



Annual Report

2006-2007

*Childhood doesn't last forever
but the experience lasts
a lifetime.*

Dear Community Members:

First 5 Monterey County (F5MC) believes the future of our children is worth our collective investment. In 2005 and 2006 **F5MC** implemented a County-wide process to gather input from community members for the design of the Early Learning Opportunities (ELO) program. Through this community-based process, we learned that the greatest hope among families is a better life for their children; and, that parents would like to feel competent, well-informed and capable of supporting their child; have access to quality, affordable early child care and education of choice; and see their children mentally and physically healthy. These community visions are the focus of our four-year ELO program launched in July 2007.

To create sustained community benefits, parents see the need for agencies and organizations in the community to work with families as partners in addressing community needs. In order for community programs and services to be effective, parents feel that they must meet the following important goals: be family centered/centric; linguistically and culturally appropriate; open during flexible hours; community-based; and, well coordinated from agency to agency. These recommendations represent a major change in how agencies and organizations think and work with families and their communities. **First 5 Monterey County** is very proud to be a partner engaged in a collective effort to make these recommendations a reality.

Last year, **F5MC** invested \$6.8 million and served more than 23,000 children and families. This Annual Report highlights some of the contributions our partners have made to foster the success of children in their FIRST 5 years of life. For more information on **First 5 Monterey County** and for a list of our current partners please visit our website at www.first5monterey.org.

Warm regards,



Simón Salinas
Commission Chair



Francine Rodd
Executive Director

About First 5 Monterey County

Vision

All children in Monterey County will enter school in good health, emotionally well developed and ready and able to learn.

Mission

To serve as a catalyst to create sustainable change in systems, policies and practices for enhancing the development of children *in their First 5* years of life.

2006-07 Annual Report to the Community

Commissioners

Jerry Smith, Chair
(Service completed on 1/8/07)
Board of Supervisors, Fourth District

Simón Salinas, Chair
(Appointed 1/9/07)
Board of Supervisors, Third District

Len Foster, Vice-Chair
(Served as vice-chair 7/1/06 – 1/29/07)
Director, Monterey County Health Department

Noemy Burnside, Secretary
Director of Student & Family Services, North Monterey County Unified School District

Elliott Robinson
(Served as vice-chair 1/10/07 – present)
Director, Monterey County Department of Social Services and Employment Services

Robert L. Black, M.D.
Pediatrician, The Pediatric Group of Monterey

Jeanne Hori-Garcia
Early Childhood Educator, Hartnell Community College

Xochitl Pasaye
Community Educator

Staff

Francine Rodd
Executive Director

Manuela Kolpin
Finance Operations Officer

Beth Reeves-Fortney
Sr. Program Officer

Ana González-Romo
Program Officer

Karina Lehmer
(Service completed on 11/30/06)
Program Officer

David Dobrowski
Evaluation Officer

Jose Montenegro
Community Partnership Manager

Joanna Steinbruner
Administrative Manager

Ana Duran
Finance Administrative Support

Amanda Santiago
(Service completed on 5/18/07)
Program Support

Lisa Luis
Program Administrative Support



“ Sometimes my brain feels shot and I can't think anymore. Being with other parents has helped me to see things from another perspective, to exchange ideas, and simply have other adults' voices to hear. ”

-Parent Participant

Family Services: Building Parenting Skills

Parenting Skills programs are designed to support and build on what parents know about age-appropriate learning activities and positive discipline techniques for their children.

The majority of participating parents (94%) say they now discipline their children using positive techniques. A third of parents say they or someone in their home plays outside or engages in some other activity with their children every day. Equally impressive, 73% of parents learned new ways to deal with stress or concerns.



Early Child Workforce Development: Child Care Provider Programs

Child Development programs help parents get quality, early child care and education. Funds are provided for teacher professional development (the CARES Program- Comprehensive Approaches to Raising Educational Standards), and to help pay for child care spaces in an accredited program.

An impressive 75% of providers participating in teacher professional development programs are actively pursuing, or have recently completed, a degree. The majority of these participants said the CARES Program played a roll in their decision to further their education.

Child care providers reported feeling more valued and satisfied than they had before participating in the CARES Program, with the majority planning to continue providing child care for at least 5 years. CARES has also helped increase the amount of time providers read to the children in their care.

Child Health Services

Health Care programs focus on closing the gap in the health care system, as well as increasing parent and provider knowledge of young children's health needs.

Significant improvements have been made with asthma-related illnesses. Ninety-two percent of parents reported a decrease in emergency room visits. Ninety-seven percent of parents reported their children missed fewer days of preschool, and every parent reported a decrease in the length of hospitalizations due to asthma.

Systems Change: Creating Partnerships

First 5 Monterey County is working with its funded partners and other agencies and organizations in the community to create partnerships. These partnerships will work to maximize limited resources and create programs that lead to changes in the systems that support children and families.

Child Development Services

Monterey Screening Team for Assessment, Referral and Treatment (MCSTART) services are improving children's development by providing services to alcohol and drug exposed children and parents. At a 12-month follow-up:

- 100% of the children showed improvement in their personal-social skills
- 75% of the children had improved gross motor skills
- 64% of the children had better social emotional well-being skills
- 60% of the children had improved fine motor skills

The AVANCE Special Needs Project conducted 53% more screenings for developmental delays this year than the previous year. Interview respondents said AVANCE increased the speed and number of suitable referrals to children, and increased access to bi-lingual and culturally appropriate services.

Collaboration with our partners has increased access to services by increasing use of the Family Resource Centers (FRC). Surveys show 90% of our partners are very clear about what is offered through the FRC's, and most feel very comfortable making referrals to the centers.

Who Participated

More than 23,000 parents, children and providers received services funded by **First 5 Monterey County** between July 2006 and June 2007.

Children	9,256
Parents/Caregivers	6,028
Service and child care providers	1,681
Total Directly Served	16,965
Community event attendees	6,079
Total Served	23,044

Supporting Community Events

More than 6,000 people attended community large-and small-scale events sponsored by **First 5 Monterey County**. Sponsored community events are designed to reach those who touch the lives of children 0-5 and their families. Applicants can request up to a maximum of \$2,000. F5MC sponsorship is not designed to support events that act as fundraisers.

For more information and event applications please visit www.first5monterey.org.



First 5 Monterey County

1125 Baldwin Street
Salinas, CA 93906

Phone 831-444-8549
Fax 831-444-8637

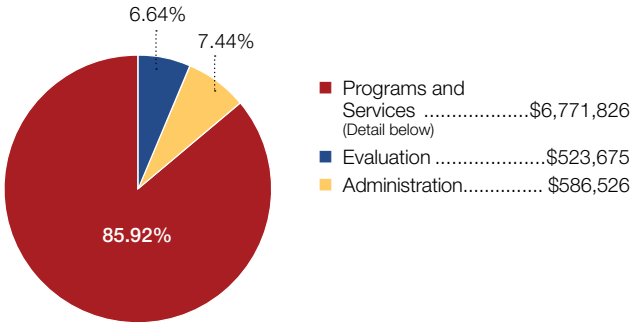
To learn more about **First 5 Monterey County** visit our website at www.first5monterey.org

“ And my children really like reading! When I get home from work, they say ‘Let's read, let's read!’ and they bring their books over, with confidence. ”

-Parent Participant

Financial Data for FY 2006-2007*

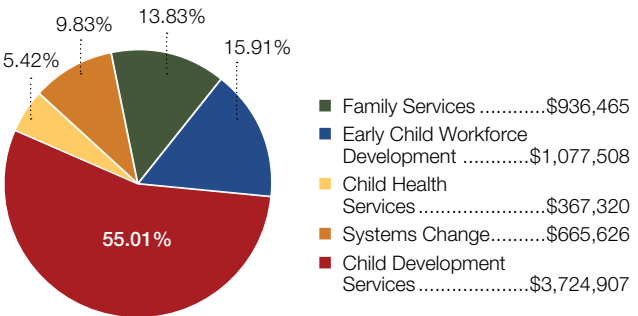
Expenditures



Total Expenditures: \$7,882,027

*Please visit our website at www.first5monterey.org for the audited FY 2006-07 financials.

Programs & Services Detail



Total Programs & Services: \$6,771,826

Read, Talk, and Play
with your child everyday.

