

*** PUBLIC HEARING MEETING NOTICE***

**FIRST 5 SAN MATEO COUNTY (F5SMC)
COMMISSION MEETING**

DATE: Monday, March 24, 2025

TIME: 4:00 PM – 6:00 PM

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

Participate via Zoom for Public Members

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

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

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

This meeting of the First 5 San Mateo County Commission will be held at the address above in the San Mateo County Office of Education on the first floor at 101 Twin Dolphin Drive, Redwood City and by teleconference pursuant to California Assembly Bill 2449 and the Ralph M. Brown Act, CA Gov't Code. Section 54950, et seq. **Members of the First 5 San Mateo County Commission are expected to attend the meeting in person.** For information on exceptions allowed by law please reach out to counsel for First 5, Jennifer Stalzer, at jstalzer@smcgov.org. For information regarding how to participate in the meeting, either in person or remotely, please refer to the instructions at the end of the agenda.

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for March 24, 2025, Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	Commission Announcements	4:05 PM
5	Storytelling: First 5 Work/Impact: Commissioner Colleen Chawla	4:10 PM
Discussion Items		

6	Presentation: Family Health Services Evidence-Based Home Visiting Interventions By Lizelle Lirio de Luna, Director of Family Health Services, San Mateo County Health Maribeth Viray, Clinical Services Manager for Home Visiting Amy Lam-Bonilla, Clinical Services Manager for Home Visiting Dr. Anand Chabra, Medical Director of Family Health Services	4:15 PM
7	Presentation: First 5 San Mateo County Strategic Plan Implementation Plan (SPIP) Timeline Update By Michelle Blakely, Deputy Director, First 5 San Mateo County	4:45 PM
Informational Items		
8	Report of the First 5 San Mateo County Staff Team By Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 8)</i>	4:55 PM
9	Committee Updates <i>(See Attachment 9)</i>	5:10 PM
10	Adjournment	6:00 PM

Public Participation:

The March 24, 2025, First 5 San Mateo County Commission meeting may be accessed through Zoom link at the top of this agenda. The March 24, 2025, 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, March 21, 2025, at ecruz@smcgov.org. Notification in advance of the meeting will enable the County to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

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

During hybrid meetings of the First 5 San Mateo County Commission, members of the public may address the Members of the First 5 San Mateo County Commission as follows:

***Written Comments:**

Written public comments may be emailed in advance of the meeting. Please read the following instructions carefully:

1. Your written comment should be emailed to ecruz@smcgov.org
2. Your email should include the specific agenda item on which you are commenting or note that your comment concerns an item that is not on the agenda or is on the consent agenda.
3. Members of the public are limited to one comment per agenda item.
4. The length of the emailed comment should be commensurate with the two minutes customarily allowed for verbal comments, which is approximately 250-300 words.
5. If your emailed comment is received by 5:00 p.m. on Friday, March 21, 2025, it will be provided to the Members of the First 5 San Mateo County Commission and made publicly available on the agenda website under the specific item to which your comment pertains. If emailed comments are received after 5:00p.m. on Friday, March 21, 2025, the First 5 San Mateo County Staff will make every effort to either (i) provide such emailed comments to the First 5 San Mateo County and make such emails publicly available on the agenda website prior to the meeting, or (ii) read such emails during the meeting. Whether such emailed comments are forwarded and posted, or are read during the meeting, they will still be included in the administrative record.

***Spoken Comments**

In person Participation:

1. If you wish to speak to the First 5 San Mateo County Commission, please fill out a speaker's slip located at the front entrance table. If you have anything that you wish distributed to the First 5 San Mateo County Commission and included in the official record, please hand it to the First 5 San Mateo County who will distribute the information to the First 5 San Mateo County Commission members and staff.

Via Teleconference (Zoom):

1. The March 24, 2025 First 5 San Mateo County Commission meeting may be accessed through Zoom online at the links and telephone numbers listed above.
2. You may download the Zoom client or connect to the meeting using an internet browser. If using your browser, make sure you are using a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer.
3. You will be asked to enter an email address and name. We request that you identify yourself by name as this will be visible online and will be used to notify you that it is your turn to speak.
4. When the First 5 San Mateo County Commission Chair calls for the item on which you wish to speak, click on "raise hand." Speakers will be notified shortly before they are called to speak.

***Additional Information:**

For any questions or concerns regarding Zoom, including troubleshooting, privacy, or security settings, please contact Zoom directly.

Public records that relate to any item on the open session agenda for a regular First 5 San Mateo County Commission meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the First 5 San Mateo County Commission.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

March 24, 2025

All items on the consent agenda are approved by one roll call motion unless a request is made at the beginning of the meeting that an item be withdrawn or transferred to the regular agenda. Any item on the regular agenda may be transferred to the consent agenda.

- 3.1 Approval of the February 24, 2025 Commission Meeting Minutes
(See Attachment 3.1)

First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
FEBRUARY 24, 2025
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, Colleen Chawla, Sylvia Espinoza, Hanish Rathod,
Nkia Richardson, Jackie Speier

Youth Commission: Adele Ryono, Rikhav Shah

Absent: Claire Cunningham, Nancy Magee, Naveen Mahmood

Staff: Kitty Lopez, Michelle Blakely, Emily Roberts, Khanh Chau, Mai Le,
Jonathan Martens, Myra Cruz

County Counsel: Jennifer Stalzer

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

2. Public Comments: None

3. Action to Set Agenda for February 24, 2025, Meeting and Approve Consent Agenda Items:

MOTION: SPEIER / SECOND: ESPINOZA

AYES: BORAGNO, CHAWLA, ESPINOZA, RATHOD, RICHARDSON, SPEIER

AYES - YC: RYONO, SHAH

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comments: None

4. Commission Announcements:

- **Welcome Commissioner Colleen Chawla, new San Mateo County Health Chief**

Colleen Chawla introduced herself as having previously served on the First 5 Commission in Alameda County. She has 20 years of experience working in local health departments such as Alameda and San Francisco counties.

5. Storytelling: First 5 Work/Impact:

Commissioner Hanish Rathod shared about his background in nonprofits and public policy, a field in which he has worked for the past 20 years where he has primarily focused on K-12. Most recently, he spent nine years serving on the board for First Graduate, a nonprofit organization focused on the goal of helping disadvantaged youth to be the first in their family to go to college. Starting in middle school, First Graduate provides these children and their families the necessary support to ensure the success of these students in getting through middle school, high school, and college. Hanish believes that education is the backbone of social mobility and has been inspired by the goal of First 5 in providing support to children as early as possible in life, namely the first five years, which he believes are crucial to the success of any child.

6. Approval of First 5 San Mateo County's FY 24-25 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to Fund FY 2024 – 2025 Revised Budget

Kitty Lopez, F5SMC's Executive Director, shared info on this agenda item and highlighted that the following:

- The Finance and Administration Committee reviewed and endorsed the approval of the FY 2024 – 25 Revised Budget and the use of Ending Fund Balance at its Committee meeting on February 3, 2025
- F5SMC considers the fund balance as “committed dollars” which are indispensable in funding community investments, and to be viewed as more than just “extra money”
- The fund balance will be part of F5SMC's long term financial plan, being spread out over the course of five years,
- The tobacco tax is insufficient to fund the projects of F5SMC due to its ongoing decline, averaging a yearly 6% decrease, recent higher declines have been due to the Prop 31 flavor ban
- 17% increase in total revenues resulting from Higher Interest and Tobacco Tax Revenues, and inclusion of Baby Bonus Program Other Grant Revenue.
- 22% decrease in funds, highlighting the necessity of the commission's approval to make the ending reserves available to enable F5SMC to fund their community investments and to continue to honor their contracts with grantees

The Commission made comments and asked questions.

MOTION: BORAGNO / SECOND: ESPINOZA
 AYES: BORAGNO, CHAWLA, ESPINOZA, RATHOD, RICHARDSON, SPEIER
 AYES - YC: RYONO, SHAH
 NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comments: None

7. Appointment of Commissioner Hanish Rathod and Commissioner Colleen Chawla to Early Childhood Evaluation Advisory Committee, and Public Member Randy Torrijos to Program, Operations, and Planning Committee for 2025

MOTION: SPEIER / SECOND: BORAGNO

AYES: BORAGNO, CHAWLA, ESPINOZA, RATHOD, RICHARDSON, SPEIER

AYES - YC: RYONO, SHAH

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comments: None

8. Approval of an Amendment to Agreement with San Mateo County Office of Education Contract - First 5 San Benito IMPACT Legacy Hub Training and Technical Assistance to increase the total obligation by \$23,325.74 for a new total, not to exceed \$127,975.78 and to extend the term from August 1, 2023, through June 30, 2025.

Michelle Blakely, F5SMC's Deputy Director, highlighted the following about the:

- The funding for this Agreement and increased amount which comes from a grant awarded to F5SMC from First 5 California and F5 San Benito Region 4 IMPACT Hub Lead and is passed through funding to the SMCOE to provide administration of and training for the Young Boys of Color community of practice.
- The YBOC runs February 2025 through May 2025. (See Attachment 8.1) For SMC specifically, the training supports 40 participants, 3 subject matter trainers/experts and 12 coaches for 1:1 follow-up connection with COP participants
- To provide training on equity practices
- to support the learning around quality education, to support black boys and other boys of color
- to fund a book study based on research, followed by individual coaching for teacher participants and a community of practice.

The Commission made comments and asked questions. Andrea Burnett, Project Specialist, P-3 Early Learning Quality Improvement Initiatives of San Mateo County Office of Education answered the Commission questions.

MOTION: CHAWLA / SECOND: SPEIER

AYES: BORAGNO, CHAWLA, ESPINOZA, RATHOD, RICHARDSON, SPEIER

AYES - YC: RYONO, SHAH

NOES: NONE
ABSTAIN: NONE

Motion approved.

Public Comments: None

9. **Approval of Amendment to San Mateo County Office of Education – Early Quality and Inclusion Partnership (EQ+IP) Agreement in the Amount of \$2,120,000, a no cost extension Contract Extension for three (3) months through September 30, 2025.**

Kitty Lopez highlighted the following reasons for the extension:

- To allow F5SMC to gather information about other available funding.
- To allow more time for planning

There were no questions or comments from the Commission.

MOTION: BORAGNO / SECOND: ESPINOZA
AYES: BORAGNO, CHAWLA, ESPINOZA, RATHOD, RICHARDSON, SPEIER
AYES - YC: RYONO, SHAH
NOES: NONE
ABSTAIN: NONE

Motion approved.

Public Comments: None

10. **Approval of Amendment to AbilityPath - Integrated Systems For Children with Special Needs Agreement in the Amount of \$1,912,000, a no cost extension Contract Term Extension for three (3) months through September 30, 2025.**

Kitty Lopez highlighted the following reasons for this extension:

- To allow more time for planning, as this is a large grant with a number of subcontractors and a number of other leverage funds, which draws down 35 to 40% of funding from non-Prop 10 sources

There were no questions or comments from the Commission.

MOTION: SPEIER / SECOND: BORAGNO
AYES: BORAGNO, CHAWLA, ESPINOZA, RATHOD, RICHARDSON, SPEIER
AYES - YC: RYONO
NOES: NONE
ABSTAIN: NONE

Motion approved.

Public Comments: None

11. Presentation and Farewell to Commissioner Louise Rogers

The Commission, Michelle Blakely and Kitty Lopez recognized Commissioner Rogers for her 10 years on the Commission. Some of her notable contributions include: the energy and leadership she brought to the commission, professional expertise and for being an icon of public health. She was recognized for her support and partnership suggestions, curiosity, thoughtfulness, tough questions, how she challenged F5SMC to do more and be more, while keeping children and families as the central focus.

12. Presentation: Brown Act Training

Jennifer Stalzer, Deputy County Attorney, County of San Mateo, reviewed the Brown Act and the following:

- History of the Brown Act
- Who and what the Brown Act applies to
- Rights, roles, and responsibilities of commissioners
- duties of membership
- ad hoc advisory committee versus a standing committee
- what constitutes a commission meeting
- legal commission meeting versus illegal meeting
- rules for posting meeting agendas
- what types of responses are permitted for commission members

Public Comments: None

13. Report of the First 5 San Mateo County Staff Team

Kitty Lopez reviewed Attachment 12 Staff Team Report which is included in the Commission Packet. Lopez highlighted the following:

- Know Your Rights for Early Childhood Education Professionals
- Some First 5 Staff attended the First 5 State Association Annual Summit and shared the quote, "Don't worry, be ready," from key speaker, Xavier Becerra, former U.S. Secretary of Health and Human Services, and former California State Attorney General.
- First 5 Association Advocacy Day is on April 9, 2025 in Sacramento and the Commission is welcome to join.

The Commission asked questions.

Public Comments: None

Meeting Adjourned at 5:44 pm

**FIRST 5 SAN MATEO COUNTY (F5SMC)
FIRST 5 STAFF TEAM REPORT
MARCH 2025**

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

QUALITY CARE AND EDUCATION

Child Care Partnership Council (CCPC)

On March 17th the Child Care Partnership Council (CCPC) met for its monthly meeting. First, Sarah Kinahan, a consultant, presented on the 2024-25 Child Care Zip Code Priorities. This annual mandate identifies local priorities for the allocation of new state funding to ensure equitable access to child development services. A key finding was the significant gap in subsidized care for infants and toddlers, with 88% of infants and toddlers in need not being served, representing the largest gap in care across all age groups.

Karen Pace, CEO of the Ravenswood Early Childhood Collaborative, spoke about a new initiative aimed at providing high-quality education and care for children ages 0-5 in the Ravenswood community, a high-priority zip code. Funded by parcel tax revenue, this initiative will provide over \$2 million annually to support families and child care providers, including community navigators and a digital platform for providers. Lastly, Board of Supervisor Jackie Speier, co-chair of the CCPC, challenged attendees to envision what could be done with additional funding from potential sales tax revenue to further support child care and providers in the county echoing a long held & desired strategy of child care and children advocates.

HEALTHY CHILDREN

Child-Parent Psychotherapy Training

First 5 SMC will launch the third and final cohort of Child-Parent Psychotherapy training for mental health clinicians on March 26. The training, which is conducted by UCSF Child Trauma Research Project staff member Dr. Vilma Reyes, is funded as part of a Children and Youth Behavioral Health Initiative grant F5SMC received last year to support the training of up to 50 mental health clinicians locally in an evidence-based early childhood mental health practice for child-caregiver dyads. With the launch of this training, F5SMC will have exceeded that goal with 55 clinicians currently enrolled in training through three cohorts.

RESILIENT FAMILIES

Big Lift Family Engagement Shared Learning Collaborative

On March 14th, Jenifer Clark attended the Big Lift's Shared Learning Collaborative for family engagement professionals who support children and their families in the Big Lift early learning programs. This group meets quarterly and provides a space for family advocates, family navigators, home visitors, and others who provide support outside of the classroom setting to share resources, best practices, and concrete ideas for meeting families' needs and increasing authentic engagement with and among the families in their programs.

SPECIAL PROJECT**Baby Bonus Pilot Program**

F5SMC anticipates enrolling families into the Baby Bonus pilot program starting the week of March 24th. Our implementation partners at Health Plan of San Mateo (HPSM) and Stanford will begin reaching out to eligible Medi-Cal families with newborn babies, and inviting them to sign up for monthly Baby Bonus payments through our partner UpTogether. The Baby Bonus payment is \$300 per month for 36 months. Some families will also be connected to a Community Health Worker from HPSM, who can help them access health care services and other family resources. To learn more about the Baby Bonus program, visit <https://first5sanmateo.org/baby-bonus/>.

POLICY & ADVOCACY UPDATES

The CA GICP (Guaranteed Income Community of Practice) provides a suite of policy and CA Budget updates and resources. One resource provided this week is from the Urban Institute – [Impact of SNAP Cuts](#)

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES**First 5 Association Bill Tracker**

The First 5 Association Policy Committee meets monthly to discuss federal and state updates, as well as pending bills. *Attachment 8.1* is a list of Assembly and Senate bills that First 5 Association is tracking and supporting, which impact young children and their families as of March 5, 2025.

COMMUNITY AND STATEWIDE EVENTS & UPDATES**The San Mateo County Child Abuse Prevention Council**

On March 6th, the San Mateo County Prevention Abuse Council (CAPC) held its monthly meeting, which featured a presentation on the SMC Child Welfare Referral Data and plans for the 2025 Child Abuse Prevention Month activities. The data, once categorized for children aged 0-5, will help F5 in supporting public education and awareness initiatives aligned with the CAPC's new strategic plan, focused on prevention. This year's theme is "Promote Protective Factors and Strengthening Families." Activities planned for the month include: A Proclamation presentation by BOS Jackie Spier; A Children's Memorial Flag raising; Distribution of Blue Ribbon Mints, Materials, and Pins (via www.partnersinprevention.org); Protective Factor Pocket Guides with the SMC CAPC logo and link (available in English and Spanish) and Connections to community events through CAPC partners (TBD).

First 5 Association Advocacy Day – April 9, 2025

The First 5 State Association will host its annual Advocacy Day at the State Capitol in Sacramento on Wednesday, April 9, 2025. This year, we'll focus on opposing potential state budget cuts and exploring collaboration opportunities with the First 5 Network. Executive Director Kitty Lopez and Deputy Director Michelle Blakely will attend to represent First 5 San Mateo County.

COMMUNICATIONS

What's New on Website?

- **Program Spotlight: Baby Bonus Pilot Program.** Essential support for baby's first three years, providing both guaranteed income and coordinated care. Learn more at [Baby Bonus – First 5 San Mateo County](#)
- **Learn more about our New Commissioners, [Colleen Chawla](#), [Hanish Rathod](#), and [Jackie Speier](#), on their blog.** Check them out!

Quarterly Newsletter

On March 18, 2025, F5SMC pushed out its quarterly e-newsletter which includes Home Visiting updates, Honoring Louise Rogers, Tips and Resources related to ICE and many more! See *Attachment 8.2*

Social Media and Analytics Reports (See Attachment 8.3)

Bill No.	Author	Description	Status	Position	Materials
AB 55	Bonta	Alternative birth centers: licensing and Medi-Cal reimbursement: this bill would ease some certification and licensing requirements to try to keep remaining birth centers open and potentially allow for more facilities to open.	Asm. Health		
AB 73	Jackson	Black mental health navigator certification: would require the department to develop criteria for a specialty certificate program and specialized training requirements for a Black Mental Health Navigator Certification.	Asm. Health		
AB 96	Jackson	Community health workers: specifies that a “community health worker” includes a peer support specialist and would deem a certified peer support specialist to have satisfied all education and training requirements developed by the department for certification as a community health worker.	Asm. Health		
AB 350	Bonta	Health care coverage: fluoride treatments: would require health plans to provide coverage for application of fluoride varnish in the primary care setting for children under 21 years of age. This bill would make the application of fluoride a covered benefit under Medi-Cal.	Asm. Health		
AB 397	Gonzalez	Personal income tax law: young child tax credit: existing law defines “qualified taxpayer” to include an eligible individual who has a qualifying child younger than 6 years old as of the last day of the taxable year. This bill would change the definition to mean a child younger than a specified age as of the last day of the taxable year and would make an appropriation by increasing the payments from the Tax Relief and Refund Account.	Asm. Rev. & Tax		

Bill No.	Author	Description	Status	Position	Materials
AB 398	Ahrens	Personal income tax: earned income tax credit: The Personal Income Tax Law allows an earned income tax credit against personal income tax and a payment from the Tax Relief and Refund Account for an allowable credit in excess of tax liability to an eligible individual that is equal to that portion of the earned income tax credit allowed by federal law, as determined by the earned income tax credit adjustment factor, as specified. The law provides that the amount of the credit is calculated as a percentage of the eligible individual's earned income and is phased out above a specified amount as income increases and provides alternative calculation factors under specified circumstances. Existing law, for taxable years beginning on or after January 1, 2020, and until and including the taxable year in which the minimum wage is set at \$15 per hour, requires the phaseout percentage for eligible individuals to be recalculated by the Franchise Tax Board so that the calculated amount of credit for a taxpayer with an earned income of \$30,000 is equal to zero. This bill, for taxable years beginning on or after January 1, 2025, if the amount of credit computed for an eligible individual is less than \$355, as specified, would allow the credit for the eligible individual to be \$355 instead, except as otherwise specified.	Asm. Rev. & Tax		
AB 403	Ortega	Medi-Cal: community health worker services: would require the department to annually review the above-described outreach and education efforts conducted by Medi-Cal managed care plans and would require the department to annually conduct analysis of the CHW services benefit, submit each analysis to the Legislature, and publish each analysis on the department's website.	Asm. Health		

Bill No.	Author	Description	Status	Position	Materials
AB 601	Jackson	Child abuse: reporting: would require each child welfare agency to establish an alternative response approach to reports of general neglect that uses county-based and community-based services and supports. Would require a mandated reporter who knows or reasonably suspects that a child has been the victim of general neglect to make a referral to the county child welfare agency and would require the agency to use the alternative response approach. It would require DSS to develop a standardized curriculum, make the training available on its website, and require all mandated reporters to receive that training within 3 months of their employment. DSS would analyze disparities in the mandated reporting system to determine if use of alternative response approaches to the child abuse and neglect reporting act reduces disparities and disproportionality in the child welfare system.	Asm. Rules		
AB 636	Ortega	Medi-Cal: diapers: establishes diapers as a covered Medi-Cal benefit for a child greater than 3 years of age who has been diagnosed with a condition, as specified, that contributes to incontinence, and for an individual under 21 years of age if necessary to correct or ameliorate a condition pursuant to certain federal standards.	Asm. Health		

Bill No.	Author	Description	Status	Position	Materials
AB 1474	Patterson	Community-based perinatal care: Existing law establishes the State Department of Public Health and sets forth its powers and duties, including, but not limited to, implementation and administration of a community-based system of comprehensive perinatal care for eligible women and infants. Existing law states the goals of the community-based comprehensive perinatal health care system as decreasing and maintaining the decreased level of perinatal, maternal, and infant mortality and morbidity and supporting methods of providing comprehensive prenatal care that prevent prematurity and the incidence of low birth weight. This bill would make technical, nonsubstantive changes to those goals.	Asm. Rules		Spot Bill
ACR 17	Sharp-Collins	Maternal Health Awareness Day: would proclaim January 23, 2025 as Maternal Health Awareness Day.	Passed Asm 1/30/25; sent to Senate.		
SB 32	Weber Pierson	Maternity ward closures.	Sen. Rules		Spot Bill
SB 228	Cervantes	Comprehensive perinatal services program: This bill would transfer the administration of the program for CDPH to DHCS and authorize DHCS to enter into MOU or interagency agreement with CDPH to implement the program as needed.	Sen. Health		

Bill No.	Author	Description	Status	Position	Materials
SB 257	Wahab	Pregnancy As a Recognized Event for Nondiscriminatory Treatment (PARENT) Act, would make pregnancy a triggering event for purposes of enrollment or changing a health benefit plan. The bill would prohibit a health care service plan contract or disability insurance policy issued, amended, or renewed on or after January 1, 2026, that provides coverage for maternity services or newborn and pediatric care services from taking specified actions based on the circumstances of conception, including denying, limiting, or seeking reimbursement for maternity services or newborn and pediatric care services because the enrollee or insured is acting as a gestational carrier.	Sen. Health		
SB 669	McGuire	Rural hospitals: standby perinatal medical services: this bill would require CDPH to establish a 5-year pilot project to establish standby perinatal medical services. To qualify, critical access and individual and small system rural hospitals would have to meet specified requirements, including that the hospital (1) be greater than 60 minutes from the nearest hospital providing full maternity services, (2) not have closed a full maternity or labor and delivery department within the past 3 years, and (3) agree to provide routine labor and delivery services or have an agreement with a freestanding birth center, as specified.	Sen. Rules		
SCR 9	Weber Pierson	Would proclaim January 23, 2025, as Maternal Health Awareness Day.	Chaptered		



Newsletter | March 2025

Three New Commissioners are Leaders Committed to Early Childhood

Exciting News! First 5 San Mateo County is thrilled to welcome three new commissioners: **Jackie Speier**, **Hanish Rathod**, and **Colleen Chawla**! Jackie, a longtime public servant, has championed child safety and early learning policies for decades. Hanish is a leader in global strategy and operations who brings a passion for education advocacy. And Colleen, San Mateo County's new Health Chief, has dedicated her career to advancing health equity. Get to know them and their vision for early childhood by reading their introductions on our blog.

[Get to know Jackie Speier](#)[Get to know Hanish Rathod](#)[Get to know Colleen Chawla](#)

Update on San Mateo County's Home Visiting System Coordination

San Mateo County's Home Visiting System Coordination is making great strides in

Attachment 8.2

strengthening services for young children and their families. The initiative envisions a system that provides culturally and linguistically relevant support, nurtures parents, and reduces burdens on both families and providers.

Recently, an environmental scan and strategic planning process led by Tamara Hamai, President of Hamai Consulting, have helped us identify priorities, like expanding program eligibility and flexibility to improve access, improving quality, and strengthening continuity of care. We have set goals that include sharing a countywide definition of quality home visiting, sharing additional data from the environmental scan, and exploring strategies to support the well-being of home visiting practitioners.

Currently, 1,385 families (including 1,681 children and 1,331 parents) receive home visiting services in the county, with 1,400 home visits conducted weekly. Programs are supported by funding sources such as Head Start, First 5 San Mateo County, and Measure K, totaling \$10.8 million a year. Referrals come from schools, pediatricians, and clinics. With a focus on coordination, accessibility, and sustainability, San Mateo County's Home Visiting System continues to evolve to better serve families and build a strong foundation for young children's success.



Honoring Louise Rogers' Service to First 5 San Mateo County

First 5 San Mateo County extends our heartfelt gratitude to **Louise Rogers** for her years of dedicated service as a commissioner. As San Mateo County's Health Chief since 2015, Louise has been a champion for community health, leading efforts to integrate mental health, addiction recovery, and wellness into primary care services. Her leadership has left a lasting impact on children and families, and we are deeply grateful for her commitment to equity and well-being. We wish her all the best in her well-earned retirement!

Attachment 8.2

Supporting Children's Dental Health

We recently had the opportunity to visit an oral health screening session led by Sonrisas Dental Health at Hillside Child Development Program in South San Francisco to see their incredible work supporting young children's oral health! The kids had a blast learning about teeth, and they each received an oral health screening.

Oral health is integral to young children's overall health. We're proud to support kids under 5 getting the preventive dental care & education they need for healthy smiles!



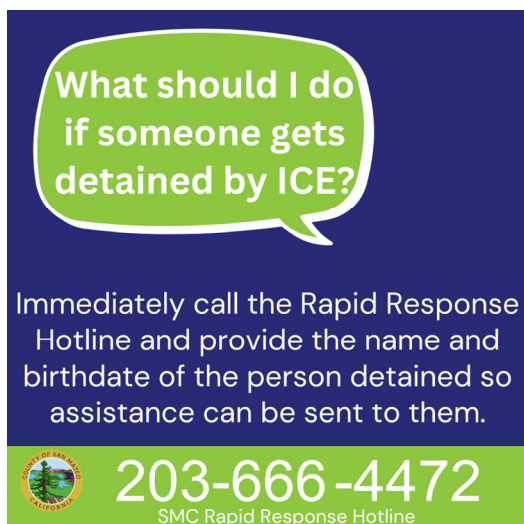
Tips and Resources Related to Immigration and Customs Enforcement (ICE)

San Mateo County's Office of Community Affairs is providing resources and tips related to Immigration and Customs Enforcement (ICE). ICE has been doing operations and always have been – but they are targeted enforcement for specific people. Call the Rapid Response Hotline to verify or report ICE activity at 203-666-4472 or 203-NO-MIGRA. Be specific in the information reported: where, when, who, how.

Find more information about the Rapid Response Hotline or Know Your Rights at the County's webpage: <https://www.smcgov.org/ceo/rapid-response>


The Immigrant Legal Resource Centers (ILRC) has a useful [step-by-step guide](#) to help families make a preparedness plan.

To support communities so that they know their rights and how to best protect themselves when they do come in contact with ICE, [please download and share these tips on social media.](#)



What should I do if someone gets detained by ICE?

Immediately call the Rapid Response Hotline and provide the name and birthdate of the person detained so assistance can be sent to them.

 **203-666-4472**
SMC Rapid Response Hotline



What if I think I see ICE knocking at a neighbors house?

Immediately call the Rapid Response Hotline and provide the name and address so staff can provide a consultation to them.

 **203-666-4472**
SMC Rapid Response Hotline



Should I post on social media if I think I see ICE?

NO!

Do not post rumors on social media as this causes more fear and anxiety. Call the Rapid Response Hotline to report or verify any activity.

 **203-666-4472**
SMC Rapid Response Hotline



When should I call the Rapid Response Hotline?

If ICE knocks on your door, call the Hotline for a consultation. If you do not answer the door, ICE may return.

 **203-666-4472**
SMC Rapid Response Hotline

Thank you for all you do for children and families in San Mateo County.

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



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

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REPORT FOR FEB 1, 2025 - FEB 28, 2025

FIRST 5 SAN MATEO COUNTY

FEBRUARY ANALYTICS OVERVIEW

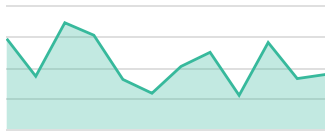
In February, First 5 San Mateo County's social media efforts focused on celebrating Black History Month and topics related to child development, oral health, and immigration resources. The communications highlighted the contributions of Black caregivers and families, early childhood dental health, and community services. Posts highlighting Black caregivers, early childhood oral health, and local events saw the highest engagement, particularly on Facebook and Instagram.

Website traffic showed a slight increase from the previous period but was lower compared to the previous year, with the most-visited pages featuring diversity celebrations and parenting resources. Social media ads drove engagement, though overall ad performance declined slightly. Posts with visuals and community-focused content resonated most with audiences, reinforcing the importance of storytelling in outreach efforts.

WEBSITE ANALYTICS

SESSIONS

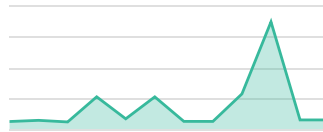
898



Previous period
8%
Previous year
-44%

VIEWS PER SESSION

1.97



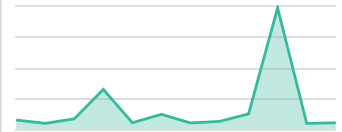
Previous period
0%
Previous year
-40%

AVG ENGAGEMENT TIME PER SESS

00:00:40

VIEWS

1,770



Previous period
8%
Previous year
-66%

TOP VIEWS BY PAGE

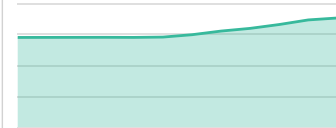
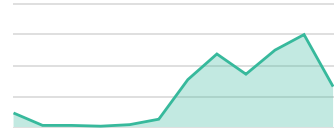
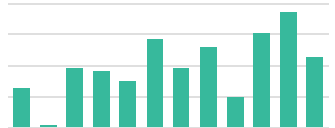
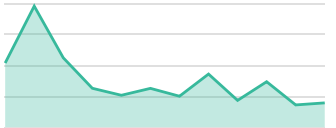
Page Address

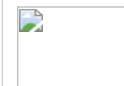
Views ▾

/	447
/nurturing-diversity-celebrating-the-power-of-black-caregivers-in-early-childhood/	197
/baby-bonus/	79
/resources/	68
/our-work/	58
/commissioners/	58
/staff/	51
/who-we-are/	47
/kit-for-new-parents-2/	45
/commission/	45
/for-parents-families/	36
/tips-and-resources-related-to-immigration-and-ice/	35
/our-partners/	34
/home-2/	34
/caring-for-little-teeth/	33
/our-impact/	24
/family-blog/	24

EVENT COUNT		TOP TRAFFIC SOURCES	
Event Name	Event Count	Session Default Channel Grouping	Sessions
page_view	1,770	Organic Search	371
user_engagement	1,250	Direct	268
session_start	894	Organic Social	191
first_visit	605	Referral	63
scroll	547	Unassigned	4
click	103		
file_download	52		
view_search_results	17		

FACEBOOK INSIGHTS

FANS COUNT	FAN ADDS	PAGE IMPRESSIONS	PAGE ENGAGEMENT RATE
2,651	53	45,796	1.20%
			
Previous period 2%	Previous period -56%	Previous period -39%	Previous period 9%
Previous year 22%	Previous year 141%	Previous year 4%	Previous year -61%

TOP POSTS BY ENGAGEMENT TYPE (WITH IMAGE)			
Post With Image	Post Comments	Post Shares	Total Reactions
 What a great event! (id: 618117351594890_1074290944732788)	1	N/A	N/A
 Here are some helpful tips about ICE activity and response in San Mateo County. ICE has been doing operations and always have been – but they are targeted enforcement for specific people. Call the Rapid Response Hotline (650) 424-7355 or (650) 424-7355 x1000. (650) 424-7355 x1000	1	N/A	N/A
 Photos from Get Healthy San Mateo County's post (id: 618117351594890_1070825815079301)	0	N/A	N/A
 Are your kids using the right amount of toothpaste when they brush? For kids ages 3 and younger, a small amount of toothpaste, the size of a grain of rice, is all you need. Kids ages 3 and older should use a pea-sized amount of toothpaste. (650) 424-7355 or (650) 424-7355 x1000	0	N/A	N/A
 Did you know? One in four (28%) children under age 6 in California might be at moderate to high risk for developmental, behavioral, or social delays. Early detection is key! If you're a parent or caregiver, consider scheduling ... (650) 424-7355 or (650) 424-7355 x1000	0	N/A	N/A
 At First 5 San Mateo County, we empower parents and nurture children in our community for a brighter future. Learn about the 5 Protective Factors that shape early childhood development, and how they're leading to ... (650) 424-7355 or (650) 424-7355 x1000	0	N/A	N/A

TOP POSTS BY ENGAGEMENT

Post	
In honor of Black History Month, we're looking back on o...	226
What a great event! (id: 618117351594890_10742909447...	59
Photos from Get Healthy San Mateo County's post (id: 6...	16
We recently had the opportunity to visit an oral health s...	9
Here are some helpful tips about ICE activity and respon...	4
Did you know? One in four (28%) children under age 6 i...	4
TONIGHT at 5:30pm Learn about your immigration right...	3
Check out some of these photos from behind the scene...	3
Fluoride varnish is an important part of keeping your chi...	2
At First 5 San Mateo County, we empower parents and n...	2

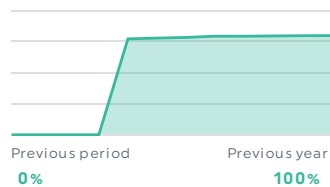
TOP POSTS BY IMPRESSIONS

Post	Post Impressions
In honor of Black History Month, we're lookin...	27,897
What a great event! (id: 618117351594890_107...	203
We recently had the opportunity to visit an or...	179
Here are some helpful tips about ICE activity ...	121
Did you know? One in four (28%) children un...	104
Aquí hay algunos consejos útiles sobre la activ...	93
At First 5 San Mateo County, we empower par...	92
Check out some of these photos from behin...	82
以下是关于圣马刁县ICE活动和响应的一些有用提示...	82
TONIGHT at 5:30pm Learn about your immig...	77

INSTAGRAM INSIGHTS

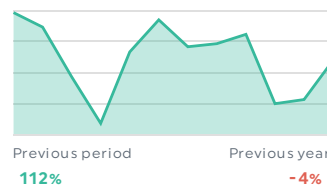
FOLLOWERS

1,596



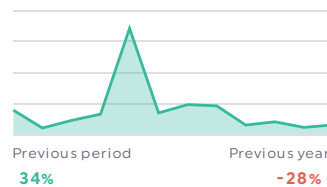
LIKES

72



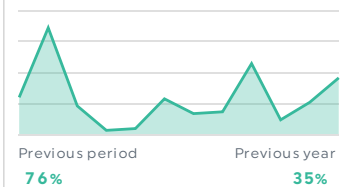
IMPRESSIONS

2,375









ENGAGEMENT RATE

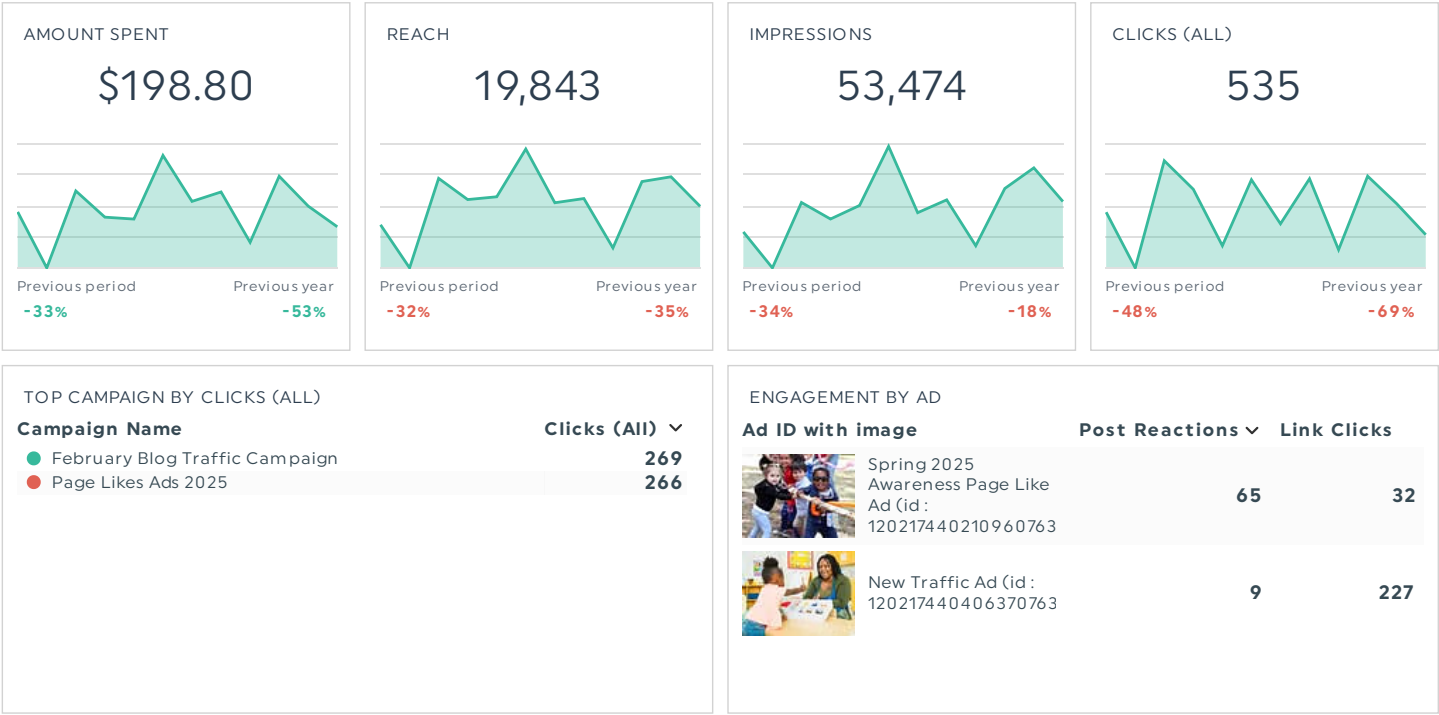
3.66%



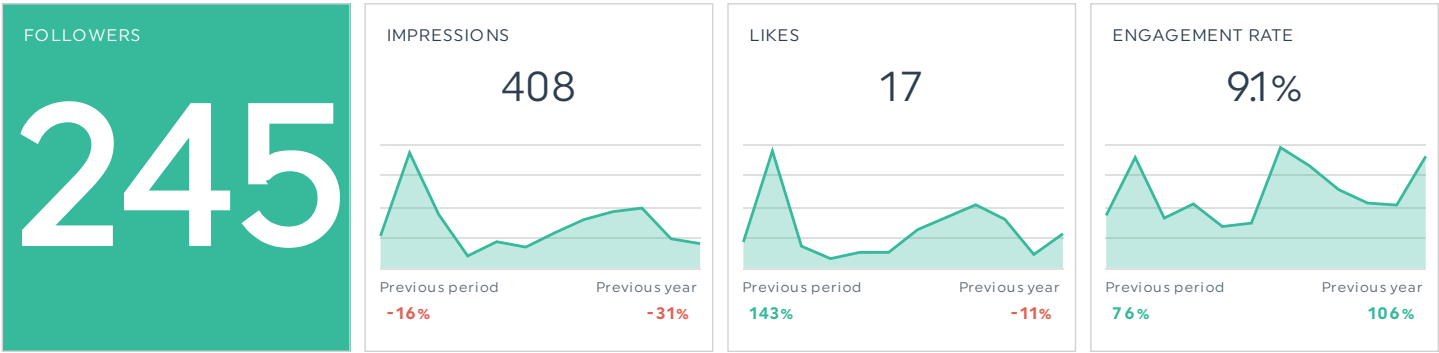
ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
 We recently had the opportunity to visit an oral health screening session led by Sonrisas Dental Health at Hillside Child Development Program in South San Francisco to see their incredible work supporting young children's oral health! The kids had a blast learning about	18	0	20
 Are your kids using the right amount of toothpaste when they brush? For kids ages 3 and younger, a small amount of toothpaste, the size of a grain of rice, is all you need. Kids ages 3 and older should use a pea-sized amount of toothpaste. ¿Sus hijos están usando la cantidad correcta	8	0	11
 Hey parents! February is National Children's Dental Health Month! Good oral health from the start leads to better physical health, school success, and self esteem. Overall, this makes your child happier and healthier--who wouldn't want that?! Visit @SmileonCalifornia for resources on	7	0	8
 Check out some of these photos from behind the scenes at Hillside Child Development Program during their oral health screening session with Sonrisas Dental Health! We are proud to be a partner of Sonrisas Dental, helping them offer oral health programming like	5	0	5
 Here are some helpful tips about ICE activity and response in San Mateo County. ICE has been doing operations and always have been – but they are targeted enforcement for specific people. Call the Rapid Response Hotline to verify or report ICE activity at 203-666-4472 or 203-NO-	4	0	9
 TONIGHT at 5:30pm Learn about your immigration rights at Conoce Tus Derechos! The presentation provided by the San Mateo County Libraries, San Mateo County Office of Community Affairs, and the CARON program, is an informative workshop to answer your questions in Spanish.	4	0	5







FACEBOOK AND INSTAGRAM ADS



LINKEDIN INSIGHTS



TOP POSTS BY ENGAGEMENT RATE

Post with image	Engagement Rate ▾	Likes	Clicks
 We recently had the opportunity to visit an oral health screening session led by @[Sonrisas Dental Health](urn:li:person:o7UvtO4PJe) at Hillside Child Development Program in South San Francisco to see their incredible work supporting young children's oral health! The kids	33.3%	0	11
 At First 5 San Mateo County, we empower parents and nurture children in our community for a brighter future. Learn about the 5 Protective Factors that shape early childhood development, and how they're leading to stronger communities. Check out our blog at	19.6%	5	4
 Hey parents! When was the last time your little one had a dental checkup? Did you know they should get to the dentist by their first tooth or first birthday? Here's some good news – most dental plans, including Health Plan of San Mateo Dental and Medi-Cal Dental, cover two visits	11.5%	2	1
 Hey parents! February is National Children's Dental Health Month! Good oral health from the start leads to better physical health, school success, and self esteem. Overall, this makes your child happier and healthier--who wouldn't want that?! Visit SmileCalifornia.org for	8.0%	1	1
 Did you know? One in four (28%) children under age 6 in California might be at moderate to high risk for developmental, behavioral, or social delays. Early detection is key! If you're a parent or caregiver, consider scheduling a developmental screening for your child. It's a	7.1%	2	1
 In San Mateo County, many children fall through the cracks due to different barriers and disparities. That's why we believe it is our responsibility to make sure all children in the county have access to quality dental care. Thanks to many providers, partners, and organizations, we	5.6%	0	1



DATE: March 24, 2025
TO: First 5 San Mateo County (F5SMC) Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Early Childhood Evaluation Advisory Committee Meeting – March 17, 2025

- Commission Members Present: Colleen Chawla, Hanish Rathod (via zoom)
- Commission Member Absent: Naveen Mahmoud
- Grantee Representative Present: Heather Cleary, Peninsula Family Service
- EVALCORP Representatives via Zoom: Kelly Goods, Sally Lee, Sherri Widen
- F5SMC Staff: Kitty Lopez, Michelle Blakely, Jenifer Clark

The Early Childhood Evaluation Advisory Committee met in person and via Zoom on Monday, March 17th.

Updates and Announcements:

- The group welcomed new Commissioners Colleen Chawla and Hanish Rathod to the subcommittee
- Because a quorum of Commissioners is required to be physically present at the in-person location, items requiring a vote were held over to our next meeting. These include:
 - Electing a subcommittee chair for the 2025 calendar year;
 - Approving the minutes of the May 2024 Subcommittee meeting.

Discussion: Ongoing Client-Level Data Collection for the remainder of FY 24-25 and during our New 2025-30 Strategic Plan

The EVALCORP team presented a review of results from the 2024 Client Data Collection Pilot. The group then discussed options for collecting client-level data going forward. One goal for grantees in our upcoming 2025-30 funding cycle is to implement longitudinal data collection for clients seen for intensive one-on-one services over several months. We also plan to institute a survey of service providers who receive F5SMC-funded trainings or support, and to take steps to ensure higher survey completion rates for clients receiving less-intensive group-based services. Updated evaluation expectations will be included in the scopes of work for all organizations funded through our procurement processes related to the 2025-30 Strategic Plan. Given all of this, as well as a) the expectation that our current grantees will participate in the upcoming Partner Mapping Project, and b) the fact that many will also be participating in our procurements, the group recommended that we hold off on additional client-level data collection until new contracts start. This is more respectful of the time and effort grantees will be putting into the Partner Mapping Project and proposals for the new funding cycle. It also allows F5SMC to include clear expectations about evaluation and data collection in the contracts that will be executed as part of implementing the new Strategic Plan.

Update: Network Mapping with F5SMC Partner Organizations

This topic was held over due to time constraints.

The next meeting of the Early Childhood Evaluation Advisory Committee is scheduled to be held in person on May 12, 2025 from 3:30-4:30pm.