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A quarter century of impact as a leader, partner, and investor for young children and families in San Mateo County

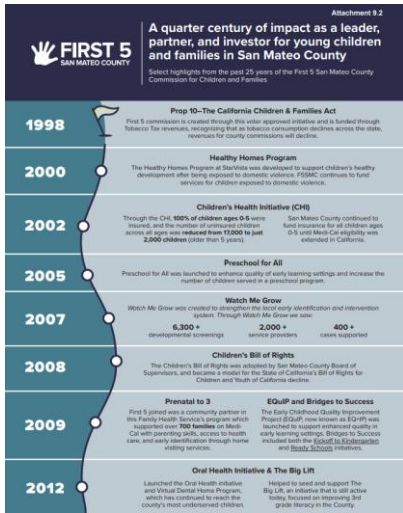
Select highlights from the past 25 years of the First 5 San Mateo County Commission for Children and Families




**First 5 San Mateo County
2025-2030 Strategic Plan**
July 1, 2025 - June 30, 2030

1998	<p>Prop 10–The California Children & Families Act</p> <p>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.</p>
2000	<p>Healthy Homes Program</p> <p>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.</p>
2002	<p>Children’s Health Initiative (CHI)</p> <p>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).</p> <p>San Mateo County continued to fund insurance for all children ages 0-5 until Medi-Cal eligibility was extended in California.</p>
2005	<p>Preschool for All</p> <p>Preschool for All was launched to enhance quality of early learning settings and increase the number of children served in a preschool program.</p>
2007	<p>Watch Me Grow</p> <p>Watch Me Grow was created to strengthen the local early identification and intervention system. Through Watch Me Grow we saw:</p> <p style="text-align: center;">6,300 + developmental screenings 2,000 + service providers 400 + cases supported</p>
2008	<p>Children’s Bill of Rights</p> <p>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.</p>

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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.

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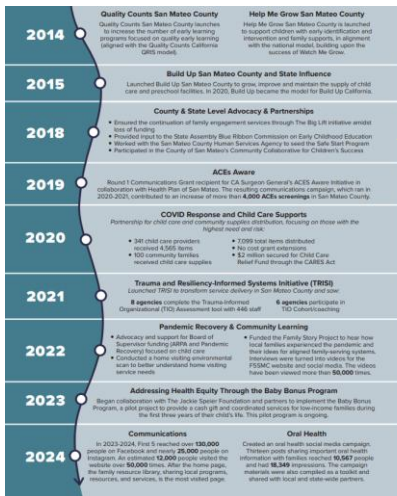
Prenatal to 3
First 5 joined as a community partner in this Family Health Service's program which supported over 700 families on Medicaid with parenting skills, access to health care, and early identification through home visiting services.

EQiUP and Bridges to Success
The Early Childhood Quality Improvement Project (EQiUP, now known as EQ-HP) was launched to support enhanced quality in early learning settings. Bridges to Success included both the Kickoff to Kindergarten and Ready Schools initiatives.

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.



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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.

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.

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 to seed the Safe Start Program
• Participated in the County of San Mateo's Community Collaborative for Children's Success

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

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.



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EARLY CARE AND EDUCATION (ECE) COALITION



CHILDREN'S FUNDING PROJECT

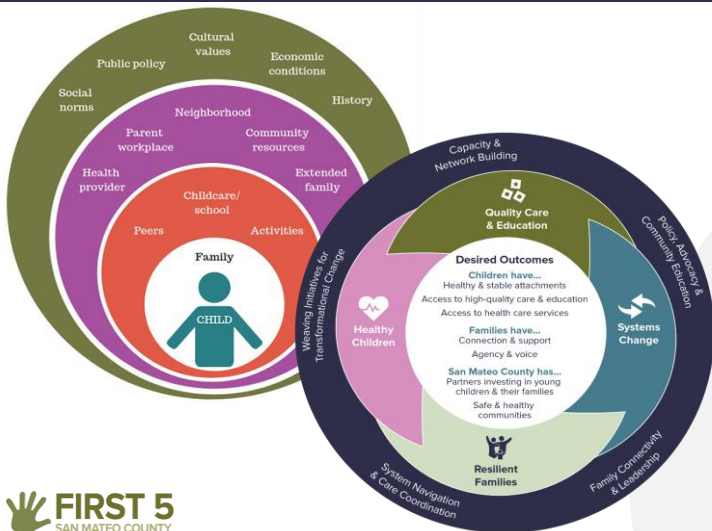


STRONG FOUNDATIONS

THE CHILDREN'S COLLECTIVE-SMC CHILD CARE BLUE PRINT



Strategic Plan and Strategic Plan Implementation Plan



- Healthy Children
- Resilient Families
- **Quality Care & Education**
- Systems Change (Including Policy, Advocacy, Research & Evaluation, Communications)



STRATEGIC PLAN 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

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Public Funding for Child Care in San Mateo County FY 24-25

63 Public Funding Streams provided

- \$182 million for child care in SMC in FY24-25
- \$159.2 M for child care slots
- \$10 M for child care workforce development/stipends
- \$6.2 M for child care facilities
- \$4.7 M for improving quality of care
- \$1.3 M for system supports (i.e. planning and coordination activities)
- \$0.6 M for family navigation (i.e. resource and referral/R&R)

Source	Percent of Total
State	75.8%
Federal	14.3 %
Cities	5.1
San Mateo County	4.8%

Data Used in the Fiscal Map for Child Care Blue Print September 2025

- Fiscal data reported by organizations in San Mateo County
- City Council and County Board of Supervisors public meeting agendas and attachments
- Budget and related documents on City websites
- Appropriation reports, contract documents, Child Care/Management Bulletins, and funding results from California Departments of Education and Health and Human Services



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**VISION**

The supply of **high-quality childcare facilities** meets the demand of every family in need of childcare in San Mateo County.

PURPOSE

To preserve, expand and improve the supply of high-quality childcare facilities in San Mateo County.

OUR WORK

Build Up SMC takes a multi-sector, coalition-building approach to expanding and sustaining childcare facilities in SMC.



Early Childhood Climate Action Plan



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Child Care Facilities: Work



- Advance Policy, Advocacy & Resources
- Data collection and tracking of child -care facility preservation, enhancing or new sites/developments including city, the county, and municipalities' contributions and policy approaches.
- Improvement or expansion of indoor and outdoor spaces including Climate Action strategies.
- Fund development planning, leveraging and or securing funding for capital projects. BUGS grants in process. **150 Providers – 500+ spaces**
- **Plan & facilitate county-wide leadership and advisory groups.**
- **Three Year Funding Term FY 25-28 \$300K**



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Quality Supports in Early Learning Settings (In Child Care Settings)

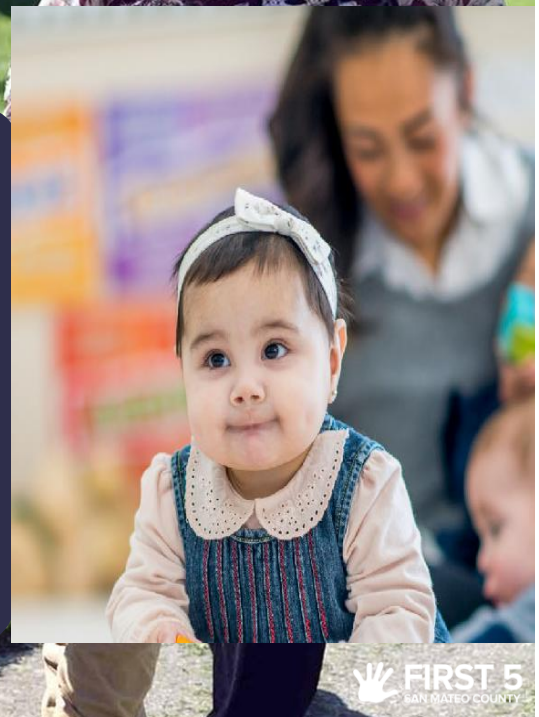


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What is Quality?

Family & Community Definition of Quality: Quality in early learning in San Mateo County means creating welcoming experiences where children feel a strong sense of belonging, are proud of who they are, and are encouraged to explore, grow, and develop a lifelong love of learning.

Children thrive when they feel seen and when learning reflects the identities, languages, and cultures of our community while building on each child's unique abilities and strengths. Through meaningful partnerships with families, we bring this vision to life together.



FIRST 5
SAN MATEO COUNTY

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Key Elements of Quality

- Environment
- Relationships
- Family & Community Partnerships
- Approaches to Learning
- Assessment & Reflection
- Health & Well-Being
- Professional Growth



FIRST 5
SAN MATEO COUNTY

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Quality Supports-Initiative Purpose

Consists of a blend of direct services and system-level strategies implementing the Early Childhood Quality and Improvement Project (EQ+IP) and Quality Counts SMC including:

- Supporting quality improvement in early learning environments ie. Coaching , professional development, stipends/incentives, workforce retention evidenced-based training, etc.
- Providing early childhood mental health consultation in early learning settings
- Piloting embedded early mental health services in early learning settings.
- Co-administer F5CA IMPACT, IMPACT Regional Hub and Quality Counts
- Collaboration to enhance early learning quality, policy, resources and alignment



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Timeframe and funding over 3 years

Funding Terms over 3 Years

- **EQIP:** 35-month term (current contract extended)
August 1, 2025 to June 30, 2028
- **F5CA IMPACT & Quality Counts**
July 1, 2025 to June 30, 2026
- **Total Funding Amount: \$2,260,000**
 - First 5 SMC Prop 10: \$1,500,000
 - F5CA \$ 261, 400
 - Sequoia Healthcare District, Mental Health Services Act, F5SMC Prop 10 : \$489,000



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Funding and Numbers over 3 years

Recommended Agencies and Amounts over 3 years	\$2,260,000
SMCOE (Lead Agency) San Mateo County Office of Education	\$1,042,050
4Cs Child Care Coordinating Council	\$350,000
Family Connections	\$ 150,350
Todos Juntos	\$405,000
SMC Family Childcare Association	\$ 51,000

Approximate Numbers Served:

- Providers 760+
- Parents 300+
- Children 140 direct services
- 86+ Center-based Sites
- 27 FCC Sites
- 7000+ Children indirectly supported
- SMCOE leverages funding from sources including: California Dept. of Education, local funding etc.



Questions?





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Blueprint Vision

Every child in San Mateo County, from birth to age 12, has equitable **access** to **high-quality** care, supported by a well-compensated, diverse **workforce** in safe, climate-resilient **environments**.



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Key Milestones/Timeline

- Developed October 2024-December 2025
- Adopted by CCPC as Countywide Plan for Child Care in January, 2026
- January-June, 2026: Develop infrastructure, define roles and responsibilities
- Launch implementation strategies July 2026



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Blueprint Infrastructure

- Action Roundtable: *Monitors Blueprint Implementation*
- Blueprint Backbone: CCPC and TCC
 - *Workgroups for Assigned Strategies*
- Lead Agencies: *Responsible for managing strategies*

- 4Cs
- Build Up SMC
- SVCF
- SMCOE
- SMC CEO

- First 5
- SMCCCD
- CCPC
- TCC



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Early Momentum

Goal 1: Access and Affordability

- Building a toolkit for cities
- Family Childcare Home Education Network (FCCHEN)
- R & R Best Practices
- Enhanced Navigation Tool
- Tri-Share

Goal 2: Workforce

- Wage and Benefits Study
- ECE Career and Resource Fair

Goal 3: Facilities

- BUGS Climate Action Summit

Goal 4: Alignment/Coordination

- Subsidy Contract Utilization
- Blueprint backbone support



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Strategy 1.4 Systematically enhance child -care quality across different types of child care.

Actions & Steps		Lead Agency	Timing
a.	Identify sustainable funding streams for Quality Counts San Mateo County and encourage providers to join and actively participate.		
	1. Continue pursuing funding streams to support high quality care.	SMCOE/ First Five	
	2. Offer incentives to encourage more providers to enroll in Quality Counts San Mateo County and to encourage current enrollees to reflect on strengths and develop action plans to address improvement areas. Recognize, acknowledge, and reward providers who uphold the highest standards of care.	SMCOE/ First Five	Year 1-2
	3. Adopt and implement a shared countywide definition of quality early learning, using it to guide quality improvement, inform planning and investment decisions, align partners, and communicate what quality care looks like across workforce, facilities and family engagement.	SMCOE/ First Five	Year 1-2
b.	Explore additional areas to include in the Quality Counts framework.		
	1. Crosswalk Quality Counts elements with best practice efforts regionally and nationally.	SMCOE	Year 3-4
	2. Determine viability of expanding the Quality Counts framework if gaps are identified.	SMCOE	Year 3-4

* SMCOE = San Mateo County Office of Education; First Five = First 5 San Mateo County



Strategy 2.4 Invest in child care workforce retention.

Actions & Steps		Lead Agency	Timing
c.	Raise recognition of early educators as essential professionals.		
	1. Create a communications strategy to share appreciation for educators.	First 5 & 4Cs	Year 1-2
	2. Create recognition programs that explicitly value child care providers.	First 5 & 4Cs	Year 1-2
d.	Establish and resource parent advocacy group and expand advocacy networks for providers.		
	1. Conduct a landscape scan to identify existing advocacy organizations supporting children and families.	First 5	Year 1-2
	2. Identify potential advocacy lead agencies (both parents and providers).	First 5	Year 1-2

* CCPC = Child Care Partnership Council, San Mateo County Office of Education; First 5 = First 5 San Mateo County;
4Cs = Child Care Coordinating Council of San Mateo County



Questions?





F5SMC 2026-2029 Communications Plan

April 27, 2026

1



Background

- F5SMC’s 2026-2029 Communications plan outlines a coordinated approach to messaging, outreach, and engagement aligned with F5SMC’s 2025-2030 Strategic Plan.
- The plan positions F5SMC as a strategic funder, community partner, and systems leader for San Mateo County’s youngest children and families.



2



Plan Development & Process

- Led by VIVA Social Impact Partners through a structured discovery and planning phase, including:
 - Audit of website, social media and digital content
 - Landscape review, benchmarking analysis and review of 2025-2030 Strategic Plan
- Community engagement process which included focus groups, family surveys, a commissioner survey, and a community partner survey.



3



2026-2029 Communications Plan



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Guiding Principles

1. Center families and community experience.
2. Lead with impact and shared purpose.
3. Leverage communications as a connector across partners and initiatives.
4. Move from awareness to action.
5. Position F5SMC as a trusted early childhood voice.
6. Plan with intention and flexibility.



2026-2029 Communication Goals

1. Families with young children view First 5 San Mateo County as a trusted and accessible source of information, resources, and support that helps them nurture their children's health and development.
1. Families and community partners understand and value the importance of early childhood development and the role First 5 San Mateo County plays in creating safe, healthy environments for young children.
1. Community partners and stakeholders recognize First 5 San Mateo County's investments, partnerships, and impact in expanding access to high-quality early care/education, health services, and family resources.
1. The broader San Mateo County community understands the importance of investing in young children and families for the county's collective well-being, and supports policies and funding that advance positive early childhood outcomes.



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Priority Audiences

1. Parents & Caregivers of Children Ages 0-5
2. Community Partners
3. Key Stakeholders
4. General Public



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2026-2029 Strategies & Activities

Strategy 1: Make it easier for families to access and understand resources through First 5 San Mateo County's website and digital channels.

ACTIVITIES

1A Website Content Architecture and Resource Organization

Update website structure and content to prioritize family pathways, making it easier for parents and caregivers to find age-specific guidance, services, and developmental supports.

1B Social Media as a Resource Gateway

Use social media platforms to share bite-sized guidance, visuals, and videos that direct families to trusted information and resources on the First 5 San Mateo County website.

1C Family Resource Updates and Timely Information

Regularly refresh digital content to reflect new programs, services, and community resources relevant to families with young children, such as local family-friendly events and policies to advocate for.



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2026-2029 Strategies & Activities

Strategy 2: Build shared understanding of why early childhood matters and why investing in young children, families, and the ECE workforce benefits the San Mateo County community.

ACTIVITIES

2A Public Awareness Campaigns

Implement targeted communications campaigns, such as the Early Childhood Brain Development campaign, aligned with strategic priorities, key moments, and policy opportunities.

2B Media & Thought Leadership

Pitch stories, op-eds, and expert perspectives that position First 5 San Mateo County as a trusted early childhood voice in the community.



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2026-2029 Strategies & Activities

Strategy 3: Equip community partners with shared messages and communications tools to amplify collective impact and advance coordinated advocacy across systems.

ACTIVITIES

3A Partner Communications Toolkit

Develop and update shared messaging, templates, and assets for partners and stakeholders.

3B Partner Amplification

Coordinate cross-promotion and message alignment with funded partners and collaborators (e.g., Baby Bonus).



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2026-2029 Strategies & Activities

Strategy 4: Elevate lived experiences in communications to inform decisions, shape policies, and build early childhood systems that reflect community needs.

ACTIVITIES

4A Policy Messaging & Materials

Develop clear, accessible communications that support early childhood policy and systems change priorities.

4B Stakeholder and Decision-Maker Outreach

Create targeted communications for policymakers, funders, and systems leaders.

4C Story Bank & Story Collection

Create a centralized system for collecting, organizing, and sharing stories from partners and families.

4D Rapid Response Communications

Deploy timely messaging in response to policy developments, legislation, or emerging community needs.



Thank you!

First5SanMateo.org





SUMMARY OF BASELINE POPULATION-LEVEL INDICATORS

2025-2030 F5SMC STRATEGIC PLAN

PRESENTATION FOR THE COMMISSION

APRIL 27, 2026

PRESENTED BY:

EVALCORP

OVERVIEW

F5SMC funds
community
organizations that
support young
children, their parents
and caregivers

Three focus areas:

- Healthy Children
 - Resilient Families
 - Quality Care & Education
- +
- Systems Change

GOALS

-
- Share a **summary of publicly available county-level data for the population-level indicators** from the F5SMC 2025-2030 Strategic Plan



HEALTHY CHILDREN

HEALTHY CHILDREN: POPULATION-LEVEL INDICATORS

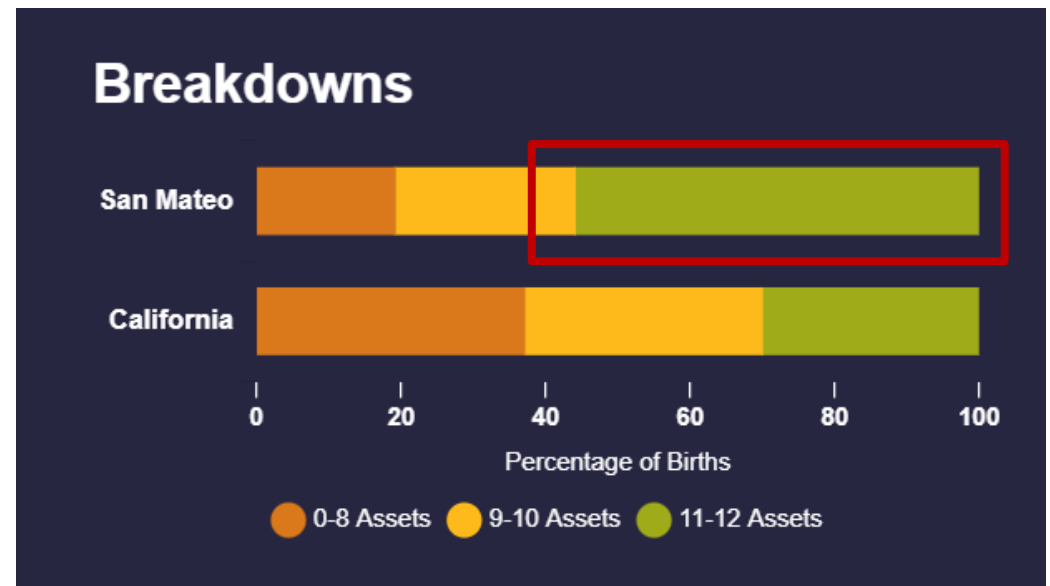
Community Need at Birth:

In 2023, the County averaged 10.1 out of 12 assets on the Strong Start Index — above California's 9.0.

19% of births had the lowest asset levels (0-8 assets) and over half (56%) had high asset levels (11-12 assets).

Source: [California Strong Start Index \(2023\)](#)

County and State Strong Start Scores (2023)



Indicators from Strategic Plan

- The number and/or percentage of children (0-5yrs) who live in areas of High Community Need, as defined by the Community Collaboration for Children's Success Project

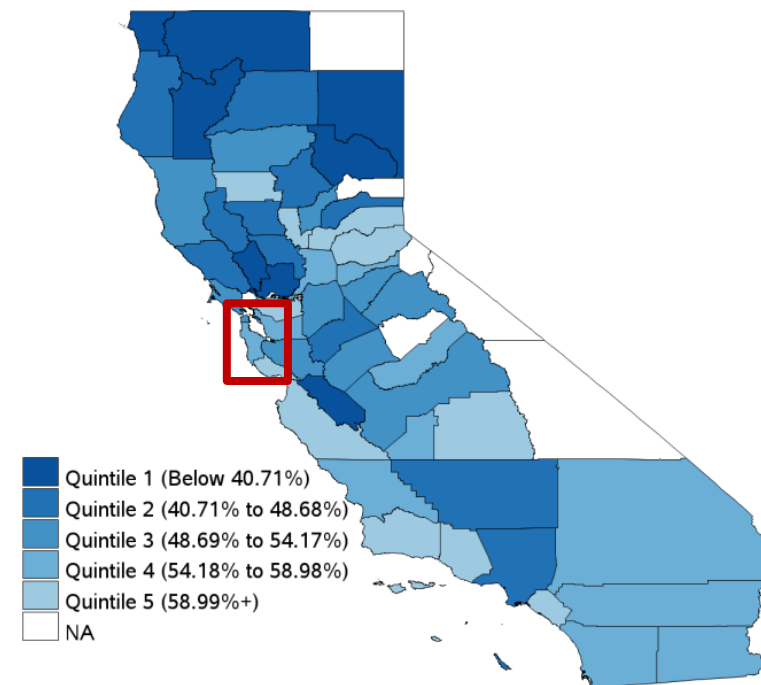
HEALTHY CHILDREN: POPULATION-LEVEL INDICATORS

Health Coverage & Preventive Care Access:

In 2024, 98.5% of children ages 0–5 were insured, and 54-59% children received well-child visits, higher than the State average of 54%.

Source: Census American Community Survey (2024) & DHCS Prevention Services Report (2024)

County-Level Results of Children Enrolled in Medi-Cal Managed Care with 6 or More Well-Child Visits During First 15 Months of Life (2024)



Indicators from Strategic Plan

- Maintenance of universal or near-universal health insurance rates for children ages 0-5 (at or above 98.5% of children 0-5 insured)
- The percentage of children enrolled in Medi-Cal managed care who had 6 or more well-child visits during the first 15 months of life

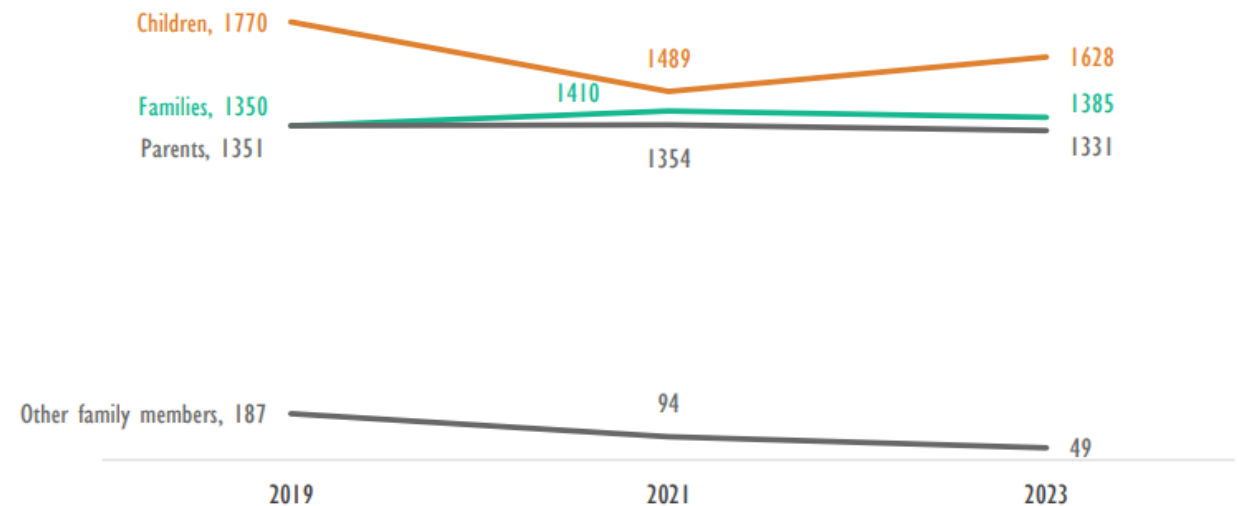
HEALTHY CHILDREN: POPULATION-LEVEL INDICATORS

Home Visiting Services:

In 2023, 1,385 families received home visiting services.

Source: [F5SMC Home Visiting Environmental Scan Report \(2024\)](#)

Individuals Served by Home visiting Programs in County (2019-2023)



Indicators from Strategic Plan

- The number of children and families enrolled in home visiting

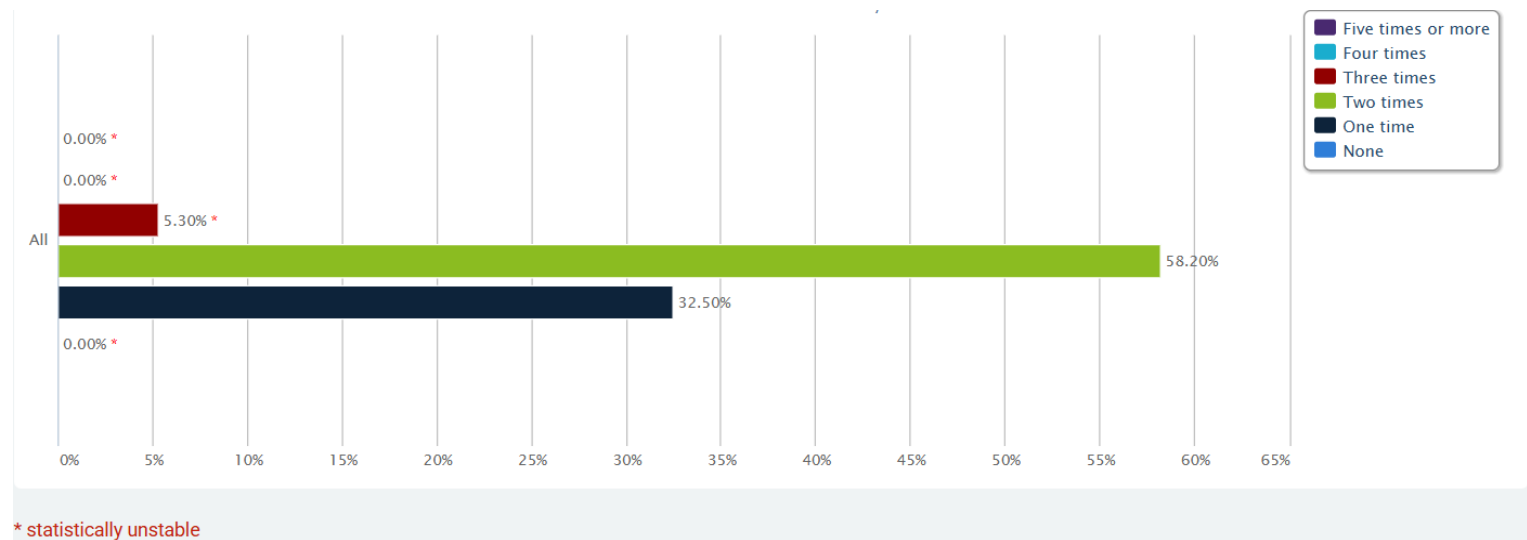
HEALTHY CHILDREN: POPULATION-LEVEL INDICATORS

Number of Times Children in County Received Dental Service in Past 12 Months (2024)

Oral Health:

In 2024, 96% of children ages 0–11 received dental services, and 79% of TK/K students in priority districts received screenings.

Source: [California Health Interview Survey \(CHIS\) \(2024\)](#)



Indicators from Strategic Plan

- The percentage of children ages 1-5 who have seen the dentist for a routine check-up in the past year
- The percentage of children ages 0-5 in priority school districts and childcare settings that are receiving oral health screenings and/or services

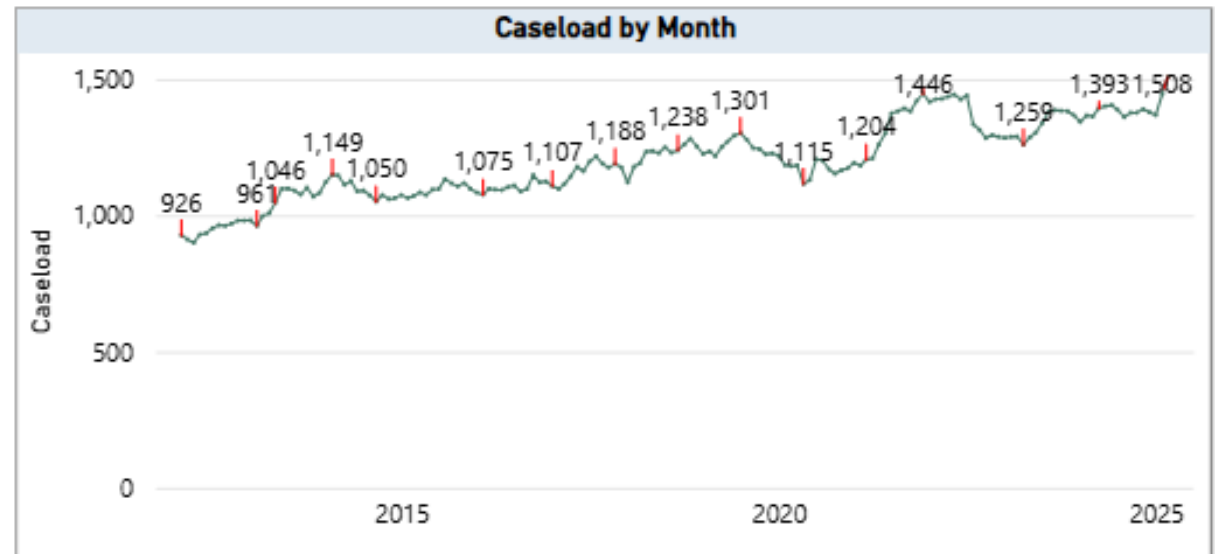
HEALTHY CHILDREN: POPULATION-LEVEL INDICATORS

Early Intervention Services:

In Fiscal Year 2024-2025, 2,474 children received Early Start services.

Source: [Department of Developmental Services \(FY24/25\)](#)

County Early Start Service Caseloads by Month (2012-2025)



Indicators from Strategic Plan

- The number or percentage of children receiving Early Start services in San Mateo County



RESILIENT FAMILIES

RESILIENT FAMILIES: POPULATION-LEVEL INDICATORS

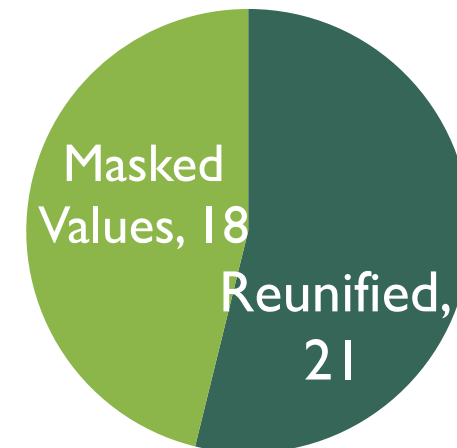
Child Welfare System Entry & Exits:

In 2025, 35 children ages 1–5 entered the child welfare system, out of a total of 108 children ages 0-17.

Across all ages of children who exited foster care in 2025, 21 children exited through reunification.

Source: [California Child Welfare Indicators Project \(CCWIP\) \(Jan – Dec 2025\)](#)

Exits From Foster Care in County (2025)



Indicators from Strategic Plan

- The percentage of children ages 0-5 entering the child welfare system
- The percentage of children ages 0-5 reunified with their family within 12 months of entering out-of-home care

RESILIENT FAMILIES: POPULATION-LEVEL INDICATORS

Family Engagement in Early Learning:

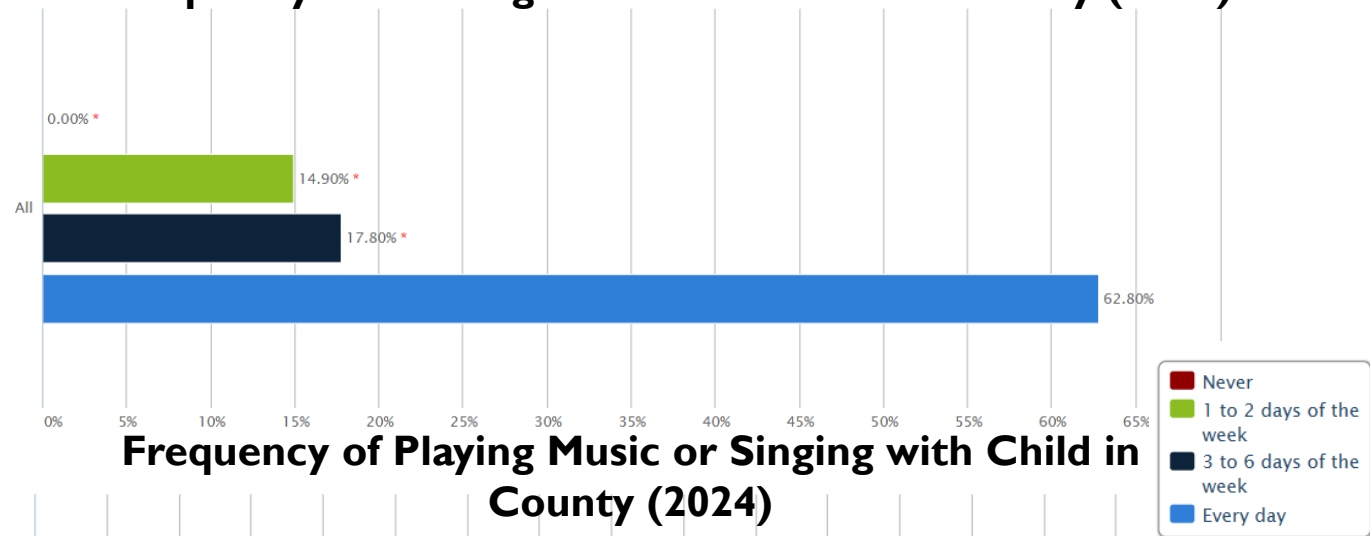
In 2024, 95% of parents/guardians regularly read books and 88% regularly played music or sang songs with children 0-5 years old.

Source: [California Health Public Survey \(2024\)](#)

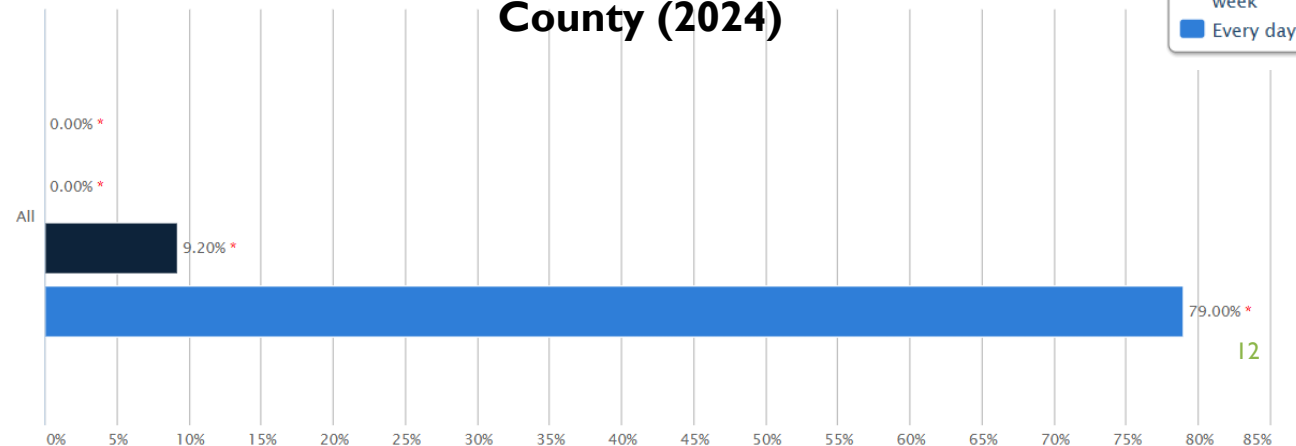
Indicators from Strategic Plan

- The percentage of parents who regularly read, sing, and/or count with their children ages 0-5

Frequency of Reading Books with Child in County (2024)



Frequency of Playing Music or Singing with Child in County (2024)



RESILIENT FAMILIES: POPULATION-LEVEL INDICATORS

Housing Insecurity:

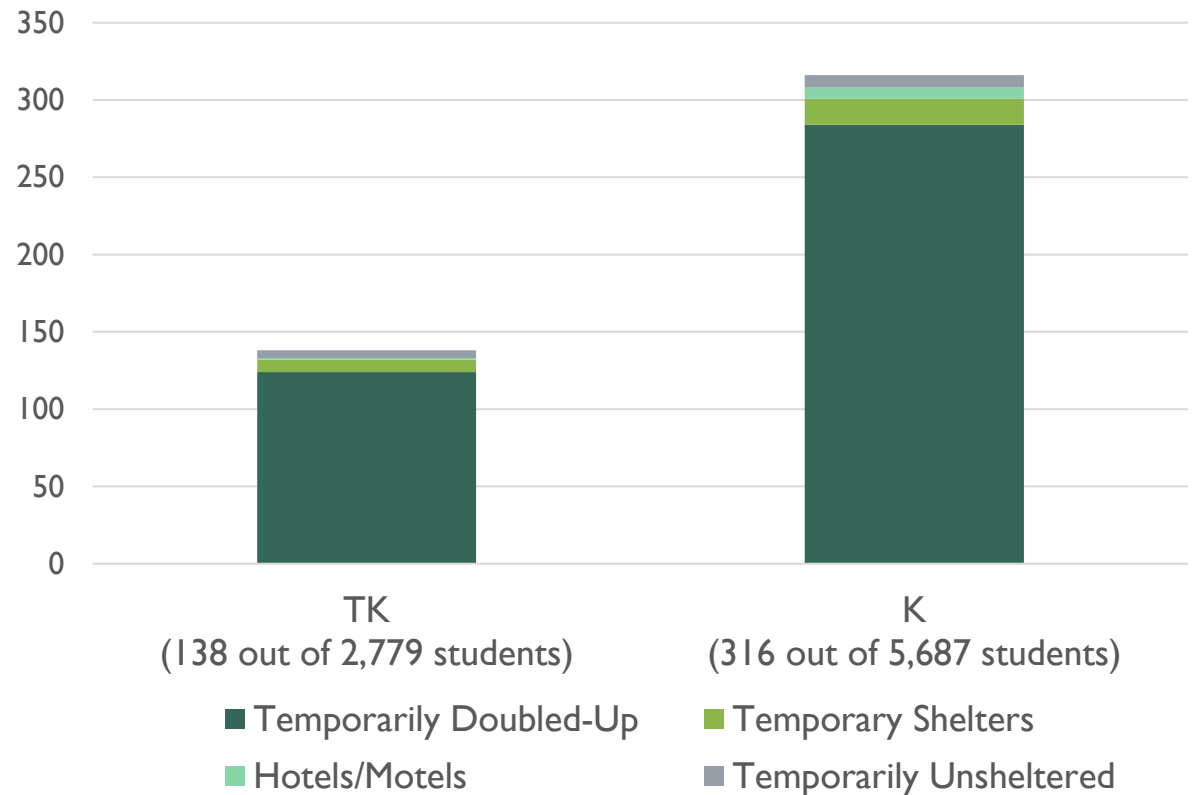
5% of TK and K students experienced homelessness in 2024–25, with the majority (90%) in doubled-up living situations.

Source: [California Department of Education \(2024-2025\)](#)

Indicators from Strategic Plan

- The percentage of families of young children experiencing housing insecurity

Types of Housing Insecurity Experienced by Students (2024-2025)



RESILIENT FAMILIES: POPULATION-LEVEL INDICATORS

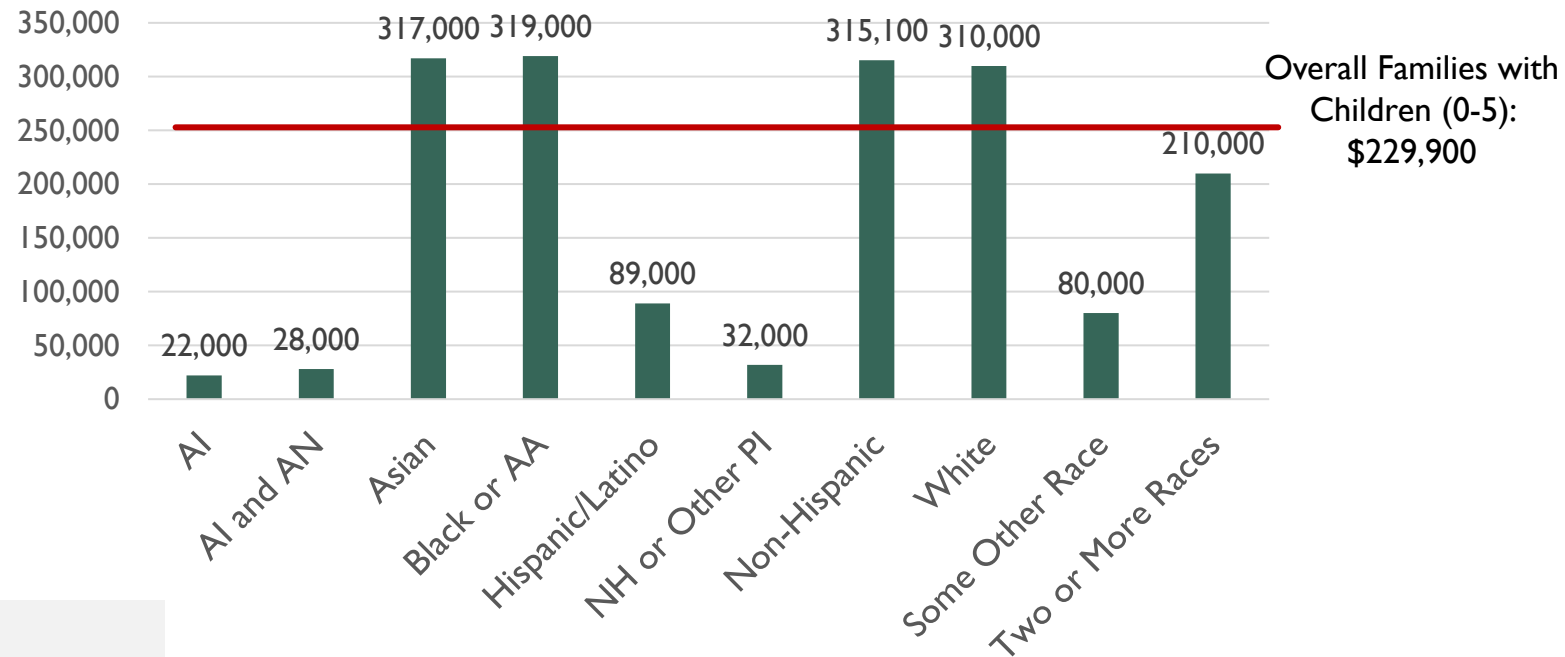
Financial Stability:

In 2024, median earnings for families with children 0-5 ranged from \$319,000 (Black or African American families) to \$22,000 (American Indian families).

2,320 families with children under 5 lived below 200% of the federal poverty line.

Source: [Census American Community Survey \(2024\)](#)

Median Income for Families with Children 0-5 (2024)



Indicators from Strategic Plan

- Median earnings of families by race and ethnicity



QUALITY CARE & EDUCATION

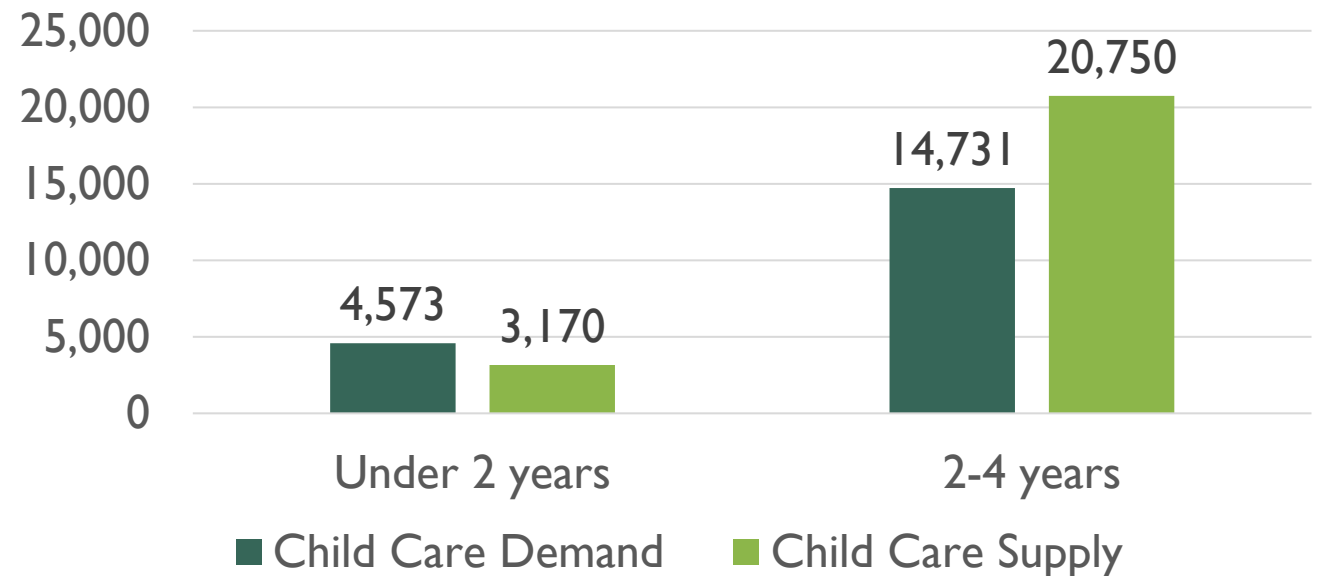
QUALITY CARE & EDUCATION: POPULATION-LEVEL INDICATORS

Childcare Supply & Demand:

In 2025, 69% of the infant care demand was met. In contrast, preschool care for children ages 2-4 had a surplus of 6,019 spaces, exceeding demand by 41%.

Source: [San Mateo County Child Care Supply and Demand Analysis \(2025\)](#)

Child Care Demand and Supply in County (2025)



Indicators from Strategic Plan

- Available supply of infant and toddler care relative to the need

QUALITY CARE & EDUCATION: POPULATION-LEVEL INDICATORS

Preschool Enrollment:

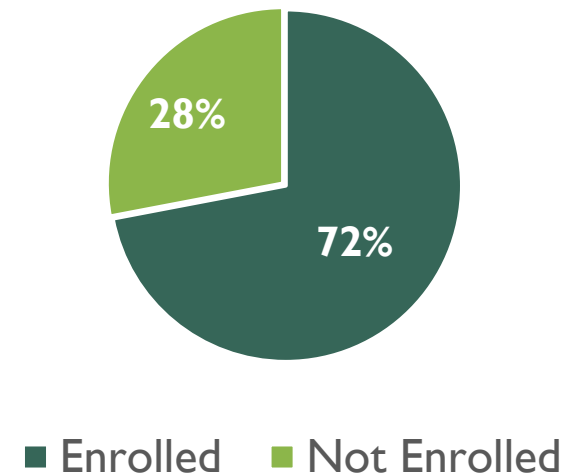
In 2024, 72% of children ages 3-4 in the County were enrolled in school.

Quality Early Learning Programs:

As of April 2026, 198 early learning programs in the County participate in Quality Counts.

Source: [Census American Community Survey \(ACS\) \(2024\) & San Mateo County Quality Counts \(Accessed Jan 2026\)](#)

Percent of Children Ages 3-4 Enrolled in School in County (2024)



Indicators from Strategic Plan

- The percentage of children ages 3-5 enrolled in preschool prior to Transitional Kindergarten/ Kindergarten entry
- The percentage of all early learning programs participating in QRIS

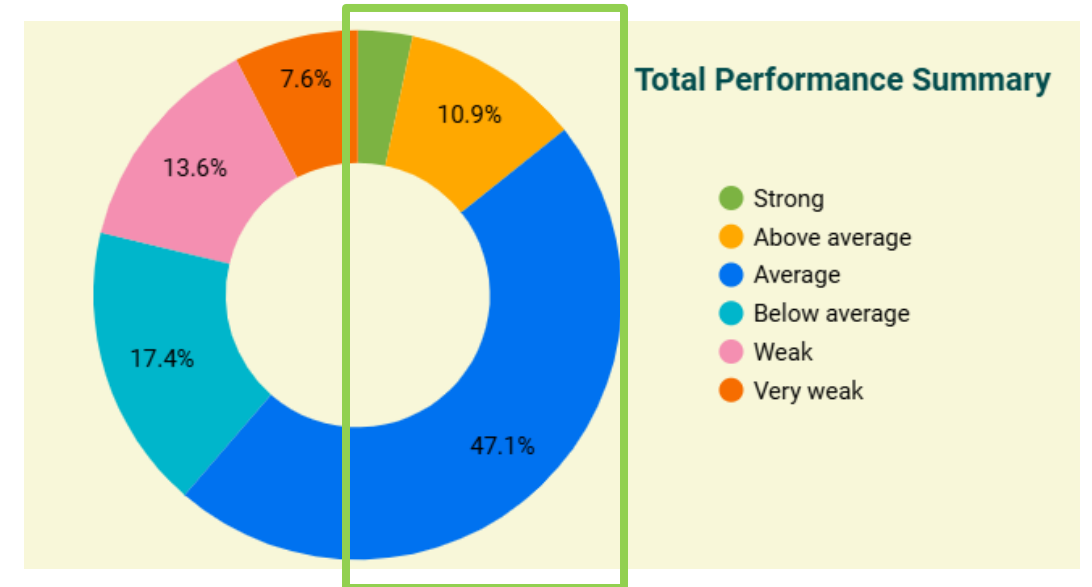
QUALITY CARE & EDUCATION: POPULATION-LEVEL INDICATORS

Kindergarten Readiness & Early Literacy:

In 2025, 61% of incoming kindergarteners demonstrated overall readiness, and over half (53%) of third graders met or exceeded ELA/Literacy standards in 2024–25.

Source: [The Big Lift and San Mateo County Office of Education, Kindergarten Readiness Dashboard \(2025\)](#) & [California Assessment of Student Performance and Progress \(2024-2025\)](#)

Kindergarten Readiness Performance in County (2025)



Indicators from Strategic Plan

- The percentage of children entering kindergarten ready to thrive
- The percentage of third-grade students reading at or above grade level



SYSTEMS CHANGE

SYSTEMS CHANGE: POPULATION-LEVEL INDICATORS

Continuous Medi-Cal Enrollment:

As of January 1, 2024, federal law requires all states to provide 12 months of continuous Medicaid and CHIP eligibility for children under 18.

Access to Children's Mental Health Services:

In 2024, California ranked last in the nation (51st out of 50 states and D.C.) for parents reporting it was not possible to obtain mental health care for their child.

Source: [Medicaid.gov](https://www.medicaid.gov) (Accessed Feb. 2026) & [California Children's Report Card \(2024\)](#)

Indicators from Strategic Plan

- The status of continuous Medi-Cal enrollment for children 0-5
- California's ranking in the U.S. for parents reporting their ability to access mental health services for their child