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Overview

- The Context: What We Know
- The Role of F5SMC: Supporting ECMH
- Overview: The Work Underway and What's Next
 - ECMH Landscape Scan
 - Centering Family Voices Project
 - Children and Youth Behavioral Health Initiative

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The Context

3

Children Now 2024 California Children's Report Card

California ranked 51st (out of 50 states & D.C.) for parents reporting it was not possible to obtain mental health care for their child. Denials by health plans are a major barrier to kids getting mental health care.⁷⁴

Nearly half of parents reported that it was somewhat/very difficult or not possible to obtain care.⁷⁵

California parent-reported difficulty obtaining mental health care for their child

 **54%**

Did not have difficulty

 **46%**

Somewhat difficult, very difficult, or not possible to obtain care

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Early Childhood Mental Health by the Numbers

- Estimates from Zero to Three, Think Babies and the CDC indicate that **10-16%** of young children experience mental health conditions, including PTSD and anxiety
- This number increases to **22%** for families living in poverty
- Since the COVID-19 Pandemic, early childhood educators have noticed significant changes in children's behavior including increased anxiety and irritability, and challenges with conflict resolution and problem solving. (First 5 SMC Workforce Survey, 2022)
- Left untreated, mental health conditions lead to greater expenses for individual families and the community as children grow.



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Mental Health and Children with Special Needs

- **Mental health conditions are more common among Children with Special Health Care Needs.** According to 2022 data from the National Survey of Children's Health, 51% of California CSHCN ages 3 to 17 had one or more diagnosed mental health conditions—compared with just over 5% of their peers without special health care needs.
- **CSHCN are more likely to have multiple adverse childhood experiences than their peers.** The share of CSHCN in California who have experienced four or more adverse childhood experiences (ACEs) is more than five times that of children without special health care needs.

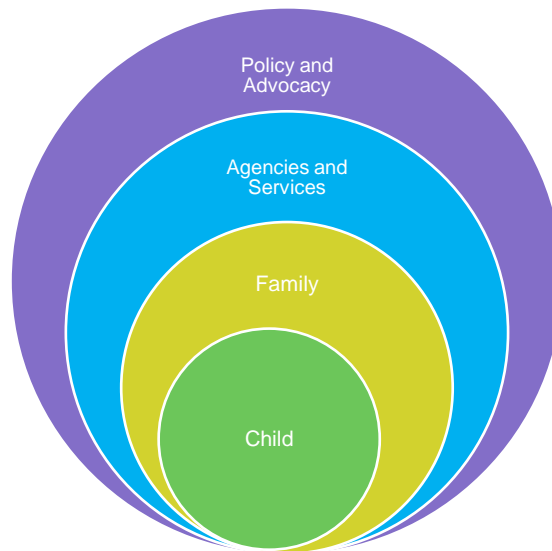
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The Role of F5SMC: Supporting ECMH



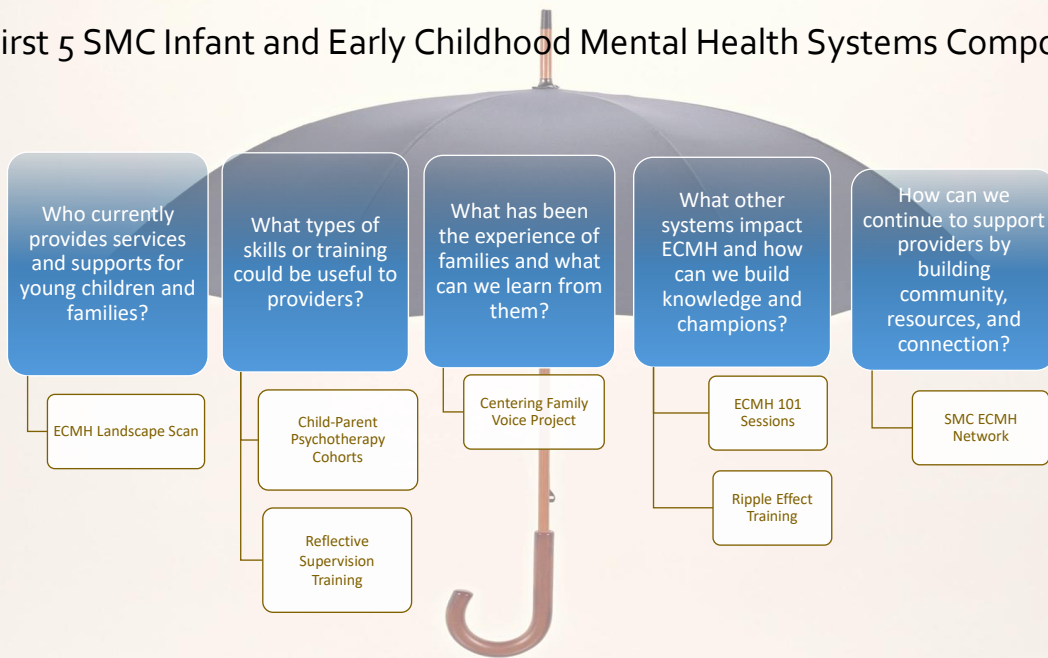
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Intervention Opportunities



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First 5 SMC Infant and Early Childhood Mental Health Systems Components



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Funding this Work

DHCS Children & Youth Behavioral Health Initiative

- Child Parent Psychotherapy Training
- ECMH 101
- Ripple Effect
- SMC ECMH Network

First 5 SMC

- ECMH Landscape Scan
- Centering Family Voice Project

Mental Health Services Act

- Reflective Practice/ Supervision Training



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First 5 SMC ECMH Implementation Partners

ECMH Landscape Scan

- Learning For Action

Centering Family Voice Project

- WithIn Collaborative + Parent Partners

CYBHI

- Dr. Vilma Reyes, UCSF Child Trauma Research Project Trainer
- Kristin Reinsberg, MS, LMFT, Director, UCSF Infant Parent Program
- Sarah Dobkin, LCSW, SMC ECMH Network Manager

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Questions?

12



ECMH Landscape Scan: Summary of Results

F5SMC Commission Meeting
April 28, 2025

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What is Early Childhood Mental Health?

Infant and early childhood mental health is the developing capacity of the child from birth to 5 years old to form close and secure adult and peer relationships; experience, manage, and express a full range of emotions; and explore the environment and learn—all in the context of family, community, and culture

--Zero to Three Infant and Early Childhood Mental Health Task Force



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ECMH Landscape Scan

Purpose and Process

❖ Project Goals:

- Develop a clear understanding of available services
- Examine factors that complicate access to and delivery of services
- Identify opportunities for supporting and improving the existing system

❖ Data Gathering and Interpretation

- Literature review and desk research
- Key informant interviews with local experts and service providers
- Survey of local clinicians and program supervisors/administrators



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Key Findings from Interviews and Desk Research



 **FIRST 5**
SAN MATEO COUNTY

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MediCal: HPSM

In many ways, MediCal members are in a relatively resource-rich ECMH environment

- HPSM contracts with a network of 14 providers
- Members can self-refer and no diagnosis or pre-authorization is required
- There is no waitlist for care

However...

- It may take several calls with HPSM to connect to care
- There is limited language capacity for languages other than English and Spanish

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Private Insurance: A Black Box

Private payors for ECMH services did not respond to numerous attempts to engage them in this project. We are thus unable to discuss:

- Characteristics of their ECMH provider network (number, training, language capacity)
- Process for connecting to care (pre-authorization, waitlists)
- Billing and payment processes

This may be a deliberate tactic to make it difficult for plan members to understand and access services



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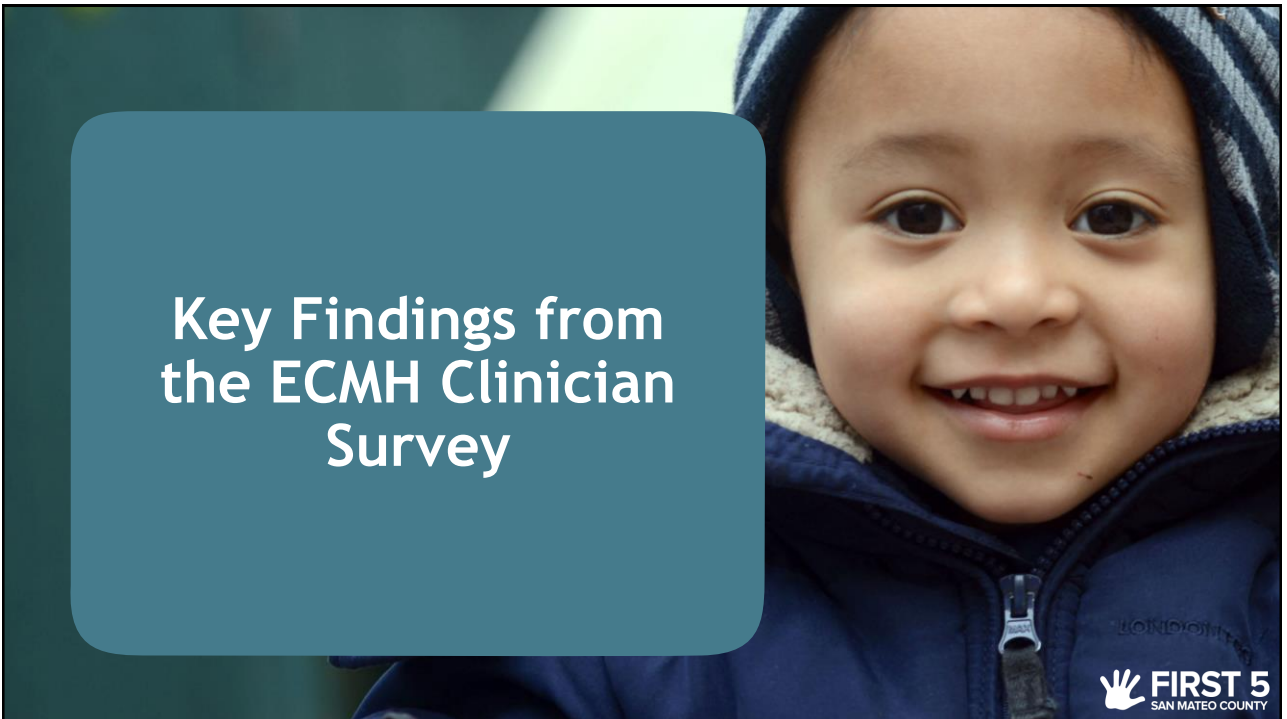


Barriers to Accessing ECMH Services

- Payors
- Stigma
- Linguistic and cultural concordance
- Logistical challenges
- Lack of coordination among organizations and systems
- Families' competing priorities
- "Goodness of Fit"

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Key Findings from the ECMH Clinician Survey



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ECMH Clinician Survey: Respondents

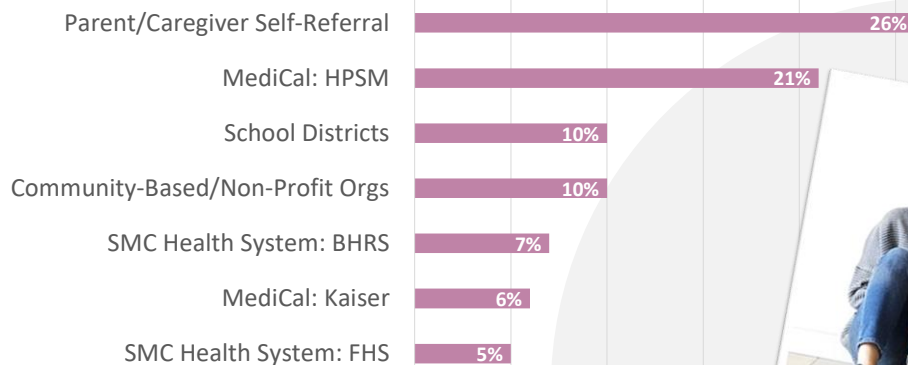
We received responses from 30 clinicians representing 10 agencies/private practices

- **Language Capacity:** All respondents reported that their agency provides ECMH services in both English and Spanish; two in Chinese; three in Portuguese; one in Tagalog
- **Roles:** 48% were direct service providers; 16% were in management/supervisory roles only; and 36% did both
- **Credentials:** 43% have LMFT credentials; 29% are LCSWs; and 29% are trainees under supervision
- **Training and Certifications:** Respondents were trained in a wide variety of approaches; most commonly Child-Parent Psychotherapy (76%), Diagnoses and Classifications: 0-5 (62%), and Infant/Early Childhood Mental Health Consultation (29%)



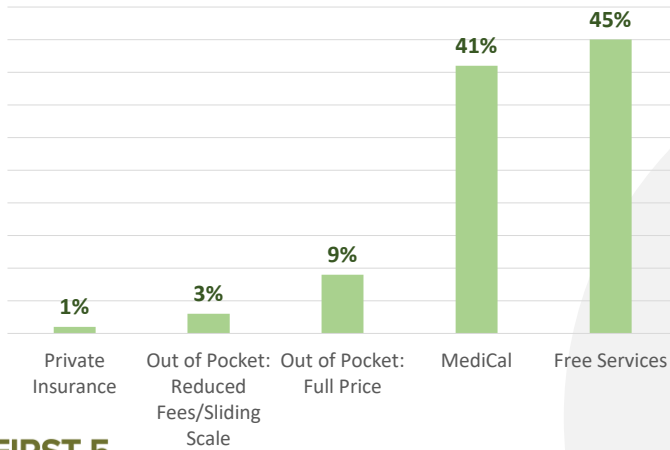
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How Are Families Referred to ECMH Services?

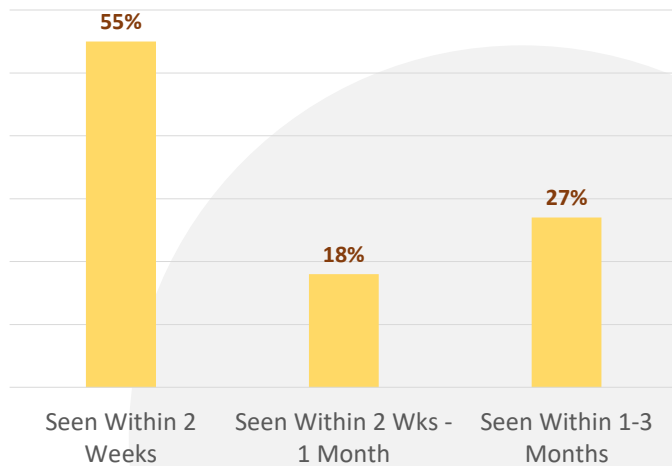


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How do Families Pay for ECMH Services?



How Long do Families Wait for ECMH Services?





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How can F5SMC Help Build the ECMH System?

- ❖ Build awareness within perinatal, pediatric, early learning, family engagement, and community spaces
- ❖ Continue to collect and analyze data to assess the landscape and inform program planning and resource allocation
- ❖ Support workforce development for ECMH professionals
 - Pre-service and in-service training
 - Recruitment and retention
- ❖ Enhance service integration
 - Co-locate resources to reduce stress for families so that they have the capacity to engage in ECMH services
 - Improve data sharing and referral protocols to streamline service delivery

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Supporting San Mateo Families: Early Childhood Mental Health

April 2025 Project Share

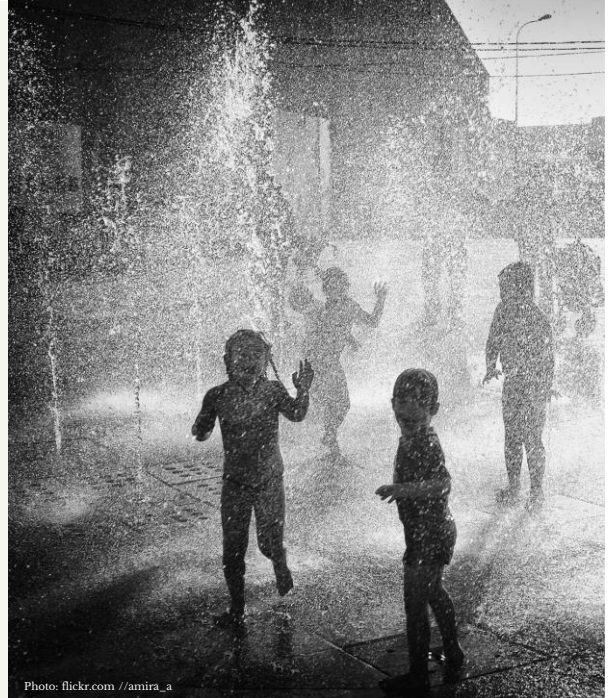


Photo: flickr.com //amira_a

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Our team

| | |
|------------------|--|
| Jasmine Pena | Professional Chef, San Mateo Co. Mother |
| Yormeri Vega | San Mateo Co. Mother |
| Gabriela Buendia | LMFT |
| Bethsaida Ruiz | WithIn, Life Coach and Consultant |
| Thomas Both | WithIn, Designer |
| Emily Roberts | F5SMC, Strategic Initiatives Project Mgr |
| Maria Mendoza | San Mateo Co. Mother |

2

How we worked

A co-design team, with lived experience.

Our team included parents who've lived through these experiences, an early childhood therapist, First 5 San Mateo County, and WithIn.

We started by listening.

We interviewed 7 additional San Mateo parents, one-on-one, each for about an hour. We heard their stories of seeking support for ECMH.

We did the sense-making, together.

As a team, we revisited each story, pulled out key themes and needs, and really sat with what we heard.

In response, we imagined new solutions.

Using what we learned, we brainstormed new ideas — and now we're co-creating one of those solutions.

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Conversations with parents

Conversations with parents provided the basis for understanding and how we could come together as a team to gain more insight together.

4

Conversations with parents:

Important Takeaways

A Fragmented System Slows Families Down

The path to care is often unclear and full of detours — from ambiguous diagnoses to disconnected services — making it hard for families to get what they need, even though the right support can make a big difference.

* Language challenges, fears around immigration status, and power imbalances with providers make accessing care even tougher for Latino parents.

5

Conversations with parents:

Important Takeaways

Parents Often Feel Dismissed

Many parents describe feeling ignored or not taken seriously by doctors and schools, especially when advocating for a diagnosis or an IEP.

6

Conversations
with parents:

*Important
Takeaways*

Families Lose Services Due to Lapsing 'Eligibility'

Families frequently lose support when their child ages out of one program and into another, or when coverage like Medi-Cal lapses.

7

Conversations
with parents:

*Important
Takeaways*

A Great Burden Falls on One Parent

Often, one parent — typically the primary caregiver, the mother — carries the emotional and logistical weight of finding care, which can be overwhelming.

8

Conversations
with parents:
*Important
Takeaways*

Parent Trauma Plays a Role

Many immigrant Latino parents are also navigating their own histories of trauma and violence, which adds complexity to seeking help.

9

Conversations
with parents:
*Important
Takeaways*

Parents Rely on People to Navigate and Trust Systems

Parents lean heavily on trusted people — from friends to teachers to churches — to find support, more than on the systems designed to provide it.

(Almost all the connections to services we heard about involved supportive people: friends, preschool, church, family, therapist at preschool, or from one agency to the next.)

10

Conversations with parents:

Important Takeaways

Preschools Can Be Key, But Need Support Too

Preschools often spot early signs and suggest care, but many lack the tools or training to truly guide families through the complex system.

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Solutions we believe can be impactful

Build an Early Childhood Mental Health Hub — a go-to guide, website, or tool to help parents and providers find and navigate resources.

Empower Preschools to talk about children's mental health and help families connect to the right support.

Support Families in Keeping Medi-Cal Coverage so care isn't interrupted.

Strengthen Cross-Agency Collaboration — connect more people across systems to support young children's mental health, even if it's not their primary role.

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*One solution we
are working on –*

Big Feelings: An Early Childhood Mental Health Website

Make navigation easier — help parents and professionals find services that fit the child's needs and eligibility.

Bridge the gap to access — go beyond listing services, and support families through enrollment by the sharing the system's *language* and requirements.

Centralize and clarify information — offer everything in one place, using clear language that works for both parents and supporters. Multilingual.

Feel welcoming and family-centered — use visuals and tone that are warm and supportive, not cold or bureaucratic.

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BIG FEELINGS

San Mateo County

A site for young children and families seeking mental health and behavioral support.



Photo by LUTFI GANI AL AQHMAD from Nexus Project

EN ^

This site was created in collaboration with parents from San Mateo County.

HOW TO USE THIS SITE



Noticing your child experiencing behavioral challenges, dysregulation and/or emotional struggles?

**INFO ABOUT MENTAL HEALTH
FOR KIDS 5 AND UNDER**



Want to find support for your child? Learn about organizations that can help, how to request assessments, and how to connect with parents who have sought support before.

HOW TO SEEK SUPPORT



When parents and caregivers receive the right support, it can make a profound difference, not just for them but for their children as well. Learn about adult mental health here.

PARENTS' MENTAL HEALTH

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GRANDES SENTIMIENTOS

Condado de San Mateo

Un sitio para niños pequeños y familias que buscan apoyo en materia de salud mental y conductual.



Este sitio fue creado en colaboración con padres del condado de San Mateo.

CÓMO USAR ESTE SITIO



¿Nota que su hijo experimenta problemas de conducta, desregulación y/o luchas emocionales?

INFORMACIÓN SOBRE SALUD MENTAL PARA NIÑOS DE 5 AÑOS O MENOS



¿Quieres encontrar apoyo para tu hijo? Infórmate sobre organizaciones que pueden ayudarte, cómo solicitar evaluaciones y cómo conectar con padres que ya han buscado apoyo.

CÓMO BUSCAR APOYO



Cuando los padres y cuidadores reciben el apoyo adecuado, puede marcar una gran diferencia, no solo para ellos, sino también para sus hijos. Infórmese sobre la salud mental en adultos aquí.

LA SALUD MENTAL DE LOS PADRES

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Process:
*Our team
experience
together*

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April 2025 Update

Children and Youth Behavioral Health Initiative

Building the Early Childhood Mental Health Network



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Two Simultaneous Goals

Infant Mental Health

Baby

Parent

2

Two Simultaneous Goals

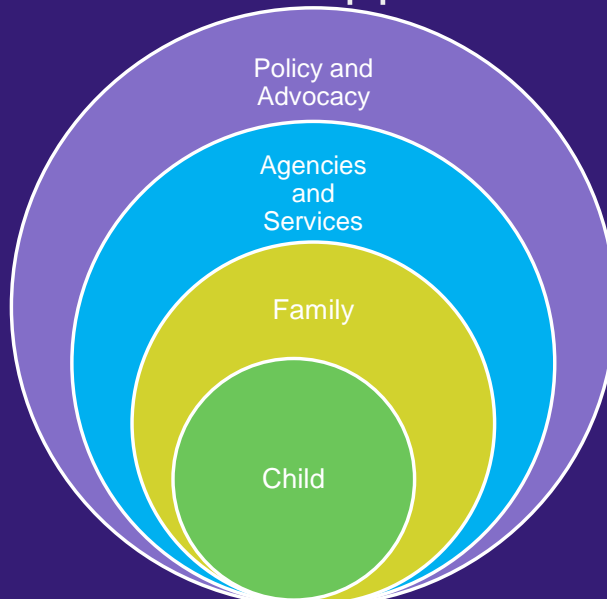
Infant and Early Childhood Mental Health Network

Effectively address
today's crisis to ensure
better outcomes for
children and families
now

Rebuild foundations
(and reinforce
effective existing
components) to
ensure better
outcomes for children
and families
going forward

3

Intervention Opportunities



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Participants

Providers

Individuals working with young children and their families

Families

Families in our community with children (currently accessing services *or not*)

Community / Systems

Community organizations and systems that interact with families and young children, as part of their explicit role *or not*

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CYBHI Project Components

Training

- Foundational Training
 - CPP, ECMH 101, “You Matter”
- Trauma-Informed Practice
 - Ripple Effect, CPP
- Sustaining / Ongoing Training
 - Reflective Supervision, topic based training

Networking

- Communities of Practice
 - Regular space to discuss work
- Resources/Referral Sharing
 - Collaboration and connection
- Consistent Engagement
 - Informal networking and accountability

6

Where are we now?

Already in progress...

- Child-Parent Psychotherapy
 - 62 clinicians from more than 7 organizations

Coming Soon...

- Ripple Effect
- ECMH 101 & “You Matter” trainings
- Reflective Supervision Training

7



Questions?

8



First 5 San Mateo County Digital Communications Analytics & Impact

April 28, 2025
Commission Meeting

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Highlights of F5SMC's Social Media Performance

Growth on Instagram & Facebook

F5SMC's key metrics are increasing year over year since 2023.

Highly Engaged Audience

More than doubling on Instagram and nearly matching last year's total on Facebook signals content is resonating deeply and consistently.



High Follower to Population Ratio

F5SMC's follower to population ratio on Facebook was the highest among other First 5 offices with comparable population sizes.

Social Content Drives Traffic

Social content brings in about 20% of the website traffic, above average for most websites.



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First 5 Competitive Landscape

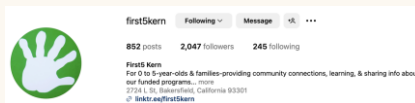
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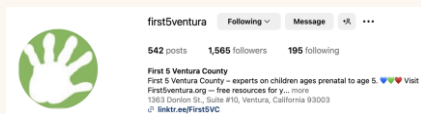
First 5 Instagram Landscape



Pop. 1,017,162, 0.14% follower to population ratio



Pop. 913,820, 0.22% follower to population ratio



Pop. 829,590, 0.19% follower to population ratio



Pop. 800,965, 0.10% follower to population ratio



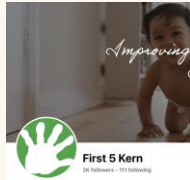
Pop. 726,353, 0.22% follower to population ratio

- F5SMC has more posts than the other First 5's
- Tied with First 5 Kern County with follower to population ratio
- F5SMC's content reached 4.13% of the population in San Mateo on Instagram in 2024

4

4

First 5 Facebook Landscape



2K followers, 0.22% follower to population ratio



2.1K followers, 0.26% follower to population ratio



3K followers, 0.41% follower to population ratio



2.8K Followers, 0.34% follower to population ratio



3.9K followers, 0.38% follower to population ratio

- First 5 Fresno has the most followers at 3.9K, but in follower to population count ratio, F5SMC has the largest at 0.41%
- F5SMC Facebook content reached over 18% of the county's population in 2024



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First 5 LinkedIn Landscape



519 Followers



193 Followers



439 Followers



266 Followers

- LinkedIn seems to be less emphasized for other First 5 Commissions: Neither First 5 Ventura or First 5 Fresno included their LinkedIn account on their website and First 5 San Joaquin does not appear to have a LinkedIn presence
- In San Mateo County, recent growth suggests an opportunity to leverage LinkedIn more



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Category Comparison: Facebook and Instagram



Instagram

Compare your performance against businesses in the Non-Profits & Religious Organizations category

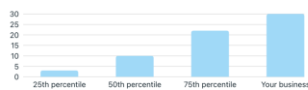
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content

30

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

[Create post](#)

Instagram...

1.6K

Higher than others

Typically: 499

Follows

23

Higher than others

Typically: 11

Content L...

957

Higher than others

Typically: 40



Facebook

Compare your performance against businesses in the Non-Profits & Religious Organizations category

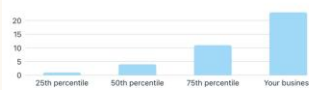
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content

23

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

[Create post](#)

Facebook...

3.1K

Higher than others

Typically: 825

Follows

72

Higher than others

Typically: 4

Content L...

776

Higher than others

Typically: 56

F5SMC's Instagram and Facebook accounts are outperforming peer non-profits and religious organization groups on Instagram in all major metrics - content volume, interactions and follower growth.

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Social Channel Performance

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Instagram At a Glance



2025 Year to Date*

+2K more impressions the first 4 months of this year compared to all of last year!

Triple Content interactions (e.g. likes, shares, comments) the first 4 months of this year compared to all of last year.

2023 vs. 2024

+237% Growth in visits to the F5SMC profile page in 2024 from 2023.

+408% Growth in reach in 2024 from 2023. Reach was 30k in 2024.

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Instagram - Best Performing Organic Content 2024



Highest Reach



245



237

Highest Likes and Reactions



25



19

- **Strong Non-Video Performance** – Both posts effectively leverage imagery and copy, along with compelling captions demonstrating high engagement can be achieved without relying on the algorithm's preference for video.

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Instagram - Best Performing Organic Content 2025 Year to Date



Highest Reach



390



391

Highest Likes and Reactions



19



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- **Top Performing Content Through Collaboration** – The post with the highest organic reach and engagement stemmed from a co-promoted post, underscoring impact of strategic partnerships.
- **High-Impact Event Content** – The Play & Learn Event with Help Me Grow achieved the second highest reach overall, highlighting strong resonance and shareability among followers.

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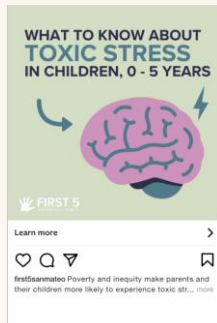


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Instagram - Best Performing Paid Content 2024



12,450



4,888



3,718

- **Enhancing Performance Through Paid Promotion** – Boosting posts achieves an average reach of 1.5K and an average engagement of 101, demonstrating measurable lift from organic performance.
- **Balancing Organic and Paid** – While individually boosted posts do very well, the consistency of organic posts creates an engaged, sustained audience. In 2024, total views were evenly split:

51% organic views vs. 49% paid ad views

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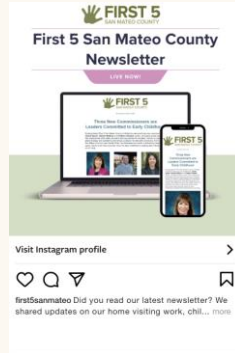
Instagram - Best Performing Paid Content 2025 Year to Date



13,491



9,750



3,439

- **Year Over Year Growth in Ad Effectiveness** – Paid ads running this year are outperforming last year's in both reach and engagement, indicating improved strategy and content resonance.

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Facebook at a Glance



2025 Year to Date*

+6K more impressions the first 4 months of this year compared to all of last year.

2.8% More follows the first 4 months this year than all of 2023.

2023 vs. 2024

+176% Growth in content interactions in 2024 compared to 2023.

133.3K Reach in 2024 – almost double that of 2023.

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Facebook - Best Performing Organic Content 2024



Highest Reach



807

428

Highest Likes and Reactions



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- **Audience Preference for Informative Content** - Facebook followers show higher engagement with news-driven and partner-focused posts, highlighting the value of timely community updates.



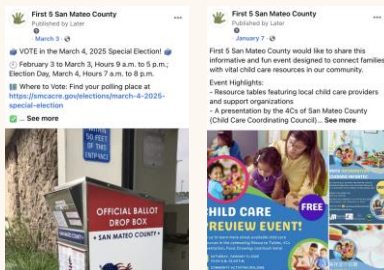
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Facebook - Best Performing Organic Content 2025 Year to Date



Highest Reach



553

331

Highest Likes and Reactions



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- **Timeliness as Key Engagement Driver** - Consistent with top performing organic content last year, highlighted posts both tied to timely events and partners, reinforcing the effectiveness of relevance and immediacy in driving engagement.



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Facebook - Best Performing Paid Content 2024



83,342



50,456*



35,246

- **Superior Reach and Impressions with Facebook Ads** – Facebook ads are the most significant driver of reach and traffic, compared to other platforms.

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*Number includes impressions that occurred in January 2025



17

Facebook - Best Performing Paid Content 2025 Year to Date



56,809



46,280



27,828

- **Year Over Year Growth in Ad Effectiveness** – Similar to Instagram, paid Facebook ads are on track to outpace last year's performance.

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LinkedIn at a Glance



Audience

266 followers

28 new followers this year

8,026 impressions in the past calendar year

High Performing Posts – 2025



38 impressions
11 clicks
29% engagement rate



808 impressions
225 clicks
28% engagement rate

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F5SMC Website Overview

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F5SMC Website At a Glance



72%

Increase in traffic from social in 2024 compared to 2023.

46%

Increase in new users to the website in 2024 compared to 2023.

3x

More visits to the Resources page in 2024 compared to year prior.

1m 40s

Average engagement time per active user

21



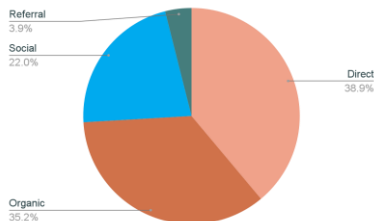
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Website Engagement & Pages: 2024

Total Users
11,905

Total Page Views
69,033

Traffic Sources



Top Pages by Views

1. Home Page
2. Resource Library
3. Funding Opportunities
4. Staff
5. Who We Are
6. The State of Young Children and Families (blog)
7. Commission
8. Our Work
9. Commissioners
10. Celebrating the Present and Future (WOYC)/Evolving Impact: Data-Driven Insights (blogs)

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Recommendations

Opportunities & Considerations

23



23

Opportunities & Considerations

1. Increase social content that links to the website.
2. Leverage Facebook and Instagram to drive reach.
3. Continue to mix and test video and still content.
4. Tailor LinkedIn content for follower growth.
5. Explore new platforms.



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Thank you!

Laura Bowen, Communications Director
VIVA Social Impact Partners
laura@vivasocialimpact.com

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