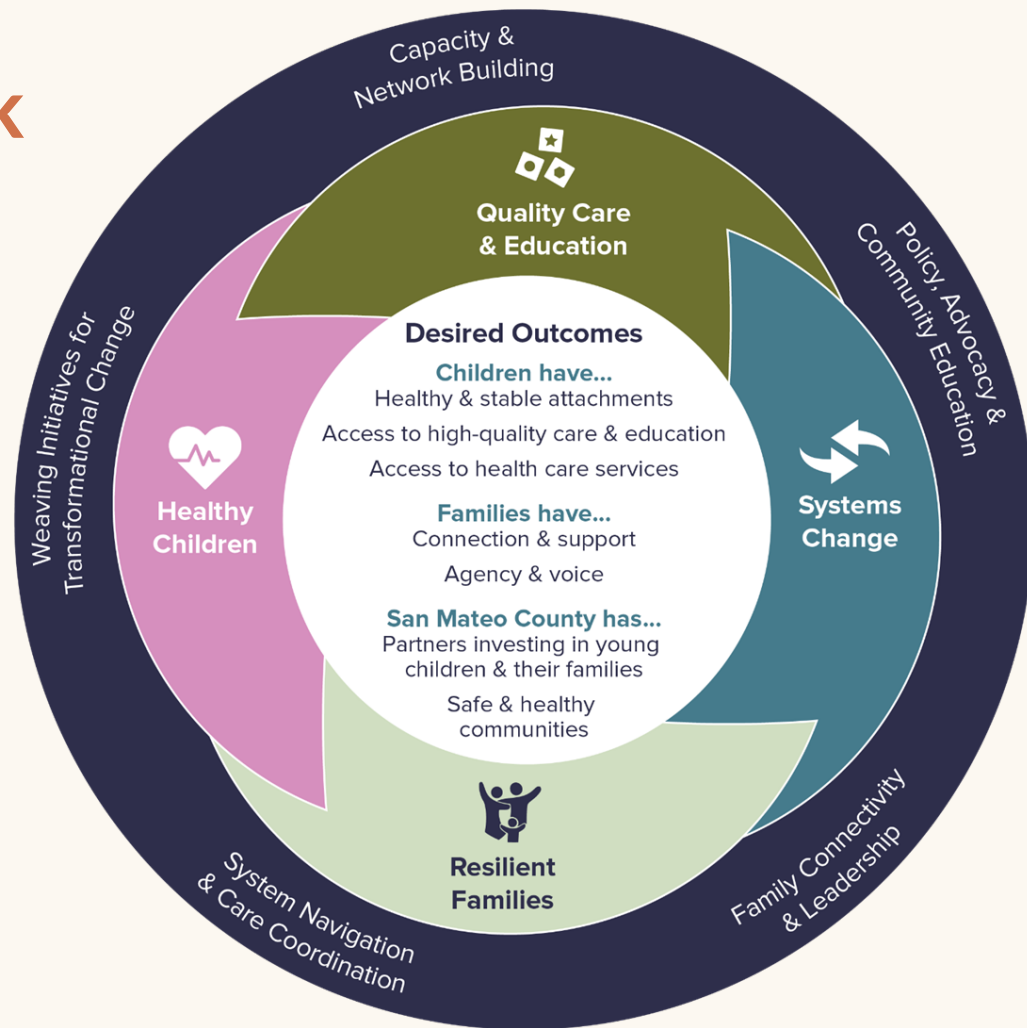


# F5SMC's Core Domains

1. Healthy Children
2. Resilient Families
3. Quality Care and Education
4. Systems Change



# Framework





# Year Over Year Investments\*

FY 25 - 26	FY 26 - 27	FY 27 - 28	FY 28 - 29	FY 29 - 30
\$2,600,000	\$2,600,000	\$2,600,000	\$2,600,000	\$2,600,000
<i>Total Community Investments for Strategic Plan Term:</i>			<b>\$13,000,000</b>	

*\*These investments are F5SMC's annual community investments, and do not include leveraged funding. These are consistent with the approved long - term financial plan (LTFP).*



# Next Steps

- January Commission Meeting to present the Strategic Plan Implementation Plan.
- Every year the Strategic Plan is revisited and can be updated as needed.



**THANK YOU!**

