

First 5 Monterey County



**Board of Supervisors Report
Fiscal Year 2002-2003**

First 5 Monterey County

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TABLE OF CONTENTS

FIRST 5 MONTEREY COUNTY VISION AND MISSION.....	1
GEOGRAPHIC DESCRIPTION.....	1
COUNTY PRIORITIES.....	2
MAJOR ACCOMPLISHMENTS FOR 2002-2003	3
FUNDING AWARDS FOR PROGRAMS & SERVICES, MINI-GRANTS, AND CAPITAL GRANTS	3
SCHOOL READINESS INITIATIVE.....	5
SUPPLEMENT TO THE STRATEGIC PLAN	5
CHILD CARE RECRUITMENT AND RETENTION (C.A.R.E.S.) PROJECT	6
CHILDREN AND FAMILIES COLLABORATIVE.....	6
PACKARD FUNDING AWARD	7
KIT FOR NEW PARENTS.....	7
COMMUNITY ENGAGEMENT STEERING COMMITTEE	7
PARENT ADVISORY COUNCIL.....	7
NAME CHANGE	8
GETTING THE WORD OUT	8
EVALUATION	8
MAKING A DIFFERENCE IN MONTEREY COUNTY	10
PLANS FOR 2003-2004.....	11

FIRST 5 MONTEREY COUNTY VISION AND MISSION

First 5 Monterey County, also known as the Monterey County Children and Families Commission, was established in October 1999 to plan and oversee the estimated \$5.5 million in Proposition 10 funds that come into the County each year. The 7-member Commission includes representatives from County government, public and behavioral health, social services, public education, child care, parent education, preschool and early learning. *First 5 Monterey County's* vision is that “All children in Monterey County will enter school in good health, emotionally well developed and ready and able to learn.” This vision is accomplished through the Commission’s mission “to serve as a catalyst to create sustainable change in systems, policies and practices for enhancing the development of children in their first five years of life.”

GEOGRAPHIC DESCRIPTION

Monterey County is located in the Central Coast region of California, with an estimated population of 407,629 people. The County has 12 incorporated cities and numerous unincorporated communities, divided into four geographic regions: Salinas, the Monterey Peninsula, South County, and North County. The city of Salinas, the largest in the County with a population of 143,920, serves as the seat of County government, and receives the majority of services designed for children ages 0-5. *First 5 Monterey County* organizes Monterey County into the following four regions:

North County: Aromas, Castroville, Moss Landing, Pajaro, Prunedale

Peninsula: Big Sur, Carmel, Carmel Valley, Marina, Monterey, Pacific Grove, Pebble Beach, Seaside

Salinas Area: Salinas (North, South, East), Spreckels, Toro area

South County: Bradley, Chualar, Gonzales, Greenfield, San Antonio/Jolon, San Ardo, San Lucas, Soledad



San Ardo Preschool graduation

U.S. Census data for 2000 estimates that of the 407,629 total population in Monterey County, 7.8% are persons under 5 years old (approximately 31,795). According to the 2001 California County Data Book, approximately 9,646, or 24.3% of children ages 0-4, live in poverty, and approximately 13,507 infants and children receive WIC. The Commission’s Strategic Plan breakdown of ethnic composition among children ages 0-5 is as follows: Latino, 63%; White, 29%; Asian/Pacific Islander, 5%; Black, 3%; and Native American, <1%.

COUNTY PRIORITIES

Each child's ability to succeed depends upon the support that the child receives for learning and development. Children who are physically and emotionally healthy and who live in families and communities that support their well being, have the greatest chance of growing up to be happy, well-adjusted members of society. For this reason, the California Children and Families Act is focused in four areas:

- Improved Child Development
- Improved Child Health
- Improved Family Functioning
- Improved Systems for Children and Families

In active partnership with the communities of Monterey County, the Commission identified 11 goals that fit within these areas. These goals are included in the Commission's first strategic plan. In an effort to more clearly define the focus of its work, *First 5 Monterey County* narrowed these goals to 4 priority areas that guide the work of the Commission.

Improved Child Development

Increase in the number of Monterey County children entering kindergarten with age-appropriate skills and levels of development. In particular, this includes the areas of:

- 1) cognitive, pre-academic, and language skills;
- 2) social, emotional, and behavioral skills and development, including self-esteem, attention span, and personal hygiene skills; and
- 3) small motor skills.

Improved Child Health

Decrease in the number of Monterey County children who experience preventable childhood diseases, chronic health conditions, and injuries.

Improved Family Functioning

Increase in the number of Monterey County children who receive effective parenting and adequate services as a result of their parents and caregivers having increased knowledge of parenting skills and available resources.

Improved Systems for Children & Families

Increase in the number of Monterey County children who receive needed care and services because those services are more available or easily accessible.

Funded Program Spotlight: Dads In Action

Dads in Action is an innovative program offered through the Monterey County Office of Education. It is designed to address the local needs of developing parenting skills for fathers of children ages 0-5. Dads in Action, modeled after the National Fatherhood Initiative Program, offers fathers, who are primarily monolingual Spanish-speaking Latino agricultural workers, a ten-week course of classes that build a better understanding of the importance fathers play in the development of their children.

The classes provide fathers with the opportunity to learn the social, cognitive and emotional world of a child, to recognize the different developmental stages of young children, and to ensure that they understand their role as a parent in each of these stages. Furthermore, fathers are encouraged to attain their personal educational goals by working toward their GEDs or learning English. The program also helps to identify negative attitudes and behaviors such as alcohol and drug abuse. Through this program, fathers begin to understand the impact they have on a child's life and participate in family events, read to their children, and take an active role in their child's education by participating in school activities.

MAJOR ACCOMPLISHMENTS FOR 2002-2003

Funding Awards for Programs & Services, Mini-Grants, and Capital Grants

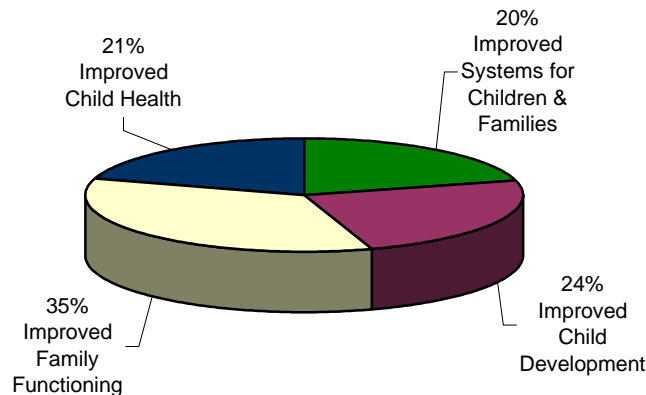
First 5 Monterey County provided \$4,701,473 during the 2002-2003 fiscal year to over 20 programs and services reaching young children and their families. Many of these agencies worked collaboratively throughout the County while focusing on at least one of **First 5 Monterey County's** four strategic areas.

Funding was provided to a variety of programs and services in the areas of childcare, family support, social/emotional support, health, school readiness, and integrated services. For example, funded programs have enabled families with young children to receive education about asthma, child abuse and domestic violence prevention, nutrition, oral health, and/or parenting. **First 5 Monterey County** also provided funds for a number of preschools, enabling them to cover a majority of their operating costs, increase enrollment, provide tuition subsidies, or enhance health and human services provided at their site. The Commission continues to monitor all Programs and Services, Mini-Grants, and Capital grants to ensure positive outcomes and accountability to the public.



Children with asthma participate in asthma awareness classes through the American Lung Association.

ALLOCATION OF FUNDING BY PRIORITY AREA 2002-2003	
Priority Area	Amount
Improved Child Development	\$ 1,128,334
Improved Child Health	\$ 981,584
Improved Family Functioning	\$ 1,637,757
Improved Systems for Families	\$ 953,798
<i>Total</i>	\$ 4,701,473



Below is a brief description of agencies that received *First 5 Monterey County* funds during the 2002-2003 fiscal year.

Funded Agency Name	Program Description	Amount Funded
Alisal Union School District	Support for six preschool classrooms serving children in east Salinas.	\$ 642,107
American Lung Association	Asthma awareness training for childcare providers, parent education, and peer mentor program.	\$ 59,474
Appolonia Foundation	Preventive oral health education and outreach for young children, parents & caregivers.	\$ 566,125
Bayview Children's Center	Expansion of comprehensive State preschool program.	\$ 293,787
Children's Services International	Comprehensive infant/toddler preschool program with parenting, nursing and mental health services.	\$ 179,402
Food Bank for Monterey County	Food distribution program to low-income children.	\$ 74,023
Gonzales Unified School District	Expanded number of enrollment days at preschool.	\$ 40,481
Hartnell College	Training program for childcare providers and parents.	\$ 20,800
Knowledge Learning Enterprises, Inc.	Tuition-subsidy program for low-income preschoolers.	\$ 339,371
Lighthouse Church	Early intervention preschool program for limited English-speaking children.	\$ 94,600
Monterey County Department of Social Services – C.A.R.E.S.	Stipend-based program focusing on the retention of childcare professionals.	\$ 604,744
Monterey County Health Department – OLDS Program	Nurse visiting program for low-income, first-time mothers and babies 0-2 years old.	\$ 459,262
Monterey County Office of Education – Dads in Action	Parenting education and skills development classes for fathers.	\$ 172,268
Monterey County Office of Education – San Ardo	Preschool center for children ages 3-5.	\$ 72,531
Monterey County Office of Education – School Readiness Initiative	A multi-disciplinary system coordinating and enhancing a wide range of culturally and linguistically appropriate, family-centered services.	\$ 102,336
Monterey County Probation Department	Home-visiting program for very young children & their families who have experienced domestic violence.	\$ 349,231
Pajaro Valley Unified School District	Kindergarten Round-ups and case management of health needs for children entering kindergarten.	\$ 76,792
Planned Parenthood Mar Monte	Support groups for teen mothers that promote education and aim to reduce repeat pregnancies.	\$ 28,329
Santa Rita Union School District	Preschool program, home visiting, parenting classes, and Parents as Teachers program.	\$ 283,805
Visiting Nurse Association and Hospice, Inc.	Home-visiting program for mothers and newborn babies.	\$ 116,222
Women's Crisis Center	Parenting and child abuse prevention classes.	\$ 125,783

School Readiness Initiative

Over the next four years, ***First 5 Monterey County***, in partnership with the Monterey County Office of Education as the administrative and fiscal agent, will be charged with creating a School Readiness System designed to prepare children for success in school by supporting their physical, emotional, and cognitive development during the first few years of life. ***First 5 Monterey County*** and First 5 California have committed \$4.3 million over a four-year period to the School Readiness Initiative. This multi-disciplinary system administered through a school-based or school-linked Family Resource Center will involve coordinating and enhancing a wide range of culturally and linguistically appropriate, family-centered services. The goal of this project is to create systems change to reduce barriers for children and families.

The School Readiness System will include:

- A comprehensive range of high-quality services for families with young children (from birth to 5 years of age) who live in school districts designated for enhancement of academic performance;
- An informed and unified network of accessible and culturally/linguistically competent educational, health and social service programs;
- A plan to promote early health and literacy development;
- An integrated data collection system that allows information sharing (with informed parental consent) to benefit individual children and families; and
- A mechanism for local parents and other community members to participate in the development, implementation and oversight of School Readiness programs and activities.

During the 2002-2003 fiscal year, the Initiative began implementation through the collaborative partners of the Alisal Family Resource Center (a project of the Alisal Union School District) with the goal of reaching the families of 1,800 children. South Monterey County and the Monterey Peninsula undertook planning activities during the first year of the School Readiness Initiative in preparation for implementation in following years. Also, during the project's first year, the collaborative began developing a number of new systems, both countywide and in east Salinas (the geographic location surrounding the Alisal Union School District), including a universal data collection and reporting system, a Child Development Portfolio, and a community informational campaign.

Supplement to the Strategic Plan

In April 2000, with extensive community input, ***First 5 Monterey County*** passed its first Strategic Plan -- a requirement for receiving Proposition 10 funds. In this plan, a detailed set of outcomes was established that would guide the work of the agency and its community partners in supporting Monterey County's youngest citizens. Much has happened since the passage of Proposition 10 and the formation of ***First 5 Monterey County***. The Commission created an infrastructure, directed over \$18 million in new funds toward programs supporting children, brought in nearly \$4 million in additional revenues through State initiatives, and passed a 10-year Financial Plan. To incorporate these milestones, a Strategic Plan Supplement was developed in 2003 to build on the initial Strategic Plan of April 2000. It includes local and statewide changes that impact ***First 5 Monterey County's*** work, and provides a more focused

plan for the coming years. The Strategic Plan Supplement highlights the Commission’s priority outcomes and goals, funding priorities, and fiscal strategies, as well as demonstrates a focus on involving community members in reaching *First 5 Monterey County’s* vision and mission.

Child Care Recruitment and Retention (C.A.R.E.S.) Project

The C.A.R.E.S. project is an example of a community-based collaborative program focusing on retention of childcare professionals. Headed by the Monterey County Department of Social and Employment Services, the program provides stipends ranging from \$500 to \$2500 to “hands-on” classroom teachers, aides, and family childcare home staff working in programs not already funded by the State Department of Education. Only staff working in licensed programs are eligible for receipt of cash awards.

The C.A.R.E.S. program was previously funded in partnership with First 5 California through June 2003. *First 5 Monterey County* applied for and was granted a 25% (\$62,500) match in funds and is able to continue funding the C.A.R.E.S. program through 2004.

Children and Families Collaborative

Recognizing the need to develop an information-sharing forum, the Commission formed the Children & Families Collaborative in 2000, comprised of agency staff from all funded Programs and Services, Mini-Grants, and Capital projects. The focus of the collaborative was to identify lessons learned, recognize barriers and obstacles, develop conceptual thinking, and share information and resources. In fiscal year 2002-2003, the Collaborative focused on skill building. Topics included such areas as grant writing, program design and evaluation, community capacity building, and report writing. Various resource tools were created for attendees such as a Sustainability Resource Binder that included information about grant writing and funding resources.

Funded Program Spotlight: Knowledge Learning Enterprises, Inc.

José is a toddler classroom teacher at the Monterey Center for Children and Families. His classroom is supported through a grant from *First 5 Monterey County* and offers high-quality care to low-income families through tuition subsidies. José is committed to bringing quality experiences to the children and families that he serves. Through his dedication, José participates in the “Center Collaborative Council” where families, teachers and Center management collaboratively dialogue about the care and education of their children. With this partnership, José and parent volunteers designed and implemented a sensory garden for children to experience the process of growing food. The garden has provided educational activities for toddlers through planting crops, tending to the garden daily, and other classroom learning and reading activities with gardening themes. Similar parent-child activities bring families together at the school to help strengthen the home and school connection. José summarizes his experience with the Center’s families as “valuable input for program development” that provides “enhanced opportunities for interaction with the larger community.”

Packard Funding Award

The Commission applied for and received \$12,640 from the Packard Foundation to support a professional development program for ***First 5 Monterey County*** staff.

Kit for New Parents

In 2002, ***First 5 Monterey County*** began distributing the *Kit for New Parents (Kit)*. The *Kit*, produced by First 5 California, represents a comprehensive resource for new and expecting parents that translates emerging science about the importance of the early years into practical information parents can incorporate into their daily lives. Good health, loving relationships and frequent learning opportunities are some of the topics covered in celebrity hosted videos and information pamphlets in both English and Spanish. During the 2002-2003 fiscal year, ***First 5 Monterey County*** worked with over 20 community-based distributors to provide the *Kit* to nearly 5,000 expecting parents and those families with a child less than one-year old. Distributors include: Community Hospital of the Monterey Peninsula; Mee Memorial Clinic; Natividad Medical Center; Salinas Valley Memorial Hospital; and WIC.

Community Engagement Steering Committee

Through community dialogues, the Commission provided a forum for public participants to provide input into Commission processes and strategies; both the Community Engagement Steering Committee and the Parent Advisory Council supported this effort. One role of the Community Engagement Steering Committee was to assist in developing a community needs assessment. During the 2002-2003 fiscal year, the Committee developed a survey tool and facilitation guide for community dialogues, pilot-tested these tools, and worked on refining the questions and facilitation guide for future dialogues. The Committee also partnered with local libraries and the Bookmobile to survey parents about their needs and took the lead in ensuring that the distribution plan for the *Kit for New Parents* met the needs of the community effectively.

Parent Advisory Council



Parent Advisory Council meeting

The Parent Advisory Council provided a forum for parents to bring their needs to the Commission and gave staff and Commissioners the opportunity to link with parents of young children. The Council was an important partner in providing input on the priority outcomes of the Commission and also represented the Commission at local events. The monthly meetings included an education component where guest speakers provided information around such issues as nutrition, health care, and oral health. ***First 5 Monterey County*** provided breakfast, childcare and a small parent stipend at each meeting.

Name Change

First 5 Monterey County also sought to enhance its communication strategies with the Commission's decision to change the name of the agency from the Monterey County Children and Families Commission to **First 5 Monterey County**. In March 2003, Commissioners elected to change the public identity of the agency to better align with First 5 California's (State Commission) media campaign that promotes messages including the benefits of early learning, preschool, parent involvement, and smoking cessation through television, radio and print ads.

Getting the Word Out

A Media Spokesperson Training was provided to all funded agencies in May 2003 so that **First 5 Monterey County** staff could begin partnering with organizations to help increase awareness of the importance of the early years, to inform the public about the success of the program, and to promote name recognition for **First 5 Monterey County**. Representatives from Rogers and Associates, the State-funded public relations firm, conducted the training and provided participants with speaking points, tips for working with the media, and actual mock interviews for selected participants. This training produced immediate results for two funded agencies, Parents as Teachers and Dads in Action, who received coverage from the Univision television station and the El Sol newspaper.

EVALUATION

The Commission is responsible for allocating Monterey County's share of Proposition 10 revenues and for ensuring that its investments are producing the desired outcomes for children and families. All programs funded by the Commission are required to collect and report data on their operations and the effects of their programs on the children and families they serve. The Commission, in turn, is required to:

- Compile and aggregate all grantee program results data;
- Evaluate the effectiveness of sponsored programs and services in progressing toward the Commission's outcomes; and
- Report annually to the community and the State Commission.

Since its inception, the Commission has been committed to "measurable effectiveness." The expectation is that programs funded by the Commission will be effective in delivering services to their client populations and will measure the impact of their services on these clients. Through its evaluation system, the Commission will track outcomes by the Strategic Result Areas established by the Children and Families Act.

Major evaluation activities/tasks accomplished during fiscal year 2002-2003 include the following:

- Prepared and organized grantees' evaluation documents, forms, and components for OCERS (Outcomes Collection, Evaluation and Reporting Service), an on-line web-based data collection system;

- Developed Commission's Confidentiality Protocol and "Users' Guide to Program Design/Evaluation and OCERS", and conducted grantee trainings;
- Developed assessment instrumentation protocols and a Client Survey Questionnaire;
- Trained grantees on outcomes-based evaluation, and OCERS technology and data inputting procedures;
- Ensured that grantees assessed their clients and entered data with staff assistance, as needed;
- Trained/assisted School Readiness grantees on outcomes-based evaluation, OCERS technology, and data inputting procedures;
- Developed program design/evaluation elements for the 2003-2004 Request for Proposals Guidelines; and
- Developed a two year Evaluation Plan and an Interim Needs Assessment Summary.

Jack Harpster, the Evaluation Consultant contracted during fiscal year 2002-2003, presented an Evaluation Plan for fiscal year 2003-2004 to Commissioners. The plan was developed as a framework for implementing the Results Accountability section of the *First 5 Monterey County* Strategic Plan. This evaluation process linked the following four factors in order to see measurable changes in the skills, conditions, knowledge, behaviors, and developmental milestones of children as they enter kindergarten:

- Designing programs that focus on achieving desired changes in the service population;
- Assessing and collecting data on conditions and/or changes in the service population;
- Analyzing data and interpreting the significance of findings; and
- Summarizing and reporting on the conclusions of the evaluation.

The Evaluation Plan included a Summary of Evaluation Projects, which serves as the primary context for activities planned for the ensuing fiscal year. The Action Plan presented will serve as the guiding document for project evaluation during fiscal year 2003-2004.

***Funded Program Spotlight:
Children's Oral Health Program***

In 2000, the Surgeon General reported that dental diseases were a national health issue. This finding was also substantiated by the Dental Health Foundation that has recognized dental disease as the most common diagnosed disease in children. To address this epidemic, the Children's Oral Health Program is designed to improve the oral health of young children through direct early intervention and prevention activities with children 0-5 and their families. Through its mobile dental unit that visits Family Resource Centers and other community sites, families with young children have access to oral health services and assistance with the application process for dental and medical insurance. Parent workshops are provided to address the importance of good oral health to prevent costly and painful dental problems and to optimally reduce dental disease of children entering preschool or kindergarten. As a result of the program, families feel more empowered to seek and schedule oral health check-ups and other professional services through the mobile clinic and other low- to no-cost dental services.

MAKING A DIFFERENCE IN MONTEREY COUNTY

During the 2002-2003 fiscal year, *First 5 Monterey County* improved the lives of 13,000 children (aggregate data) by awarding over \$4.7 million in grant monies to support programs in the following four strategic areas:

Improved Child Development

- Over 370 children received comprehensive preschool or all-day childcare where they developed skills for successful kindergarten transition.

Improved Child Health

- Over 5,000 children and 175 pregnant mothers received health (including oral health) and/or developmental screenings.
- Nearly 900 children received referrals for health-related issues and received care and follow-up to ensure their health needs were addressed.
- Nurses provided home visits to over 1,500 newborns and their mothers, as well as to children ages 0-5 and their families.
- Nearly 1,600 parents of children 0-5 attended classes or workshops to increase their knowledge about pertinent health issues.

Improved Family Functioning

- Over 130 families affected by domestic violence received intensive supervision from Probation Officers and regular home visits from Child Advocates.
- Over 1,750 parents of children ages 0-5 attended classes or workshops to learn about topics including brain development, English as a second language, and the effects of violence on young children.
- Nearly 160 at-risk families received regular home visits from nurses and/or trained home visitors.

Improved Systems for Children and Families

- Over 1,550 service providers, including dental, childcare and promotores professionals, increased their knowledge by attending workshops, school, and other professional development activities.
- *First 5 Monterey County* funded a position in the Monterey County Office of Education to coordinate interagency collaboration through the School Readiness Initiative.



School Readiness Launch at Alisal Family Resource Center

PLANS FOR 2003-2004

First 5 Monterey County's goals for the 2003-2004 fiscal year include:

- Strengthening *First 5 Monterey County's* evaluation process, procedures, follow-up, and reporting;
- Selecting new grantees through a Request for Proposals process for the funding period of January 1, 2004 through June 30, 2006;
- Designing a Request for Proposals process for mini-grants; and
- Strengthening collaboration and coordination among existing grantees, working toward the elimination of duplication and identifying ways to create change in the systems that support children ages 0-5 and their families.