



# First 5 California

## 2022-23 Annual Report



# Our Mission



**First 5 California** will convene, partner in, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California's children prenatal through age 5 and their families. It will promote, support, and optimize early childhood development.



# Table of Contents

<b>First 5 California Commission Members</b>	<b>3</b>
<b>Message from First 5 California</b>	<b>4</b>
<b>Ensuring California Children Receive the Best Start in Life</b>	<b>6</b>
Proposition 10 and the legacy of First 5 California	6
Accountability: Funding and Audit Results	6
Building Public Will and Investment	8
North Star Audacious Goal	8
Legislative and Budget Engagement	11
2023–2024 Young Children’s Policy Agenda	12
Kit for New Parents	14
<b>Priority Area: Family Resiliency</b>	<b>16</b>
Media Campaign – Stronger Starts	16
Public Relations	17
<b>Priority Area: Child Development</b>	<b>18</b>
IMPACT 2020	18
Refugee Family Support	19
Fatherhood Initiative	20
Early Math Project	20
Imagination Library	20
Home Visiting	21
Tobacco Education and Cessation	21
Small Population County Funding Augmentation	22
Governance Office	22
Administrative Services Office	22
Fiscal Services Office	23
Contracts and Procurement Office	23
<b>First 5 County Commission Result Areas</b>	<b>24</b>
Four Result Areas	24
Improved Family Resiliency	25
Improved Child Development	26
Improved Child Health	27
Improved Systems of Care	28
Populations Served	28
<b>First 5 County Highlights</b>	<b>30</b>
<b>Appendix A1: Revenues by Source, FY 2022–2023</b>	<b>54</b>
<b>Appendix A2: Number of Services and Expenditures by Result Area and Service Type, FY 2022–2023</b>	<b>55</b>
<b>Appendix B: Result Area and Service Type Definitions</b>	<b>56</b>
<b>Appendix C: Demographics of Populations Served, FY 2022–2023</b>	<b>59</b>



First 5 California, Ready Kids East County



## **First 5 California Commission Members**

**Katie Albright, Chair**

*Appointed by the Governor*

**Shana Hazan, Vice Chair**

*Appointed by the Senate Rules Committee*

**Elsa Mendoza Jimenez**

*Appointed by the Governor*

**Jackie Majors**

*Appointed by the Speaker of the Assembly*

**Lori Risso**

*Appointed by the Senate Rules Committee*

**Vivian Velasco Paz**

*Appointed by the Speaker of the Assembly*

**Ex-Officio Member:**

**Mark Ghaly**

Secretary of the California Health and Human Services Agency

**Members whose terms ended in fiscal year 2022–2023:**

**Giannina Pérez, Chair (Member until June 2023)**

*Appointed by the Governor*

**Mayra Alvarez (Member until March 2023)**

*Appointed by the Governor*

**Marko Mijic, Designee (Member until June 2023)**

*Undersecretary of the California Health and Human Services Agency*

## Message from First 5 California

As we reflect on the milestones and achievements of the past year, we are delighted to present the 2022–2023 Annual Report. This past year has been marked by unwavering dedication to advancing our North Star and Audacious Goal: that in a generation, all children 0–5 will have the safe, stable, nurturing relationships and environments necessary to achieve healthy development.

We began the past year looking at the future of First 5 California and our work, rooting all that we do in equity, with the Commission prioritizing new investments in the areas of early childhood workforce development, early childhood behavioral health, newcomer support, preschool through age 5 data, and fatherhood. As we close out this past year's chapter, we are proud to share that we have made significant strides in moving every one of these investments forward.

In the face of new challenges brought on by declining revenue, First 5 California has remained committed to our charge of advancing statewide systems change efforts, including making additional strategic investments in counties across the state. Our collective efforts have empowered families, strengthened communities, and fostered the early development and well-being of children across California. From innovative early childhood programs to impactful state and local partnerships, First 5s continue to be a catalyst for transformational change.

New investments include:

- \$125 million for Improve and Maximize Programs so All Children Thrive (IMPACT) Legacy, a comprehensive effort to enhance the quality of early learning and care and support the workforce, with a focus on addressing the needs of the whole child, including health, behavioral health, child development, and family strengthening.
- \$10 million to strengthen and elevate the 0–5 strategy, investments, and impact under the Children and Youth Behavioral Health Initiative in partnership with the California Health and Human Services Agency.
- \$2 million for the Twenty-Five Year Lookback Project to evaluate the overall impact of First 5 since the passage of Proposition 10.
- \$3 million to work with the Children's Data Network for the Prenatal to Age Five Data Landscape Project, focused on the development of a First 5 California early childhood dashboard, possible online public-facing portal/ dashboard, and indicators that speak to the health, safety, and well-being of young children and their families.
- Foundational research for a Fatherhood Initiative including a communications plan assessment, academic peer review, and environmental scan to identify the key issues regarding the changing definition of fatherhood and exemplary fatherhood initiatives within the local First 5 Network.

In addition to new investments approved in FY 2022–2023, several investments approved in previous years continued to be implemented during the year:

- Grant dissemination and enhanced education, training and technical assistance, communications, and system of change collaboration with local First 5s on Home Visiting Coordination and the Small Population County Funding Augmentation (SPCFA).
- The Dragon Song campaign was developed and released to provide the first step toward creating awareness of the importance that calmness plays in connecting children and caregivers to their emotions. The campaign featured English and Spanish video and radio spots, outdoor ads, a new website landing page, web ads, social media posts, a TikTok and Instagram influencer campaign, and campaign collateral and messaging toolkits for county commissions.
- The Stronger Starts public education and awareness campaign launched in the spring of 2023, introducing messaging around adverse childhood experiences (ACEs) and toxic stress response to families and caregivers of young children. The campaign featured three videos as well as radio ads, outdoor creative signage, and web and social including a TikTok and Instagram influencer campaign.

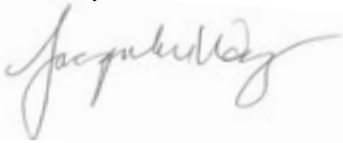


- Many new partnerships were established including with the Sacramento Kings, Los Angeles Dodgers, Sacramento Zoo, Oakland Zoo, San Francisco Zoo, Los Angeles Zoo, Sequoia Zoo, Univision Los Angeles, BabyCenter, PBS Kids, Univision LA, Doggyland, and Kings forward Domantas Sabonis, extending and amplifying First 5's presence and reach.

As we look toward the future, First 5 California remains steadfast in our commitment to ensuring every child has the best possible start in life and can thrive. The partnerships we've forged and the initiatives we've undertaken this past year lay the foundation for continued success in the years to come.

We extend our deepest gratitude to our dedicated staff, commissioners, and partners who have made these achievements possible. Together, we will continue to grow and evolve to meet the needs of California's youngest residents, their families, and communities.

Sincerely,



Jackie Thu-Huong Wong (she/her)  
Executive Director  
First 5 California



First 5 Fresno, Community Learning Center

# Ensuring California Children Receive the Best Start in Life



## Proposition 10 and the Legacy of First 5 California

In 1998, California voters passed Proposition 10—the California Children and Families Act (the Act)—and declared the importance of investing in a better future for California’s youngest children.

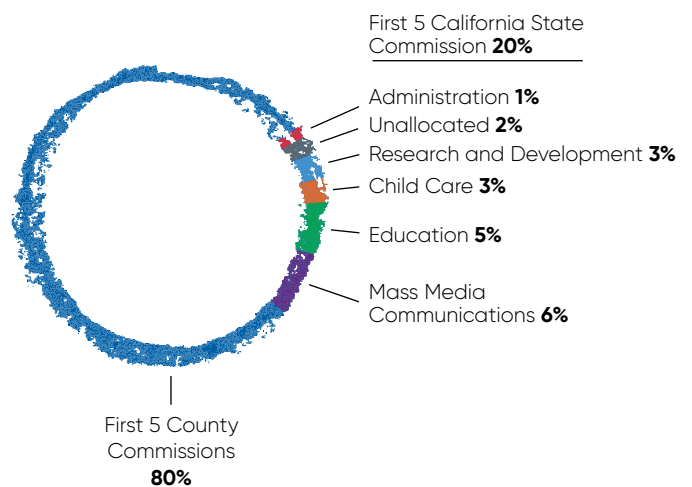
Proposition 10 imposes a 50-cent tax on tobacco products to generate revenue. Eighty percent of the revenue is allocated to the 58 First 5 county commissions based on annual birth rate, and 20 percent is allocated to the California Children and Families Commission (First 5 California). County commissions determine how to allocate their portion of the funds based on the specific needs and priorities of their communities. First 5 California’s funds are used to advance statewide systems change efforts including making additional strategic investments in counties across the state.

For nearly 25 years, First 5 California has invested in the development of programs, services, and systems emphasizing improvement in early care and education, child health and development, family resiliency, research, and community awareness.

## Accountability: Funding and Audit Results

Under the California Children and Families Act, the California Department of Tax and Fee Administration (CDTFA) collects an excise tax levied on all cigarette and tobacco products and deposits revenue, less refunds and administrative expenses, into the California Children and Families Trust Fund, allocating 20% to First 5 California and 80% to county commissions. The amount of funding allocated annually to county commissions is based on the annual number of births in the county relative to the total number of births in the state.

### Exhibit 1: First 5 California Children and Families Commission Funds—Allocation of State Portion



Source: Health and Safety Code Section 130105



During FY 2022–2023, two bills went into effect impacting revenues. Senate Bill (SB) 793 (Stats. 2020, ch. 34) went into effect December 21, 2022, prohibiting the retail sale of most flavored tobacco products and tobacco product flavor enhancers, and Senate Bill (SB) 395 (Stats. 2021, ch. 489) enacted the Healthy Outcomes and Prevention Education (HOPE) Act. The HOPE Act imposed the California Electronic Cigarette Excise Tax (CECET), which became effective July 1, 2022, imposing a 12.5% excise tax on purchases of electronic cigarettes containing or sold with nicotine. Of the CECET revenues collected, less refunds and administrative expenses, 12% is deposited by CDTFA to the Children and Families Trust Fund, with county commissions receiving 80% of the total deposited.

In FY 2022–2023, First 5 California received \$67.5 million, and county commissions received \$270.3 million in Proposition 10, Proposition 56 (backfill), and CECET revenues. First 5 California’s state-administered funds ended the fiscal year with \$171 million in fund balance, with money assigned toward the development of programs, services, and systems that support California’s youngest children. In addition to Commission-approved county program investments such as Home Visiting, Refugee Family Support, Shared Services Alliances, and Small Population County Augmentation, the Commission approved \$125.8 million for IMPACT Legacy in October 2022. This investment and the continued aforementioned investments, which are committed investments in the fund balance, will be awarded to counties beginning in FY 2023–2024.

First 5 California consists of our Executive Office, External and Governmental Affairs, Program Innovation and Evaluation Division, Administration, Fiscal Services, Contracts and Procurement, and Information Technology Services, providing staff support in the following functions, operations, and systems:

- Fiscal management of the California Children and Families Trust Fund
- Tax revenue disbursements to county commissions
- Audits and annual fiscal reports
- Local agreement and program-disbursement management
- Public education and outreach
- Evaluation of First 5 California programs
- Procurement and contract management
- Workforce recruitment and development
- Information technology
- Business services
- Legislative advocacy efforts

The counties invest their dollars in locally designed programs, as well as in First 5 California’s statewide programs focusing on priorities such as child health, child development, and family resiliency for California’s children prenatal through age 5 and their families. The administration of these and other programs is consistent with all applicable state and federal laws, rules, and regulations. Each county must prepare an independent annual audit report subject to guidelines prepared by the State Controller’s Office. The State Controller’s Office conducts an annual review of the 58 county commission independent audits. In November 2022, the Controller published its review of the counties’ audits for FY 2021–2022. Audits can be viewed on First 5 California’s website at <https://www.cfc.ca.gov/about/budget.html#annual>.



Toxic Stress Takedown

## Building Public Will and Investment

In 2021, First 5 California adopted a North Star Statement and Audacious Goal. As part of this process, a theory of change was developed, and systems levers were identified to frame the work of First 5 California. To better integrate this into the current strategic plan, First 5 California developed a Results-Based Accountability (RBA) framework that identified the process for establishing population-level indicators; specific, measurable, achievable, relevant, and timely (SMART) goals; and performance measures that align to the North Star Statement and Audacious Goal.

## North Star

*Trauma-informed, healing-centered, and culturally responsive systems promote the safe, stable, nurturing relationships and environments necessary to eliminate inequities and ensure healthy development for all children.*

## Audacious Goal

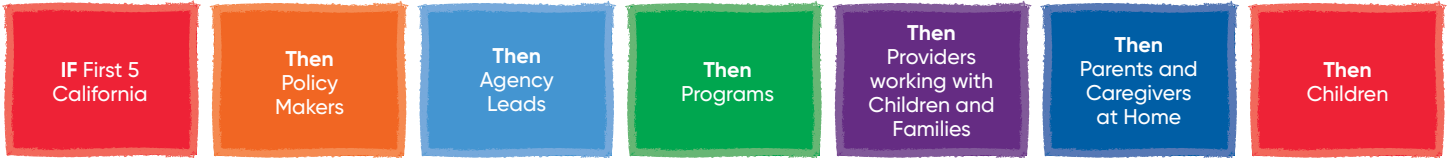
*In a generation, all children 0–5 will have the safe, stable, nurturing relationships and environments necessary to achieve healthy development.*



First 5 San Bernardino, Gift a Kid a Book Campaign

# First 5 CA Theory of Change

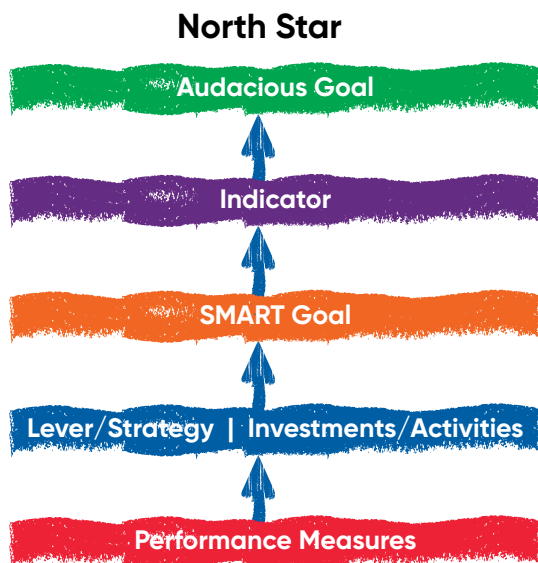
Theory of change describes the levers, actions, and outcomes of F5CA's work:



## F5CA System Levers:

- **Advocate:** Advocate to federal and state policy makers
- **Convener/Connector:** Bring together state agencies that support young children and their families
- **Catalyst:** Provide funding for research and evaluation, innovative practices, and collaboration between different systems
- **Broadcaster:** Communicate to the general public utilizing television, radio, newspapers, and other mass media

## Results-Based Accountability (RBA) Framework: Principles



- North Star orients all our work
- Population-level indicator informs us about statewide well-being
- SMART goals are developed for each audience (parents, providers, programs, state agency leaders, policymakers)
- Multiple investments/activities may support the same SMART goal
- Investments/activities operate as levers
- Performance measures may be similar across programs and be project specific
- Staff workplans will detail source of data for performance measures, baseline, and frequency of collection





First 5 San Diego, Neighborhood House Association Block Party

## Legislative and Budget Engagement

As First 5 California embarked on advocating for trauma-informed, healing-centered, and culturally responsive systems that promote the safe, stable, nurturing relationships and environments necessary to eliminate inequities and ensure healthy development for all children, it provided an opportunity to solidify and establish new partnerships in First 5 California's public policy engagement around the following four policy pillars:

- Build resilient families and communities.
- Optimize child health.
- Promote sustainability of early childhood investments.
- Strengthen the state's quality early learning mixed-delivery system.

The 2023 budget year included historic investments in children and families, thanks to the advocacy efforts of the Early Care and Education (ECE) Coalition. The Child Care Providers Union (CCPU) reached a new agreement with the Administration that will lead to better care for children by investing in the workforce. These advocacy wins include:

- \$2.8 billion over two fiscal years, 2023–2024 and 2024–2025 to align with a ratified CCPU agreement.
- \$80 million per year for a historic first-of-its-kind retirement fund.
- New requirement to develop a new cost-based methodology for reimbursement rates, to be implemented if approved by federal government.
- Significant changes in how family fees are assessed: Beginning October 1, 2023, family fees will begin at 75% of the State Median Income (SMI) and will be assessed at families over that income at 1%. Historically, family fees began at 40% SMI and were set at a much higher percentage of incomes. In addition, family fee debt pre-pandemic will be forgiven.
- New provision that allows agencies to collect one month of income documentation (rather than 12 months) for families with variable schedules and estimated income based on this.

On the legislative front, the Governor signed SB 326 (Eggman), which seeks to reform the Mental Health Services Act to earmark more money for housing for people experiencing homelessness with severe mental illness and substance use disorders. Its companion legislation, AB 531 (Irwin), is a \$6.38 billion bond to fund new treatment facilities and housing and will go to voters for approval on the March 2024 ballot. If passed by voters, the initiative would create the Behavioral

Health Services Act in which the funds are divided into four pots: housing intervention services (30%), full-service partnerships with county behavioral health programs (35%), services for children and youth (35%), and planning costs (5%).

In June 2023, Governmental Affairs staff testified at an informational hearing put on by the Assembly Select Committee on California's Mental Health Crisis, which provided an opportunity to discuss the Stronger Starts media campaign and First 5 California resources for parents and caregivers of young children.

Additionally, the Governor signed SB 616 (Gonzalez), which expanded the minimum amount of paid sick days that an employer is required to provide all employees. Previously, employers were required to provide 24 hours or three paid sick days. With SB 616, employers now must provide 40 hours, or five paid sick days. These days allow parents and guardians to keep children home from school or child care when they have viruses and to take children to well-child visits and receive vaccinations.

Governmental Affairs staff developed a strong relationship with the Office of Community Partnerships and Strategic Communications, under the Governor's Office of Planning and Research. Through this connection, First 5 California has engaged with the First 5 Association and local First 5 commissions to create awareness of vaccinations for children 6 months through 5 years of age and the impact extreme heat has on vulnerable populations, specifically on pregnant people and children ages 0–5.

Lastly, First 5 California engaged with California's Congressional leaders to educate them on the State's pressing need to stabilize funding supports with the California Chamber of Commerce for child care programs, early learning workforce and infrastructure, behavioral health funding, and maternal and child health.



Toxic Stress Takedown



# 2023–2024 Young Children's Policy Agenda

First 5 California's Young Children's Policy Agenda guides and prioritizes the state and federal public policy and regulatory advocacy, aligned to our mission statement and strategic plan. The four policy pillars ensure that First 5 California can meet its Audacious Goal that in a generation, all children 0–5 will have the **safe, stable, nurturing relationships and environments** necessary to achieve healthy development.

First 5 California's North Star articulates our commitment to trauma-informed, healing-centered, and culturally responsive systems that promote the safe, stable, nurturing relationships and environments necessary to eliminate inequities and ensure healthy development for all children.

## Build Resilient Families and Communities

Support efforts to ensure economic security and financial stability for families and children through:

- Expansion of paid family leave programs
- Creation and continuation of tax credits and incentives
- Investments in stable food and housing security

### Progress made:

- Developed and co-branded user-friendly factsheets on paid family leave with Legal Aid at Work.

## Optimize Child Health

Ensure that families and children have access to equitable and just health care coverage and services, that also include:

- Adverse childhood experience screening
- Behavioral and mental health
- Developmental screenings, referrals, and access to appropriate early intervention services
- Prenatal and postpartum care, such as doula services and home visitation programs
- Intervention and preventive care
- Nutritional programs and services

### Progress made:

- Supported the launch of First 5 California's Stronger Starts by presenting at the Assembly Select Committee on California's Mental Health Crisis.
- Developed a strong relationship with the Office of Community Partnerships and Strategic Communications, under the Governor's Office of Planning and Research and the State Surgeon General's office.



## Strengthen the State's Quality Early Learning Mixed-Delivery System

- Promote access to safe, high-quality early care and education programs for infants, toddlers, and children through age 5 via statewide rate reform efforts based on equitable and professional compensation, foster diversity in the field, and provide continuous professional development.
- Address workforce capacity needs of child care, preschool, transitional kindergarten, and kindergarten educators and support staff through recruitment and retention initiatives, such as the development of micro-credentialing and apprenticeship programs, in partnership with community-based organizations, higher education institutions, and credentialing preparation programs.

### Progress made:

- Supported the Early Care and Education Coalition's budget and policy positions to strengthen the child care workforce, access to high-quality care for eligible families, the elimination of outstanding family fees, and a pathway toward a new cost-based methodology for rate reimbursement.

## Promote Sustainability of Early Childhood Investments

- Advocate for funding prioritization and inclusion of children, prenatal to age 5, and their families, in existing and new revenue policy proposals and tax funding structures.
- Support braiding and leveraging opportunities that provide fiscal resiliency to the First 5 Network, which includes the First 5 California State Commission, the First 5 Association, and the 58 local First 5 county commissions, to ensure in each of California's 58 counties every family and child have access to critical prenatal services and programs through age 5.

### Progress made:

- Introduced First 5 California recent endeavors to newly elected legislators and their staff.
- Joined the California Chamber of Commerce's Cap-to-Cap annual advocacy trip as the voice for families with young children. Discussed the importance of critical services and programs that support working families through stronger child care programs, paid family leave, child tax credits, and health care.

## Kit for New Parents

The award-winning Kit for New Parents provides essential supports in the early stages of parenting, providing key information and resources for first-time parents, grandparents, and caregivers.

The Kit is a core function of First 5 California and a foundational resource to help parents and caregivers give their child the best start. Since 2001, over 5.4 million kits have been distributed throughout California, with 130,000 distributed in FY 2022–2023. This is a 57% increase from FY 2021–2022.

First 5 California has distributed the Kit free of charge to local hospitals, physicians, and community groups to reach new parents. Kits are available in English, Spanish, Chinese, Korean, and Vietnamese.

The Kit includes a Parent Guide, Numbers Touch-and-Feel book, What to Do When Your Child Gets Sick book, and infant toothbrush and massager, and many more informational resources. The Parent Guide can also be accessed online:

- English: <https://parentguide.first5california.com/en-US>
- Spanish: <https://parentguide.first5california.com/es-MX>

Local First 5 county commissions are encouraged to customize the Kit with up to three items of local references and resources to help inform parents about services in their own communities. We encourage parents, caregivers, and community members to order the Kit, which can be shipped directly to them by visiting First 5 California's ordering portal at <https://first5parentingkits.com>.







First 5 San Joaquin, IMPACT program



Toxic Stress Takedown





# Priority Area: Family Resiliency



## Media Campaign – Stronger Starts

First 5 California set out on a mission to reduce the negative impacts of adverse childhood experiences (ACEs) among California children ages 0–5. To achieve this goal, First 5 California launched its Stronger Starts campaign in spring 2023 to introduce caregivers to the dangers of toxic stress response caused by ACEs, educate families about the ways it affects children's health, and provide realistic steps caregivers could take to protect children from toxic stress.

The Stronger Starts campaign provided educational messaging for TV, radio, digital, and outdoor advertisements in both English and Spanish to ensure widespread awareness among caregivers throughout the state of California. The campaign also reached the diverse Asian American Pacific Islander (AAPI) community in California through radio spots produced in Vietnamese, Tagalog, Korean, and Hmong languages, as well as unique out-of-home advertising, media and activations in local communities, and interviews on popular TV and YouTube channels within the AAPI community.

During the first year of the campaign, messaging focused on educating caregivers about toxic stress and how to buffer against its harmful effects. To spread the message in a fun and interactive way, First 5 California launched its experiential exhibit in 2023, traveling throughout the state to local community events. The experiential exhibit enabled First 5 California to connect directly with parents and caregivers to spread the message about the dangers of toxic stress. It provided them with actionable tips and take-home tools to prevent toxic stress while their children enjoyed fun activities.

All of the Stronger Starts campaign messaging and activities directed parents and caregivers to the corresponding microsite where they could find specific, easy-to-implement tips for protecting their children from toxic stress. It also provided more information about what toxic stress is and how it can harm children's development. To support the diverse needs of Californian parents, the site was created in both English and Spanish and was easily accessible from the parent site [First5California.com](https://www.first5california.com). Throughout the year, the site gained 220,000 web visits and tens of thousands of clicks, video views, and more.

The First 5 California parent site also played an important role in disseminating educational information to parents. Visitors engaged with the site's educational articles to learn more about toxic stress and ACEs, early brain development, nutrition, family engagement, healthy development, and more. Throughout the year, the parent site gained more than 1.3 million views.

To further educate families about toxic stress, First 5 California created a short educational video: "Toxic Stress: Break the Cycle." This animated, two-minute video was created in both English and Spanish and was posted on the parent website as well as YouTube for maximum reach. The team is currently working on adding even more digital educational content by creating helpful courses, providing coaching, and developing micro-learning components called Stronger Starts for Parents & Caregivers, powered by Cell-Ed. The program will launch in early 2024.

In 2023, First 5 California also curated a thriving organic social media community. It experienced remarkable growth with 212,000 Facebook fans, 15,100 on Instagram, 2,000 on Pinterest, and 2,300 on X (formerly Twitter). Embracing the TikTok wave, First 5

California swiftly gathered 34,200 followers and soared past 152 million views. This diverse platform strategy reached specific age groups and demographics, ensuring the campaign messages echoed far and wide. Collaborating with influencers and notable figures like NBA basketball player Domantas Sabonis, the team passionately amplified the crucial message of protecting children from toxic stress.

Through consistent community management and promoted posts, user engagement on First 5 California's social platforms steadily increased. The audience has flooded the comments with personal stories of growing up in a toxic environment, experiencing the effects of toxic stress as an adult, and expressing their wishes that the Stronger Starts campaign existed during their own childhood. This unique insight into the audience continues to help fuel the development of strategic communications that result in real behavior change.

As a testament to the value of this campaign, Stronger Starts won two Hermes Creative Platinum Awards (the highest honor) and a MUSE Silver Award.

## Public Relations

In 2023, First 5 California launched two social messaging campaigns designed to further engage with the public and support California caregivers. Through a community-based education approach, the team successfully mobilized community support to advocate for affordable child care, one of the leading issues affecting parents and caregivers of children ages 0–5.

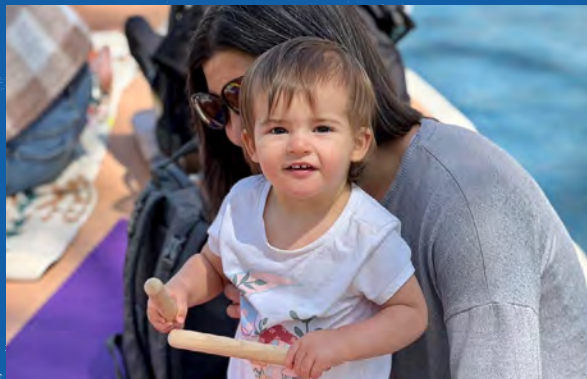
Additionally, First 5 California began the development of its first fatherhood-focused campaign. The campaign is designed to give California fathers the tools and confidence to engage in their children's lives. By sharing important resources and helping them build a support network, it empowers fathers to create meaningful paternal-child relationships.

First 5 California reached a vast audience through press release distribution and social media posts, providing California families with key educational messages, achievements, announcements, and the work of its partners at the local level.



First 5 San Luis Obispo, Parent Pods Fall 2022, Reaching High

# Priority Area: Child Development



## IMPACT 2020

First 5 California completed the fourth and final year of IMPACT (Improve and Maximize Programs so All Children Thrive) 2020, a \$103 million investment to support local and regional Quality Improvement System infrastructure implemented statewide through Quality Counts California (QCC). In October 2022, the First 5 California commission approved the next iteration of the IMPACT investment, IMPACT Legacy, \$125,828 million for four years, FY 2023–2027. This represented a continued commitment to the innovative First 5 IMPACT approach to quality improvement and professional development systems for early learning and care (ELC) providers. The IMPACT Legacy Request for Applications (RFA) was released on May 1, 2023. Funding was awarded to 10 regional lead grantee agencies, reducing the number of grants to 10, while continuing to fund all 58 counties and the Tribal Child Care Association of California.

IMPACT 2020 (and IMPACT Legacy) works in cooperation with all other ELC quality improvement efforts and investments in California to support the implementation of the QCC Quality Continuum Framework. IMPACT is specifically designed to fund quality improvement expansion and support providers serving high-impact communities and populations not already receiving support. QCC participation focuses on the expansion of access to high-quality ELC in private centers and family child care (FCC) homes, with family, friend, and neighbor caregivers, and in alternative settings such as home visiting programs and libraries. For FY 2022–2023, local consortia participating in IMPACT 2020 reported that of the 9,999 sites participating in QCC, over two-thirds (7,200) were supported in full or in part with IMPACT 2020 funding.

## Regional Coordination and Training and Technical Assistance Hubs

Training and Technical Assistance (T&TA) Hubs continue to be a vital source of support for consortia. Funded through IMPACT 2020 dollars, Hubs streamlined the collection of data and management of expensive data systems, saving substantial administrative dollars and improving the availability of data. T&TA Hubs provided trainings, facilitated communication, shared best practices, and promoted access to and consistency in coach, trainer, and administrator supports. Regional T&TA Hub support was deemed particularly beneficial by small and rural consortia that would not have been able to access certain training or have the critical mass needed for Communities of Practice (CoP) and other professional learning opportunities. During the pandemic, Hubs expanded supports to include early educators in the classroom, as well as technical assistance providers (trainers, coaches, administrators), which has expanded the efficiencies provided by Hubs.

In FY 2022–2023, Hubs identified taking steps toward increased equity as a major area of success. Regions hosted numerous professional development opportunities focused on training on equity, antibias, and antiracism, including an equity conference and an ongoing, statewide Equity CoP, and reported that equity was brought to the forefront in decision-making.



## Shared Services Alliance Networks

Funded through IMPACT 2020, the Shared Services Alliance Networks (SSA) pilot continued to operate in FY 2022–2023 to support private, licensed ELC providers and Tribal child care settings, with priority given to FCC homes and other small and underserved providers. These SSA Networks leverage regional partnerships to streamline local operations, such as billing, enrollment, fund management, and reporting, which allow for increased service capacity within the Network. The seven implementing counties have been engaging in the implementation of shared services and will operate under First 5 California funding through June 30, 2024. Evaluation efforts are ongoing and will result in a final report at the sunset of the SSA pilot. Currently, the SSA pilot, across the seven counties, is supporting 147 ELC sites: 47% small FCCs, 46% large FCCs, and 7% centers. SSA has supported 641 trainings/professional development for ELC provider sites on business systems, practices, operations, and resources. SSA pilot supports have directly benefited 230 individual teachers and 1,366 children so far.

## State-Level Technical Assistance Support

First 5 California continues to fund technical assistance and foster partnerships among all QCC state agency partners, regions, and local consortia. This work includes building relationships with institutions of higher education and developing common definitions and shared quality standards across many professional development types.

## Quality Counts California

Quality Counts California (QCC) is a statewide system of locally implemented Quality Rating and Improvement Systems (QRIS) that provide resources and support to ELC providers so they can create engaging and effective experiences that help children grow and thrive. QCC was funded by IMPACT 2020 and state and federal funding administered by the California Department of Education and the California Department of Social Services.

All ELC participant sites in QCC are reported in the statewide common data file, which is inclusive of all the state's QRIS funding streams. This data provides the state with an efficient and coordinated method for receiving information about each county participating in QRIS. Growth in QCC participation increased by 9% statewide from last fiscal year; as of June 30, 2023, there were 9,999 participant QCC sites across the state,

including 3,692 family child care homes and 1,503 family, friend, and neighbor providers. In total, 38,553 teachers received individualized professional development to improve quality of care and early education knowledge, and 382,263 children ages 0–5 benefited from the quality improvement support provided by QCC. QCC has collectively sought to engage sites serving key priority populations including:

- 63% serving infants and toddlers
- 16% serving children in foster care
- 11% serving unhoused children
- 29% serving children/families with a voucher
- 46% serving children with an IEP or IFSP
- 75% serving multilingual children

Throughout FY 2022–2023, the First 5 California-funded QCC website was under review for updating content and layout to add additional resources and accuracy of information. These updates expanded content and resources for the parents and families and providers pages specifically. For more information on QCC, visit the website at <https://qualitycountscalifornia.net>.

## Refugee Family Support

In October 2021, the First 5 Commission approved the Refugee Family Support (RFS) funding, a \$3 million investment over one year to help support refugee families with children birth through age 5 resettling in counties across California. RFS grants were awarded to six First 5 Commission counties: Fresno, Los Angeles, Placer, Sacramento, San Diego, and Santa Clara. RFS implementation started in September 2022.

RFS provides targeted county-level support for child care, family supports, and resettlement coordination for Afghan and other refugee communities through the following:

- Socio-cultural adjustment and system navigation
- Short-term emergency child care
- Emergency housing

Through RFS implementation, grantees were able to build local relationships to provide culturally and linguistically appropriate services and established systems of support to sustain the services.

During the first year of implementation, RFS grantees served nearly 1,100 refugee families from 18 countries. Among those are over 3,000 individuals, 112 expectant mothers, and 1,650 children ages 0–5 years.



First 5 LA, CAT AAIMM

- Early Math Project (EMP) Substack Newsletter  
EMP team members regularly contribute content to the Early Math Project Substack newsletter. The newsletter can be accessed at [https://open.substack.com/pub/carolynpfister/p/the-early-math-project-newsletter-0a2r=ky79x&utm\\_campaign=post&utm\\_medium=web](https://open.substack.com/pub/carolynpfister/p/the-early-math-project-newsletter-0a2r=ky79x&utm_campaign=post&utm_medium=web). The team continues to focus on building readership/subscribers for this free newsletter.
- STEAM Resources  
EMP meets for an hour each Monday to review team-created book guides and activities that are shared on the EMP website ([www.earlymathca.org](http://www.earlymathca.org)) and the Count Play Explore application ([www.countplayexplore.org](http://www.countplayexplore.org)). Book guides, activities, and links to a YouTube read-aloud of the book are sent to the team in advance for prior review. The team has committed to creating six new STEAM guides prior to the spring Seminar on February 15, 2023.

The 2024 EMP Early STEAM Seminar will focus on early STEAM for children from birth to age 8. Jon Dueck and Lesley Gates will provide the keynote, which will center on the importance of early science experiences and how families and teachers can use children’s literature to support children’s STEAM success and understanding. There will be six breakout sessions offered simultaneously to provide choice to adults who interact with infants and toddlers, preschool-age children, kindergarteners, and elementary school-age children.

- Math Book Guides and Activities  
EMP continues to develop math books guides and activities, which are also available on the EMP Website and Count Play Explore Application.

#### **I’m Ready Videos**

EMP team members advise on the creation of the I’m Ready Video Series—scripts, filming, final product, etc. We anticipate the next eight videos, filmed in September 2023, will be released in spring 2024.

## **Fatherhood Initiative**

First 5 California has partnered with the California Child Support Services and local First 5 Alameda Fatherhood Corps in a “Fatherhood Council” that meets biweekly to develop opportunities to incorporate father involvement-focused activities and efforts across California systems and programs. As a result of this partnership, First 5 California has made initial investments by providing co-sponsorship funding and technical assistance to the Alameda Fatherhood Conference, has co-lead a focus group with the International Fatherhood Conference, and will continue to lift up father involvement in the upcoming 2024 Child Health, Education, and Care Summit: Stronger Starts: 25 Years of First 5 in March 2024 by co-partnering with the Alameda Father Corp on a workshop. First 5 California’s strategy is to develop conditions where father involvement is normative, uplifted, and ubiquitous and, in turn, make more valuable and data-informed investments in the future.

## **Early Math Project**

First 5 California actively participated in the ongoing development and maintenance of the multistate agency effort to elevate the importance of early STEAM activities to support children’s success and understanding of STEAM. These efforts include annual seminars and conferences for parents, teachers, and other ELC professionals, publication of STEAM-related literature, newsletters, book reviews, and web-based supports including:

## **Imagination Library**

First 5 California has partnered with the California State Librarian and has been focused on recruiting for the Imagination Library of California Stronger Readers team. The nonprofit board was created through the State of CA’s \$68.2 million investment for the statewide expansion of Dolly Parton Imagination Library. Dolly Parton’s Imagination Library is chaired by Executive Director Wong and includes statewide leaders such as former First 5 Los Angeles Executive Director Kim Belshe, Laura

Fink of Rebelle Communications, and Former Lieutenant Governor Mona Pasqual. This will allow staff to better leverage First 5 California's PEARLS investment.

The program is now serving over 54,000 children and 11% of those receiving the English/Spanish bilingual collection. The program has deepened engagement with locals and launched in Kern County (September) and Mendocino County (October). The program is planning to have 2–3 more expansion counties starting in the coming months.

## Home Visiting

In FY 2022–2023, First 5 California funded an extension of the original Home Visiting Collaboration grants and issued an RFA, offering new Regional Technical Assistance for Home Visiting Coordination and Integration (HV-RTA) grants to begin the following fiscal year. The HV-RTA RFA offered \$14.5 million in regional funding for home visiting technical assistance and coordination in much the same way IMPACT Legacy's RFA regionalized funding for IMPACT consortia. Nine regions successfully applied for funding and will be offering services to improve home visiting access and coordination in their communities for the next two fiscal years.

First 5 California also developed and issued a Request for Offer to fund statewide Technical Assistance (TA) and cross-regional coordination for grantees and partners. The selected TA provider will also conduct an evaluation of programs' successes, challenges, barriers, and recommendations for future direction.

## Tobacco Education and Cessation

First 5 California continues to fund Kick It California, an ongoing tobacco education and cessation activity, to meet the statutory requirement of the Children and Families Act (Health and Safety Code Section 130125 A, 130125 C). Kick It California (the "Quitline," formerly known as the California Smokers' Helpline) uses evidence-based educational approaches for tobacco cessation among pregnant and parenting tobacco users and caregivers of children ages 0–5.

On January 28, 2021, First 5 California Commission approved up to \$3.6 million for three years (July 1, 2021, through June 30, 2024) to continue tobacco cessation services for First 5 California's priority population. As a result of this investment, First 5 California funds support services to focus specifically on pregnant smokers, smoking parents, and caregivers of children

ages 0–5, and reduce/eliminate secondhand smoke exposure to young children, ages 0–5, in particular. Quitline services have since been expanded to include vaping (electronic cigarettes) cessation, coaching for non-tobacco-using proxies, and the development of materials that address the danger of vaping during pregnancy and the danger to children of secondhand exposure to vape aerosol, vape cartridges, and vape juice (liquid nicotine).

In FY 2022–2023, 3,262 clients who were either pregnant or parents/caregivers of children ages 0–5 enrolled in Kick It California. Over a third (n=1,036) of the clients vaped, including 417 who did not smoke cigarettes but exclusively sought help to quit vaping. The remainder were dual users of cigarettes and vapes. Kick It California also provided coaching services to 139 non-tobacco-using proxies (i.e., family members or friends calling on behalf of smokers or vape users). Kick It California enrollees are ethnically diverse (over two-thirds identify as other than white) and primarily low income (i.e., nearly 80% are Medicaid recipients). Ninety percent have not obtained a college degree, and nearly 60% report one or more of the following mental health conditions—anxiety (45%), depression (42%), bipolar (18%), schizophrenia (7%), or drug/alcohol addiction (14%).

Kick It California provides one-on-one telephone coaching for smokers, vapers, and non-tobacco-using proxies. Services are available in English (1-800-300-8686) and Spanish (1-800-600-8191) and through the Asian Smokers' Quitline ([www.asiansmokersquitline.org](http://www.asiansmokersquitline.org)) in Chinese (Cantonese and Mandarin) (1-800-838-8917), Korean (1-800-556-5564), and Vietnamese (1-800-778-8440). For those who might not be ready to work one-on-one with a coach, Kick It California services also include live chat, mobile apps, online videos, and an automated text program, with content relevant to tobacco users who are pregnant or have a young child in the home. Kick It California also has an interactive and user-friendly website ([www.kickitca.org](http://www.kickitca.org)) designed to appeal to tobacco users, to proxies, and to tobacco control advocates interested in fact sheets, promotional items, and county-level data on enrollee demographics.



## Small Population County Funding Augmentation

Since 1999, First 5 California's Small Population County Funding Augmentation (SPCFA) program provides funding to augment annual tax revenues to local First 5 Commissions in counties with small populations and low birth rates.

The goal of the SPCFA is to support the success of small counties in their work and to ensure Proposition 10 is truly a statewide effort that impacts the lives of young children throughout California. For counties with a small number of annual births, the statutory funding alone does not provide sufficient funding to fully operate a county commission or effective First 5 programs. SPCFA funding makes it possible for Proposition 10 to be a statewide effort that promotes, supports, and improves the early development of children ages 0–5.

Twenty-one small population counties (SPCs) have received base funding to support county commission activities needed to fulfill the statutory requirements and for Proposition 10 to be a statewide effort that promotes, supports, and improves the early development of children ages 0–5. Eligibility for SPCFA is based on 1,000 or fewer annual births between FY 2017–2018 and FY 2018–2019. During FY 2022–2023, SPCs budgeted \$4,658,817.02 to administer their First 5 county commission and fund programs.

The major focus of the 3.25-year grant (April 1, 2021, through June 30, 2024) is on evaluation activities related to systems change efforts and their intended and actual impacts. The potential for pooled services for the purpose of improved efficiencies was explored; however, based on the diverse makeup of small counties, it was not a viable option beyond what some of the small counties are already doing.

During FY 2022–2023, SPCs completed the revised version of the systems change tool—a Systems Change Data Map. This tool was developed to build on the First 5 Association's Race, Equity, Diversity, and Inclusion focus. It included a more explicit focus on equity and the data counties use to help demonstrate the reach and impacts of systems change activities. The Data Map Tool covered four primary areas: (1) a description of the activity involving equity goals, strategies, partners, outcomes, and the number impacted; (2) data sources to identify need; (3) incorporating principles of equity; and (4) outcomes for children and families. Counties were at different stages of implementation of their

activity, and First 5 California hopes to have counties build on their submission to learn about their progress in fostering cross-sector collaboration and improving outcomes for children and families.

\*Small Counties are: Alpine, Amador, Calaveras, Colusa, Del Norte, Glenn, Inyo, Lake, Lassen, Mariposa, Mendocino, Modoc, Mono, Nevada, Plumas, San Benito, Sierra, Siskiyou, Tehama, Trinity, and Tuolumne.



## Governance Office

First 5 California established a Governance Office for the purpose of volumizing its impact related to Commission preparation and proceedings. Over the last 24 years, there has never been a Governance Office, and the work has been embedded in a portfolio with competing interests. In addition to facilitating many successful public Commission and Advisory Committee meetings, the Governance Office organized and executed a successful in-person Commission meeting in Fresno, California, and developed a Commission Proceedings Manual.

Governance Office staff are leading the organization and execution of the 2024 Child Health, Education, and Care Summit: Stronger Starts: 25 Years of First 5, after a four-year gap due to the pandemic.

## Administrative Services Office

In FY 2022–2023, the Administrative Services Office focused on process improvement in the following areas: staff and Commissioner onboarding, training and conference attendance, hiring, records retention, and office-wide administration activities to gain efficiencies and cut costs.

## Fiscal Services Office

The Fiscal Services Office (FSO) plans and coordinates all accounting and budgeting activities for First 5 California. FSO is committed to promoting financial integrity and operational efficiency while partnering with our internal and external stakeholders. For FY 2022–2023, FSO managed 357 purchase orders worth \$149.6 million; processed 982 payment transactions worth \$75.3 million for program expenditures, IT, and non-IT goods and services; and collected receivables worth \$1.1 million through the Financial Information System for California (FI\$Cal). Additionally, in collaboration with the California Department of Tax and Fee Administration, FSO processed revenue disbursements to all 58 county commissions for Proposition 10, Proposition 56 backfill, California Electronic Cigarette Excise Tax, and interest earned by the fund for a total of \$271.4 million. FSO continues to work with internal partners to create efficiencies in our processes while continuing to exercise fiscal controls. In partnership with Contracts and Procurement and the Program Innovation and Evaluation Division, First 5 California awarded program grants to county commissions in accordance with fiscal best practice and in alignment with program goals.

## Contracts and Procurement Office

In FY 2022–2023, the Contracts and Procurement Office (CPO) celebrated milestones and noteworthy achievements. In response to the changing business landscape of California and the needs of the organization, CPO became more innovative and made critical changes to business operations in support of First 5 California’s mission:

- Award-Winning Operations
  - Agency of the Year, 23rd Annual State Agency Recognition Award by the Department of General Services
  - Most Improved Small Business and Disabled Veteran Business Enterprise Participation Award, 23rd Annual State Agency Recognition Award by the Department of General Services
- Digital Transformation
  - Formalized paperless transacting, saving time and money
  - Established First 5 California’s first Policy Statement for Use and Acceptance of Electronic Signature

- Utilized a paperless approval and document management system: Content Review Tracking System
- Helped secure innovative contracting opportunities with new contractors in partnership with program design teams, reflected in Q1 of FY 2023–2024, to align with the vision of the North Star and Audacious Goal. Examples include environmental scan consulting work focused on fathers and families, federal advocacy representation, Paid Family Leave advocacy, and information technology services.
- Processed 267 agreements/amendments with limited staffing.
- Worked across First 5 California offices to standardize grant processes.
- Working with California Volunteer to develop an on-demand Contract Manager Training to ensure consistent implementation practices across the organization.
- Formally deployed grant programs for county commissions, resulting in decreases in processing timeframes and increases in efficiencies for programmatic deployment.
- Risk Mitigation, Compliance, and Continuous Improvement
  - Enhanced due diligence processes and process audits to ensure compliance with legal, ethical, and statutory/policy standards.
  - Integrated contractual clauses addressing force majeure, business continuity, and budget contingency into procurement agreements as essential components.
  - Successfully passed the CPO’s first Accreditation audit by the Department of General Services in 2021 and was reauthorized to transact state contracts and procurement under a Tier 2 of four tiers of authority.

## Summary

The highlights of the First 5 California offices underscore the team’s resilience, adaptability, and commitment to excellence. By embracing digital transformation, adopting agile practices, prioritizing sustainability, and mitigating risks, First 5 California has achieved remarkable success amid challenging circumstances. As we embark on a new year, these achievements serve as a foundation for continuous growth, innovation, and improvement.

# First 5 County Commission Result Areas



## Four Result Areas

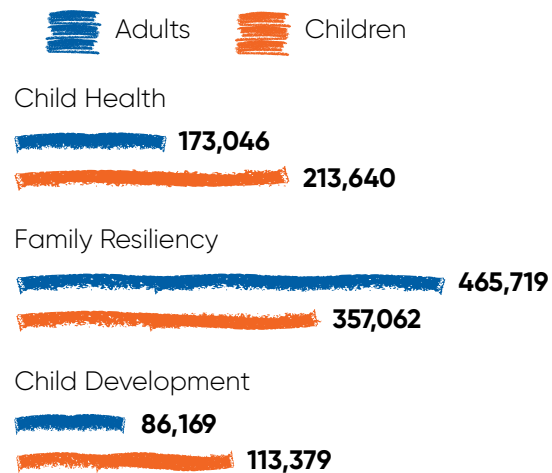
For annual reporting, First 5 California and First 5 county commissions track progress in four result areas to inform evidence-based funding decisions, program planning, and policies:

- Improved Family Resiliency
- Improved Child Development
- Improved Child Health
- Improved Systems of Care

These result areas comprise a framework for reporting early childhood investments and provide an overview of the number, type, and cost of services to children and adults. Stakeholders can use this information to assess statewide resource allocation and impact of First 5 county commissions.

Exhibit 1 contains the total numbers of services provided to children ages birth to 5 and adults (including primary caregivers and providers) for Improved Family Resiliency, Improved Child Development, and Improved Child Health. During FY 2022–2023, First 5 county commissions provided a total of 684,081 child services and 724,934 adult services. The distribution of expenditures in these three result areas totals \$285 million.

**Exhibit 1: Total Number of Services Provided to Children Ages 0 to 5 and Adults\* in FY 2022–2023 Across Result Areas**

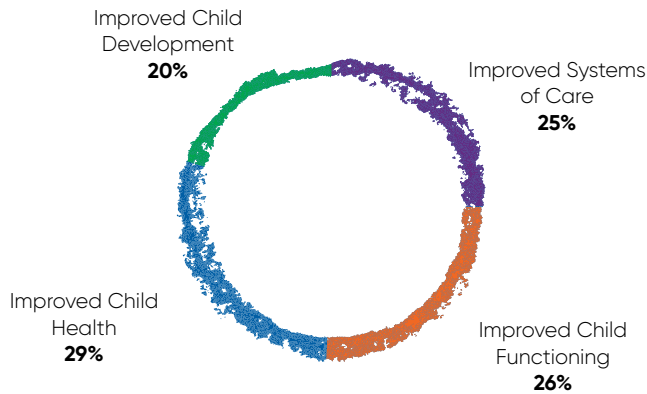


\*Totals for Adults include both Primary Caregiver and Provider counts

The result area, Improved Systems of Care, with expenditures of \$86 million, differs from the others. It consists of programs and initiatives for system-wide structural supports for efforts within the other three result areas. The four result areas combined show total expenditures of \$371 million.



**Exhibit 2: Total Expenditures for Children Ages 0 to 5 and Adults\* in FY 2022–2023 by Result Area**



\*Adults include both Primary Caregivers and Providers

First 5 county commissions are required to report to First 5 California revenues, expenditures, and fund balances. In collaboration with the First 5 Association, First 5 California annually develops and adopts annual reporting guidelines to standardize data collection. County commission revenues are reported in Appendix A1. For expenditures, county commission fiscal and service data are aggregated to the statewide level under four result areas (Appendix A2) using specific definitions for each result area with service category detail (Appendix B). The four result areas are listed below.

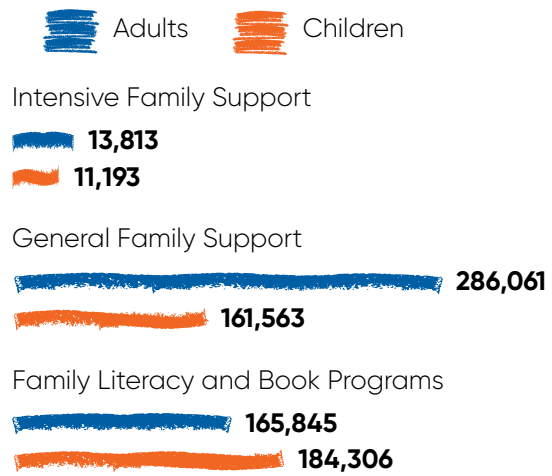
**Improved Family Resiliency**

Family Resiliency includes the categories Family Literacy and Book Programs, General Family Support, and Intensive Family Support. Services include instruction on general parenting topics, support for basic family needs and case management, parent education and literacy, referrals to community resources, assistance for parents and families, and support to schools and educational institutions, nonprofit community-based agencies, government agencies, and private institutions.

In FY 2022–2023, First 5 county commissions provided a total of 357,062 services to improve family resiliency for children ages birth to 5, with 184,306 child services in Family Literacy and Book Programs, 161,563 child services in General Family Support and 11,193 child services in Intensive Family Support.

First 5 county commissions provided a total of 465,719 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 165,845 adult services in Family Literacy and Book Programs, 286,061 adult services in General Family Support and 13,813 adult services in Intensive Family Support. Exhibit 3 displays the numbers of services provided.

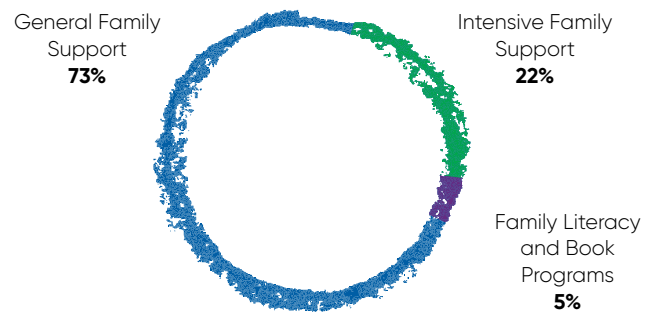
**Exhibit 3: Family Resiliency—Total Numbers of Services Provided to Children Ages 0 to 5 and Adults\* in FY 2022–2023 by Service**



\*Totals for Adults include both Primary Caregiver and Provider counts

First 5 county commissions expended \$97 million to improve Family Resiliency, with 5 percent of expenditures in Family Literacy and Book Programs, 73 percent of expenditures in General Family Support, and 22 percent of expenditures in Intensive Family Support. Exhibit 4 shows the distribution of expenditures by service category.

**Exhibit 4: Family Resiliency—Distribution of Expenditures for Children Ages 0 to 5 and Adults\* in FY 2021–22 by Service**



\*Adults include both Primary Caregivers and Providers

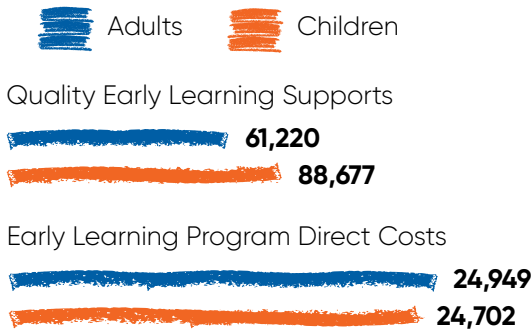
## Improved Child Development

Child Development includes the categories Early Learning Program Direct Costs and Quality Early Learning Supports. Programs include professional development for educators, high-quality preschool, services for diverse populations, and school readiness.

In FY 2022–2023, First 5 county commissions delivered 113,379 child development services to children ages birth to 5, with 88,677 child services in Early Learning Program Direct Costs and 24,702 child services in Quality Early Learning Supports.

First 5 county commissions provided 86,169 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 61,220 adult services in Early Learning Program Direct Costs and 24,949 adult services in Quality Early Learning Supports. Exhibit 5 displays the numbers of services provided.

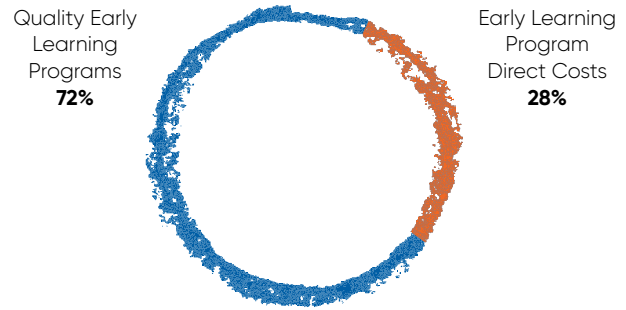
### Exhibit 5: Child Development—Total Number of Services Provided to Children Ages 0 to 5 and Adults\* in FY 2022–2023 By Service



\*Totals for Adults include both Primary Caregiver and Provider counts

In FY 2022–2023, county commissions expended \$78 million to improve Child Development, with 28 percent of expenditures in Early Learning Program Direct Costs and 72 percent of expenditures in Quality Early Learning Supports.

### Exhibit 6: Child Development—Distribution of Expenditures for Children Ages 0 to 5 and Adults\* in FY 2022–2023 by Service



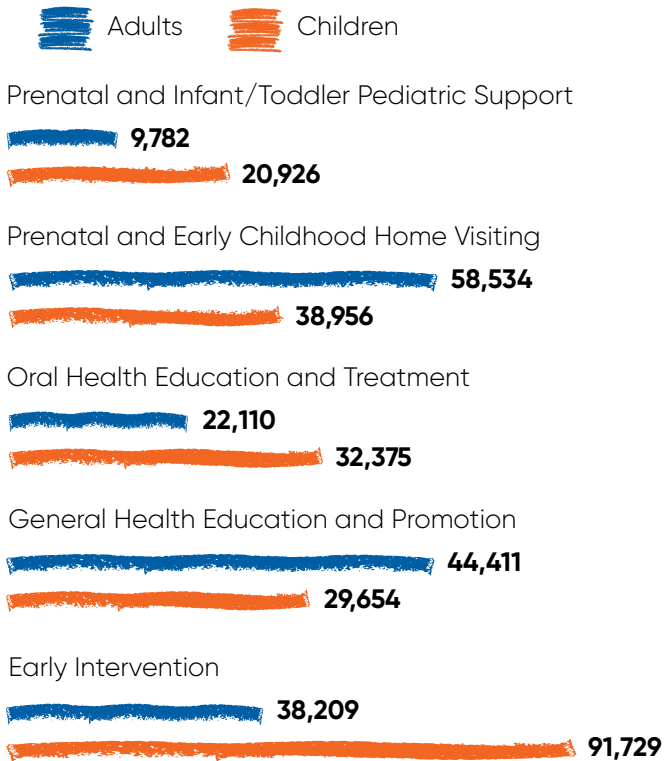
\*Adults include both Primary Caregivers and Providers



## Improved Child Health

First 5 county commissions fund a variety of Child Health services promoting identification, treatment, and elimination of risks that threaten health and may cause developmental delays and disabilities. First 5 Child Health services are far-ranging and include the categories Early Intervention, General Health Education and Promotion, Oral Health Education and Treatment, Perinatal and Early Childhood Home Visiting, and Prenatal and Infant/Toddler Pediatric Support.

**Exhibit 7: Child Health—Total Number of Services Provided to Children Ages 0 to 5 and Adults\* in FY 2022–2023 By Service**

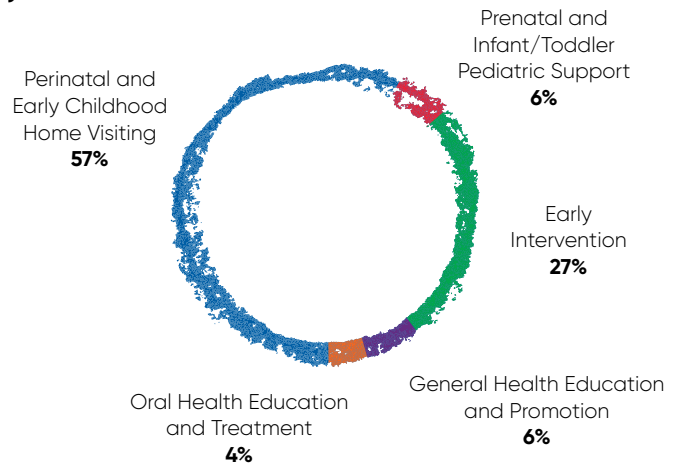


\*Totals for Adults include both Primary Caregiver and Provider counts

In FY 2022–2023, First 5 county commissions provided a total of 213,640 services to children ages birth to 5, with 91,729 child services in Early Intervention, 29,654 child services in General Health Education and Promotion, 32,375 child services in Oral Health Education and Treatment, 38,956 child services in Perinatal and Early Childhood Home Visiting, and 20,926 child services in Prenatal and Infant/Toddler Pediatric Support.

First 5 county commissions provided 173,046 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 38,209 adult services in Early Intervention, 44,411 adult services in General Health Education and Promotion, 22,110 adult services in Oral Health Education and Treatment, 58,534 adult services in Perinatal and Early Childhood Home Visiting, and 9,782 adult services in Prenatal and Infant/Toddler Pediatric Support.

**Exhibit 8: Child Health— Distribution of Expenditures for Children Ages 0 to 5 and Adults\* in FY 2021–22 by Service**



\*Adults include both Primary Caregivers and Providers

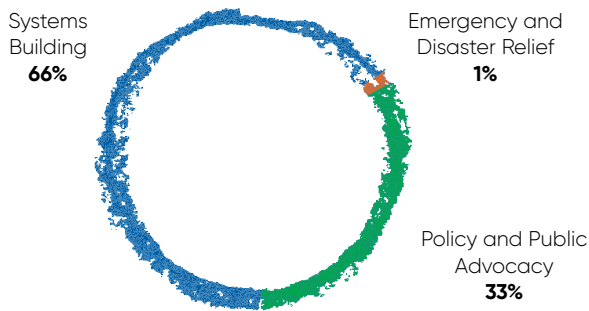
In FY 2022–2023, county commissions expended \$110 million to improve Child Health, with 27 percent of expenditures in Early Intervention, 6 percent of expenditures in General Health Education and Promotion, 4 percent of expenditures in Oral Health Education and Treatment, 57 percent of expenditures in Perinatal and Early Childhood Home Visiting, and 6 percent of expenditures in Prenatal and Infant/Toddler Pediatric Support.



## Improved Systems of Care

Systems of Care addresses system-wide structural supports as county commissions focus efforts within the result areas of Family Resiliency, Child Development, and Child Health. For example, interagency collaboration allows coordinated wrap-around efforts from multiple organizations providing focused client services. Since this result is at a systems level, counties do not report numbers of children and adults served. Expenditure data indicate that for FY 2022–2023, county commissions expended \$86 million to improve Systems of Care, with 1 percent focused on Emergency and Disaster Relief, 33 percent on Policy and Public Advocacy, and 66 percent of expenditures toward Systems Building.

**Exhibit 9: Systems of Care—Distribution of Expenditures in FY 2022–2023 by Service**



\*Adults include both Primary Caregivers and Providers

## Populations Served

County commissions served a diversity of populations by age, race/ethnicity, and language (Appendix C). Statewide, 643,624 children were served by county commission programs. The total of 687,864 adults served included primary caregivers such as parents and other family members (600,395) and service providers (87,469).

By age, 31 percent of children served were under 3 years old, 32 percent were ages 3 through 5 years old, and 37 percent were of unknown age.

By race/ethnicity, children served included Hispanic or Latino as the largest group (38 percent), followed by White (10 percent), Asian (5 percent), Black or African American (4 percent), Other (2 percent), Two or More Races (3 percent), Alaska Native or American Indian (less than 1 percent), Native Hawaiian or Pacific Islander (less than 1 percent) and unknown race/ethnicity (41 percent).

With respect to primary language of children served, the two largest groups served were speakers of English (42 percent) and Spanish (20 percent), followed by speakers of Asian languages (Vietnamese, Cantonese, Mandarin, Korean, 2 percent) and language unknown (34 percent).

\*Missing data from Glenn, Lake and Madera counties.



LA Boo at the Zoo

# First 5 County Highlights

**The following reports have been submitted directly from each individual First 5 county commission.**

## Alameda

In fiscal year (FY) 2022–2023, First 5 Alameda County advanced our comprehensive whole community, whole family, whole child system-building approach in support of kindergarten readiness and the 100,000+ young children who call Alameda County home. We expanded our partnerships and programs by building out our capacity, restructuring our agency, hiring experienced staff, and increasing our budget by 108%. In 2022, we were awarded the City of Oakland contract to serve as administrator and implementation partner of the Oakland Children’s Initiative Early Education Fund. In the first six months of implementation, we allocated over \$10 million to stabilize the early education programs at Oakland Unified School District and City of Oakland Head Start by supporting neglected physical infrastructure and urgent staffing needs. This year, we launched a Pediatric Care Coordination Division, integrating programs and expanding capacity to reach more children through existing programs like Help Me Grow and DULCE (Developmental Understanding and Legal Collaboration for Everyone), while also working to maximize resources and leverage partnerships to expand impact. Building on this proven track record, we bolstered our partnership with Alameda Alliance for Health by successfully advocating for a \$300,000 budget increase for Help Me Grow. In FY 2022–2023, we continued to invest in programs and initiatives that engage fathers, like Fathers Corps, which celebrated its 10th anniversary in 2023. The program has received state and national recognition and, in 2023, its cofounder and Program Administrator presented the program model to the California Fatherhood Council, which is being considered for replication in a statewide initiative. Through our Neighborhoods Ready for School initiative, we grant funding directly to community organizations in neighborhoods that have been traditionally underserved due to racist and classist systems and policies, to support their work with children and families. In FY 2022–2023, we invested over \$3 million in four neighborhoods across Alameda County.

## Alpine

First 5 Alpine partnered to prepare children, families, and the school system for the start of pre-kindergarten and kindergarten in Alpine County. Six of seven (or 86%) children anticipated to attend 2022–2023 school term participated in the 2022 Kindergarten Meet and Greet. In partnership with the Alpine County Office of Education (ACOE), First 5 Alpine invited families to gain familiarity with the school, the kindergarten teacher, and their classmates prior to the start of the school year. Families met the kindergarten teacher and classmates, toured the classroom, were encouraged to complete enrollment forms, and received a backpack full of supplies. Seven of 10 (or 70%) students who were anticipated to attend the 2023–2024 school term participated in the Kindergarten Roundup in May 2023. Participating partners included the Speech Language Pathologist, the Tribal Liaison, and the school nurse. Families were encouraged to complete enrollment paperwork and participate in school readiness assessments, and First 5 distributed books and activities. Partners answered families’ questions and connected them to resources. The results of these events included:

- **Increased Family Engagement:** Both events provided community partners and the school district an opportunity to engage families earlier in their educational journey through the Alpine County school system. Partners were able to better understand families’ needs and begin to establish ongoing relationships with parents/caregivers and their children.
- **Improved Service Coordination:** While First 5 Alpine organized and promoted the events, the ACOE educated families about the pre-kindergarten/ kindergarten experience, and other partners promoted services. Both events represent coordinated efforts to enroll children in pre-kindergarten/ kindergarten and to connect families to services and support available.



## Amador

First 5 Amador continued to work closely with county agencies and community-based organizations, leveraging local resources to increase the value of its investments. Primary investments of the commission included Welcome Baby—a universal (local model) home visiting program that distributes a customized First 5 California Kit for New Parents and introduces families to resources that would support their family. First 5 Amador completed 119 visits, serving 235 infants and their siblings, and screened 58 mothers for perinatal mood and anxiety disorders, with referrals made for clinical support for those in need of follow-up. Family literacy efforts included the Imagination Library, which has seen participation increase to nearly 70% of the age-eligible children in the county. We attribute this success to the seamless cross-referrals made through Welcome Baby, playgroups, and Messy Mornings as well as our partnerships with the county library and WIC. Messy Mornings (conducted in First 5 Amador’s Outdoor Learning Lab) was launched at the end of FY 2021–2022 with the goal of providing a child-led experience that encouraged children to explore, play, and learn. These weekly “messy” events have the highest participation rate of all First 5 events, with 30–45 children and their caregivers in attendance each week. While the children and caregivers are participating in the activities, mothers, fathers, grandparents, and family, friends, and neighbor caregivers are also making connections and providing support to one another. Amador’s Quality for Kids provided an opportunity for child care providers, preschool teachers, and family, friend, and neighbor caregivers to participate in educational opportunities that enhance the care they provide to children 0–5. The 30 Quality for Kids participants received financial incentives as well as early education materials that address their individual quality improvement plans.

## Butte

The First 5 Butte County Children and Families Commission envisions that every child will have the opportunity for a resilient, thriving future through a nurturing, supportive network of families, caregivers, and their community. This past year, First 5 Butte County continued to support priorities in all areas of its strategic plan, despite experiencing a substantial decline in tobacco tax revenue. In addition to its ongoing program investments, the Commission released \$500,000 in Strategic Investment multiyear funds, which support a child advocate position for families living in transitional housing and a mobile live-

scan service to serve rural communities, and bolstered the structure of the local Child Abuse Prevention Council in developing the systems needed to create a more sustainable agency model. Each investment will reap benefits for families far exceeding the contract terms of service. In addition to funding directly to partners, the Commission supported maternal mental health training, family strengthening training, grant writing training and technical assistance, executive coaching and board development, and nonprofit leadership trainings for partners to support their growth and sustainability. As a support to the Help Me Grow Butte (HMGB) system, the Commission received funds from Connecticut Children’s Hospital to develop pediatric physician champions and infuse the Healthy Outcomes of Positive Experiences framework in the pediatric ecosystem in Butte County. HMGB staff have provided outreach and training to 716 partners and community members and care coordination to 301 families. HMGB was also expanded to encompass maternal mental health referrals and care coordination, and First 5 staff have assumed the role of Postpartum Support International local coordinator. These efforts have resulted in a single point of entry for home visiting referrals, developmental screening and early intervention, and maternal mental health navigation.



Toxic Stress Takedown

## Calaveras

After significant community planning, First 5 Calaveras collaborated closely with community partners to develop and implement new programs based on critical unmet needs identified for children under the age of 5. These new services helped build a stronger and more comprehensive service approach for young children. One glaring gap identified was the need for infant/early childhood mental health services and supports. Two new programs were implemented, Metta Services and Social-Emotional (SE) Coaching Services, which both address the provision of early mental health services for young children, caregivers, and teachers. A range of social-emotional curriculum support and training was provided for early learning staff through SE Coaching Services. Also, children's behavioral observations were offered for those in need of more intensive social-emotional strategies, supports, resources, and referrals. Parent-teacher conferences were held, and materials (feelings charts, problem-solving materials, and calming/breathing activities) were prepared for use at home and school. Metta Services, which began start-up activities in April 2023, provides early mental health trauma-informed services. This program includes assessments/screenings for developmental and behavioral delays, home visits, case management, one-on-one and group therapy for both children under 5 and their families, playgroups, and linkages for caregivers toward resources. Another critical gap identified was the need to bring back oral health preventive screening services for children after a three-year interruption. After extensive year-long planning and collaboration with the Tuolumne County Office of Education, the Smile Keepers Dental Program began implementation in April 2023. And, in order to strengthen early literacy promotion, First 5 Calaveras created a community planning partnership with the Calaveras Community Foundation to implement Dolly Parton's Imagination Library at a local level.



First 5 San Bernardino,  
Community Outreach Events, Halloween

## Colusa

In FY 2022–2023, First 5 Colusa served 2,113 children birth through age 5 and their families in three focus areas: Improved Child Health, Improved Family Resiliency, and Improved Child Development. The largest number of children and families were served through nutrition and food access programs offered through First 5 Colusa's Family Resource Centers (FRCs). Located in rural areas of the county, designated as food deserts, the FRCs distributed 505,085 pounds of food, including fresh produce, to low-income families. Approximately 96% of the families served in the nutrition programs indicated that they depend on the food programs to adequately feed their families. In FY 2022–2023 First 5 Colusa also focused on the addition and expansion of several programs offered to the community. In coordination with Colusa County Public Health, First 5 Colusa launched a new program, Bumps & Beyond, a perinatal/postnatal support group for new and expectant parents. The semimonthly program addresses birth disparities, provides information on local resources and programs, and offers a network of peer and professional support to parents. First 5 Colusa continues to work with families, the community, and their agency partners to identify and address disparities and concerns facing children and families. With a systematic, coordinated, and equitable approach, First 5 Colusa continues to evolve as a leader and champion for the children and families of Colusa County. (See full County Highlights submitted via the Annual Report e-mail.)

## Contra Costa

We aim to change systems of services and supports to better meet the needs of children and families through a whole-child, whole-family approach.

- **Strengthening Families:** In FY 2023, we served 5,166 adults and children through programming at our First 5 Centers—a 71% increase from the previous year. As families face economic challenges, we distributed 1,425 cases of diapers and 149 car seats. Our Community Advisory Councils, composed of 22 First 5 Center parents/volunteers, completed a community needs assessment using the 5 Protective Factors framework and presented recommendations to better address community needs—the Centers will implement them in FY 2024.
- **Early Childhood Education:** In our Ready Kids East County initiative—an effort to reform the systems and services available to African American and Black families—we held seven family engagement workshops and four parent/child meetups with 75 community members to build connections and foster school readiness. Based on a needs and interest survey for providers, 240 early learning providers were offered 23 professional development opportunities. Our Quality Matters Family Child Care (FCC) Partner Program involved 17 FCC providers to serve as mentors to 39 FCC providers. Mentors offered peer-to-peer support for quality improvement and strengthened connections between FCCs—an effort to support quality early learning and foster retention.
- **Early Intervention:** With increased outreach to participate in the Help Me Grow (HMG) model, 185 more children were screened for developmental concerns compared to last year. To increase screening in early learning spaces, we launched an Ages & Stages Questionnaires® (ASQ) screening pilot with a school district serving high-needs communities. Our 2022 pilot program that linked our HMG model to health clinics trained to conduct adverse childhood experiences (ACEs) screening was featured in several publications. Aliados Health showcased it in its Promising Practice papers and podcast. We also published a brief and practice paper to share the successes and lessons learned.

## Del Norte

First 5 Del Norte (F5DN) expanded our reach of Dolly Parton's Imagination Library throughout the year with registration forms handed out to every preschool class, kindergarten class, child care provider, community baby shower participant, partner program participant in programs like Toddler Time and Happy Toes, and new parent kit registration in the county. Enrollment continues to increase, and feedback from families has been positive. In 2022–2023, F5DN continued providing and developing culturally appropriate content of the parent-support texting program Ready4K. Working with ParentPowered, we are adapting their existing texting program, Ready4K, to provide connections to local programs and resources, encourage community connections, and educate families on school readiness skill building. F5DN has also taken a leading roll in the oral health education and outreach in Del Norte County, with educational outreach at health fairs and youth and family fairs, and is working to help ensure that the Kindergarten Oral Health Assessments happen in our county. Additionally, we have spent the past year laying the foundation with our community partners to begin a Health Families America home visiting program in Del Norte County. We are unique in that we are partnering with nurses to provide an elevated level of medical supports to the families who need additional supports, and F5DN will provide the social support side of the home visits. We continue to work with our collaborating partners on our 3Read23 literacy initiative, working to support our educators and child care providers to provide high level literacy and community supports to our families. We also partnered with Open Door Community Health around ACEs awareness, which we incorporated into our Healthy Families America model.



First 5 Contra Costa, Children's Leadership Council



## El Dorado

First 5 El Dorado Commission is the collective impact lead in a systems change effort to increase access to services and supports for children, families, and individuals in their community referred to as Community Hubs. Hubs were established to connect families and individuals with services, offer preventive screenings, and walk with them toward resiliency. When COVID-19 persisted in 2021–2022, Hub Leadership noted an increased demand for basic needs support including food, housing, health insurance, assistance with bills, and behavioral health interventions. In response, Hubs were reimagined with a focus on navigating families to existing services that meet their needs. Since COVID-19, consecutive fires and winter storms have been traumatic events for individuals and families who live in the county. Hub staff were deployed for crisis response and engaged in a multiagency effort to evaluate and support the health and wellness needs of El Dorado County residents. This flexibility demonstrated the effectiveness of the model to evolve and meet community needs. During FY 2022–2023, a total of 3,655 individuals were provided with Community Hub services. Key elements of the model include:

- Local libraries serving as community resource centers with bilingual navigators to walk with families
- Navigators connecting families and individuals with supports and services that address their unique situations both in the libraries and the community
- Community advisories with local voices identifying service gaps and barriers, learning why they exist, and developing equity-based approaches
- Integrating continuous quality improvement strategies such as monthly data review, improvement coaching, and staff rounding

First 5 El Dorado reaffirmed its commitment to the Hub model within its 2021–2025 amended strategic plan.

## Fresno

At First 5 Fresno County (F5FC), we believe that addressing challenges facing families requires systemic change. From private businesses to community-based agencies, schools to hospitals and beyond, we can all make things work better for families. The following are examples of cross sector partnerships to innovate new ways of supporting families with young children.

- Glow! Group Prenatal Care is an enhanced prenatal care program that brings together 8–12 pregnant patients with similar due dates to receive prenatal medical care, education, and peer support in a group setting. Patients are provided with free

wraparound services (e.g., child care, food support, transportation stipends, information on community resources) to create a one-stop appointment. Since 2019, we and our partners have implemented Glow! as part of a national study comparing two types of prenatal care (group and individual care), with hopes to determine which type of care is best suited to address maternal mental health stressors such as depression and anxiety, preterm birth, and satisfaction of care. Findings will inform policy decisions determining the type of prenatal care available to women and birthing people locally, statewide, and nationwide.

- Seventeen years ago, the Commission launched the Child-Friendly Business Awards (CFBA) Campaign to advocate for systems and policy change to improve the lives of families with young children. For almost two decades, CFBA has been a tool to develop, nurture, and strengthen relationships between F5FC and local businesses in order to highlight and promote outstanding efforts made by employers to promote a work-family integration for their employees. To date, over 80 local businesses, ranging from a small tire company to the local state university, have been honored as award winners. This investment, although not large, has become a desired recognition for employers as a new strategy to show care and acknowledge their employees.



First 5 Fresno, Community Learning Center

## Humboldt

First 5 Humboldt (F5H) has partnered with Open Door Community Health Centers through the ACEs Aware PRACTICE grant, which included a F5H bilingual community health worker (CHW) to support parent education and referral from Open Door pediatrics, ages 2–17, for a Help Me Grow-like support system. The grant gave F5H 11 months to pilot a CHW-staffed bilateral workflow referral system initiated after an ACEs screening. This workflow established a plan to work with onsite case managers to create a supportive health plan for patients, which included a warm handoff to the CHW, who is now co-locating in a newly developed family space at the health center. The navigator received 17 referrals between April and June 2023. Open Door and F5H have also begun onboarding for the local Community Information Exchange, which is a new closed-loop referral system that integrates community resources. This partnership has been a rich opportunity for learning, integrating positive childhood experiences and a whole family lens into the clinic's workflows.

The Medi-Cal reimbursement system drives many of the decisions within clinic workflows, and pushing the system to include nonclinical, whole-family solutions in response to ACEs screenings has been a challenge. The California Surgeon General's office recommends their list of stress busters to prevent and mitigate toxic stress. In addition to clinical behavioral health support, these include healthy food supports, mindfulness activities, shared physical activities between children and parents, time in nature, and social connection. Referral to clinical behavioral health is familiar to most medical personnel, but integrating referral to other stress busters has been an education and advocacy opportunity for the team. As the PRACTICE grant comes to a close in January, Open Door has said they are eager to continue the partnership, and F5H is exploring Cal-AIM Medi-Cal billing as an opportunity to partially fund the work after January.

## Imperial

Through local partnerships and funding strategies, First 5 Imperial and local agencies continued to support the positive development of children and their families. For FY 2022–2023, with investments of approximately \$1.8 million, the Commission offered diverse services and activities targeting children, families, and providers. One important area of focus this year was an increase in home visitations, recognizing the impact of these services. First 5 Imperial partnered with agencies to offer home visitations, such as the County Office of



First 5 Chula Vista, Lemon Festival, 2023

Education, Migrant Head Start, Child and Parents Council, Volunteers of America, and a number of school districts. For instance, one notable program offered home instruction to families with children 2–5 years of age and aligned services to support Quality Start Imperial by incorporating Family, Friends, and Neighbors (FFN) providers into the home-based program. Therefore, parents and FFN providers were involved in 30 weeks of home visits, which included monthly support group sessions. Certified Home Visitors utilized the Home Instruction for Parents of Preschool Youngsters (HIPPY) curriculum, on a weekly basis and also worked with parents to include developmental screening services using the ASQ for participating children. Through support, the primary caregiver learns to be the child's first teacher. Home-based services targeted 105 children and parents/FFN providers, where the majority participated in home instruction and group activities. A parent survey used to assess involvement indicates that, overall, parents reported significant increases in their level of involvement in home, community, and literacy activities. For example, there was an increase in parents spending more time reading with their child, teaching school readiness skills, enjoying learning together, promoting literacy, as well as promoting an educational environment in the home. The most meaningful long-term benefit is that parents are spending more quality time with their child.

## Inyo

First 5 Inyo County continued to be a catalyst for positive change in FY 2022–2023, serving families and agencies still recovering from the COVID-19 pandemic. In systems building, First 5 Inyo County continued to facilitate the Perinatal Taskforce. Using the results from the 2021 Maternal Mental Health Survey to guide projects and initiatives, the Perinatal Taskforce worked alongside partners from Northern Inyo Hospital Occupational Therapy, Bishop Pediatrics, and Inyo County WIC to elevate and advocate the need for more local maternal mental health services. This story of more families accessing services held true across First 5 Inyo County Resilient Families programs like Triple P Positive Parenting, You & Me Home Visiting, and literacy programs Reach Out and Read and Dolly Parton's Imagination Library. Families expressed gratitude to Triple P practitioners and home visitors for the support and connection.

First 5 Inyo County also provided programs like Community Grants to help decrease the challenges of recovering from the pandemic, including assisting one child care site in launching a pilot program to offer teachers and child care providers with self-care stipends. The teachers reported feeling more valued and yielded higher retention rates. First 5 Inyo County continues to bring awareness to the child care crisis, highlighting the need to pay child care providers a living wage and ensuring all children have access to high-quality early learning opportunities.

## Kern

The 2022–2023 fiscal year commenced with the appointment of a new executive director, Amy Travis, who promptly assumed her role by embarking on a county-wide tour to personally visit all 39 funded programs. Ms. Travis previously spent 10 years with Court Appointed Special Advocates of Kern County, including three years as executive director. In March, we initiated an extensive process to revamp our strategic plan for the upcoming funding cycle. A public planning session attracted a substantial turnout of community members, followed by a comprehensive review of the Objectives and Result Indicators conducted by our Technical Advisory Committee members. These endeavors will persist through fall 2023, with the addition of a public survey and more, as we approach the release of our next Request for Proposal, launching 2024. On May 17, 2023, First 5 Kern hosted the 2nd Annual Kern County ACEs Conference: Building Community Resilience. This half-day event was

conducted in person and drew an impressive crowd of over 300 attendees. The event received praise for its engaging speakers and informative workshop sessions, fostering an environment in which community partners came together to discuss trauma-informed care practices. In June, First 5 Kern forged a partnership with the Kern County Department of Human Services to conduct developmental screenings on children ages 0–3 within the foster care system. This collaboration underscores First 5 Kern's unwavering commitment to supporting this crucial service, alongside the continued efforts of the Help Me Grow Kern County program, which continues to provide screenings for hundreds of children annually. In addition to the highlighted projects, First 5 Kern funded 39 programs in FY 2022–2023, expanding its impact to benefit 12,602 children ages 0–5 and 11,003 family members. This highlights the organization's dedication to providing essential services to children and their families in Kern County.

## Kings

The Kings County Children and Families Commission continued to support local initiatives related to quality early child care and education, parent education and support, children's health, and systems integration and alignment. Commission-supported Family Resource Centers collectively served 569 children and 520 primary caregivers, ensuring access to a variety of early learning, parent education, and family support services. These figures represent a 10% increase in service reach compared to the previous fiscal year. Our local Comprehensive Approaches for Raising Educational Standards (CARES) program provided professional development and training and technical assistance to the early care and education field through coaching and training to enhance the skills and knowledge of 172 providers. Surveys of CARES providers demonstrated that 90% of all survey respondents rated the quality of instruction they received as "good" or "excellent," and 83% felt more confident in their teaching or caregiving abilities as a result of their CARES participation. United Cerebral Palsy school readiness programming and coaching for providers who work with children with special needs was the focus of another locally supported program, which reached 145 primary caregivers, 113 providers, and 231 children. The Commission also supported the distribution of 753 Kits for New Parents in English (81%) and in Spanish (19%) to first-time parents throughout the county. Additionally, First 5 Kings staff facilitated networking and coordination with other community



partnerships and initiatives, including regional home visiting coordination, managed care plans, Court Appointed Special Advocates, child support services, city recreational programs, and local activities related to formulation of our County's Comprehensive Prevention Plan in accordance with the Families First Prevention Services Act.

### Lassen

The First 5 Lassen County Children and Families Commission's primary strategy in realizing its vision and fulfilling its mission is through the Pathways Home Visiting Program. During FY 2022–2023, First 5 Lassen County investments in home visiting resulted in the following accomplishments. Families are receiving the services and support they need through home visiting services. A total of 43 high-need families were provided with intensive home visiting services. A total of 591 home visits were conducted by home visitors in which the bulk of services they provided were centered on supporting the family's basic needs. With declining revenue, First 5 Lassen worked with Pathways to gain additional funding to sustain this program. They have started receiving funding through the Cal WORKS Home Visiting Program and applied for the California Home Visiting Program (CHVP) grant through the California Department of Public Health. If they are selected for CHVP funding, the program will be able to become more sustainable as First 5 Lassen receives less revenue and increases partnerships within the county. First 5 Lassen also updated its strategic plan, to start FY 2023–2024 through FY 2027–2028. While there is uncertainty around how much the commission can fund home visiting in Lassen County, this plan will allow the commission time to adjust to the declining review while promoting home visiting and continuing the work of Lassen Links to help children and their families thrive in Lassen County.

### Los Angeles

In FY 2022–2023, over half of First 5 LA's 86 programmatic contracts focused on advancing systems of care work.

- Building the P-5 Movement in Best Start Communities (BSC): BSC demonstrated power sharing by centering parent and resident voices and cultivating networks committed to improve conditions for young children. For instance, the participatory budgeting process in multiple regions is being spearheaded by community members to decide how to allocate public funding based on community priorities.

- Help Me Grow (HMG) LA: Collaborative partnerships were established to advance local early identification and intervention (EII) work and increase accessibility to EII services by linking children and their families to appropriate supports. Partners developed a strategic plan focused on strengthening the local resource network—coordinating and aligning the local partner referral and resource systems. HMG is also developing an equity plan. The planning process for the equity plan centers the lived experience of families and communities impacted by historical barriers to accessing EII services.
- Select Home Visiting (HV): HV grantees established new recruitment pathways with family-serving systems (e.g., Los Angeles County Department of Children and Family Services, Los Angeles Unified School District), increasing access to HV for families. In addition, select HV grantees increased outreach efforts in the community. As a result, the number of families enrolled tripled in just one month for one grantee. HV grantees also provided linkages to external services, including connections to mental health supports, basic needs, and resources (food, diapers, personal items, etc.). In addition, the HV grantees fostered stronger social connections by providing families with opportunities to connect with other families in the program, share resources, learn about their children's development, and feel less isolated in their parenting journey.



First 5 LA, CAT AAIMM



First 5 San Luis Obispo, Parent Pods Fall 2022, Nutrition

### **Madera**

First 5 Madera County invested in community projects and internal initiatives aligned with the 2020–2024 strategic plan. The long-standing First 5 Family Resource Centers (FRCs) are a trusted entity by the community. Through additional local funding, the FRCs offered the Emergency Diaper Assistance (EDA) and Food Box projects to address the increased needs of families with children 0–5 in a tenuous financial climate. As such, the EDA project consisted of a six-month bimonthly diaper, wipes, and food box subscription model aimed at supporting families and improving nutrition in priority areas. Through these programs, 65 families registered for the EDA subscription, and 300 food boxes were distributed. These projects supported families' immediate needs and lessened caregiver stress, which in turn may help reduce stress in children for improved health outcomes.

Also, this year, community-driven projects introduced promising evidence-based curriculums, Triple P and Raising a Reader. Our funded partner, Centro Binacional Para El Desarrollo Indígena Oaxaqueño, trained staff reflective of the Indigenous population they serve to deliver Triple P to Indigenous parents in the native Oaxacan languages of Triqui, Mixteco, Zapotec, and Chatino. The facilitators provided awareness and increased knowledge to over 1,138 parents; of those, 247 parents participated in Level 2 and 3 sessions. Raising a Reader project by the Madera County Libraries aimed to increase caregiver awareness of early literacy practices to increase caregiver and child confidence and strengthen the relationship with their libraries. The libraries delivered Red Book Bags to 101 children and their caregivers.

### **Marin**

First 5 Marin is the fiscal agent for American Rescue Plan Act (ARPA) dollars that support the work of the Marin Children Care Council's Teacher Investment Pilot. The Teacher Investment Pilot provides stipends and other resources to participating early childhood education workers to encourage retention in the early childhood workforce. The early care and education teachers enrolled in the pilot receive professional and personal well-being support through goal setting and case management. First 5 Marin continues to work closely with Help Me Grow Marin to strengthen early identification and intervention systems through convening system leaders to identify and address barriers experienced by Help Me Grow clients. First 5 Marin also provided funding to expand and support Jewish Family and Children Services Early Childhood Mental Health programs. They served 135 child care staff, serving 635 children from low-income and at-risk families in Marin. Support included early childhood mental health consultations in subsidized preschools/child care settings and consultations with Home Visitors at the Early Head Start program.

### **Mariposa**

During this past year, the most significant accomplishment of First 5 Mariposa County was the School Readiness Program, which serves two preschools (Catheys Valley and Lake Don Pedro) located in remote areas of Mariposa County. The two preschools provide an outstanding play-based program that prepares the children for kindergarten. The facilities, curriculum, and activities are creative and educational and focus on developmentally appropriate activities using Science, Engineering, Technology, and Math (STEM curriculum). This program is free of charge to children in Mariposa. Another funded program that was highly successful was the instructional aide hired to work in the Mariposa Elementary School Transitional Kindergarten classroom. The instructional aide worked with the reading program/assessments and provided extra assistance to children who were having difficulty. Having the aide in the classroom also provided time for the teacher to work with the children individually. A growing and successful program in Mariposa is the Dolly Parton Imagination Library. The 243 children enrolled in 2022–2023 make up almost 25% of the children 0–5 in Mariposa County.

## Mendocino

This past fiscal year, First 5 Mendocino (F5M) continued to build the professional skills of those who work with the county's youngest and most vulnerable. This was done through an annual State of the Child conference and a variety of Positive Parenting Program (Triple P) and Community Resiliency Model® trainings, all targeted to decrease the negative effects of ACEs and to further build resiliency. January 2023 celebrated Mendocino County's annual Positive Parenting Awareness Month with a proclamation from the County Board of Supervisors. F5M saw an increase in local engagement of local initiatives like the Home Visiting Consortium, Breastfeeding Coalition, and Birth-3 consortiums throughout the county. During the fiscal year, the activity to develop a Family Empowerment Center began and will guide our efforts into the next fiscal year to meet our Integrated & Equitable Systems strategic plan goal. The Home Visiting Consortium continues to identify programmatic needs to further increase enrollment and build family resilience. F5M acts as the community pathway to many programs that provide home visiting, breastfeeding support, prenatal support, and childhood essentials like diapers and wipes. F5M's adopted equity statement guides our communication with our partners to ensure that families, children, and communities are protected against racism, oppression, and inequality. By doing this, we have maintained strong relationships with our populations who are Black, Indigenous, and people of color. F5M is committed to ongoing quality improvements and conducting regular assessments to best meet the needs of our community.

## Merced

During FY 2022–2023, First 5 Merced County (F5MC) spent approximately \$2,484,788 million to support services for 16,313 children, caregivers, other family members, and providers to enhance the five protective factors that promote optimal development and enhance the system for effective family support. F5MC funded culturally responsive programming and reached diverse children and families—including over 5,222 English- and 1,254 Spanish-speaking children and families. For strategies focused on system strengthening, capacity building efforts took place for the implementation of home visitation capacity building efforts, an investment that aims to strengthen the system of home visitation in the county. For strategies directly serving children and families, the Dolly Parton Imagination Library book distribution program successfully implemented its second year of programs, an initiative that is meant to increase children and families' access to books to support daily reading. A total of 34,764 books have been mailed out to 4,215 children in FY 2022–2023. Another notable initiative that was launched during the fiscal year is the Safe Play initiative. This initiative is implemented by the cities of Merced, Atwater, and Los Banos and the County of Merced. As part of the Week of the Young Child, funded partners and community agencies hosted activities with children in Applegate Park in Merced and Pacheco Park in Los Banos to increase access throughout the county. A total of 870 adults, 771 0–5-year-olds, and 524 6–18-year-olds attended the celebration.

## Modoc

In 2022–2023, First 5 Modoc focused on collaborative systems change efforts to bring 0–5 program awareness and access, bridging system gaps and implementing collaborative systems of care to promote cross-sector sustainability. Collaborative partnerships were built with nine funded programs serving 552 children and 656 primary caregivers. Funded collaborations included the Strong Family Health Center Strong Starts culturally responsive playgroups for Native American and non-Native families. Early Mental Health Services provided families with intensive family support through home-based psychotherapy and increased access to therapy for families experiencing crisis. Tulelake/Newell Family Resource Center promoted self-sufficiency through service coordination, case management, and parenting classes. Budding Tree Preschool provided



First 5 San Luis Obispo, Parent Pods, Jan 2023, Sensory Experiences.



high-quality early education to families not eligible for subsidized programs. Modoc Harvest Sprouts provided local food education and nutrition to early learning and care settings through expanded classroom and community learning and developmental activities. Modoc 4-H Cloverbuds offered an experiential program engaging children and families in agriculture and life skills learning. Fort Bidwell Tribal Council provided a traditional Pow Wow celebration focusing on healthy nutrition practices, physical wellness, traditional practices, and cultural sharing. TMS Tiny Tots provided a summer bridge camp for children aged 2–5. OD Austin Foundation focused on physical and emotional health in organized wrestling sports. Dolly Parton’s Imagination Library provided 1,406 books to 160 families. First 5 Modoc Early Learning & Resource HUB assisted in family connections to systems of support through community outreach and pop-up events. First 5 Modoc provided Quality Counts county leadership and coaching to 21 early education/care sites. Additionally, First 5 Modoc led efforts for Home Visiting through quarterly workgroup facilitation and systems focus on an electronic referral system.

### **Mono**

The two largest investment areas in Mono County are Home Visiting and the Childcare Quality System. First 5 Mono’s Home Visiting program, Welcome Baby and Healthy Families, continued to grow thanks to support from the California Department of Public Health Home Visiting Program, First 5 California’s Home Visiting Coordination grant, and the Mono County Board of Supervisors. Satisfaction survey data collected from participating clients remains very high, with 100% responding they strongly agree, “I am satisfied with the program.” The Childcare Quality System, an umbrella for all Quality Counts California investments in Mono and Alpine Counties, served 81% of licensed providers in the two counties. Thanks to a new investment from the Mono County Board of Supervisors, site stipends were augmented with individual provider stipends to begin to address the issue of low wages for child care providers. Thanks to the continued efforts of First 5 Mono staff in trust building with the community, programs enjoyed the success of families’ and providers’ participation including a high proportion of clients with Latine heritage.

### **Monterey**

First 5 Monterey County (F5MC) served over 20,000 children, parents, caregivers, providers, and educators during FY 2022–2023. Services were provided to meet families where they are while also building their voice and advocacy power for systems change. This meant providing emergency relief supplies for flood victims and continuing vaccine clinics while also tending to the growing mental health crisis in our county. Mental health services are essential for building a healthy and thriving society. Thanks to local support from the Mental Health Services Act, F5MC was able to continue our celebrated Infant Family Mental Health Training series. In addition to supporting over 150 providers, we expanded the work at a systems level by bringing reflective leadership practices to the Monterey County Children’s Council. At the direct service level, frontline community health workers (CHWs) also received reflective practice. Given the level of complex needs impacting our children and families, reflective practice helped the CHWs process intense feelings in order to be able to provide the best possible support for families. F5MC also influenced statewide mental health systems and amplified the community voice by organizing community listening sessions and focus groups for the new Children and Youth Behavioral Health Initiative.

Lifting parent voice and power to influence the state of California’s approach to investing in early childhood development will continue to be a focus of F5MC’s work. F5MC supports the Tri-county Central Coast Early Childhood Advocacy Network (CCECAN). Now over 500 members strong, CCECAN helps identify community priorities and mobilizes local advocates to focus efforts together. With parent leaders, CCECAN held two power-building opportunities—the Parent Power Summit and the Policy Learning Community; both supported attendees to hone their abilities to share their lived experiences with elected representatives to advocate for legislative changes.

## Napa

Developed in 2019, the First 5 Napa Network brings together a cross-sector network of community members to learn about the needs of Napa County's children, families, and providers. The network uses a systems-level, human-centered design approach to increase collective capacity, integrate systems, and identify and implement creative solutions to the challenges that Napa County's children face. During FY 2022–2023, participants from the network's third training prototyped a project focused on diversifying and sustaining the early childhood workforce. Participants in this prototype included five mentees (junior and senior high school students, one first-year college student, and two caregivers looking to return to the workforce) and 10 mentors representing a variety of roles in the early childhood field including speech language pathology, early childhood special education, center directors, and transitional kindergarten. Evaluation strategies used for this project included a pre- and post-prototype survey, empathic interviews with both the mentors and mentees, and a focus group session with mentees to design the future of this program. The program began its pilot year serving nine junior and senior high school students and seven mentors. First 5 Napa County is providing access to college-level coursework in child and family studies and financial assistance for this coursework. In FY 2022–2023, eight of the nine participating mentees are participating in the college coursework opportunity.

The First 5 Napa Network engaged in a Racial Equity Plan workshop series open to all 56 network members and First 5 Napa County's commission and staff. The network was supported by Dr. Lori A. Watson of Race-Work in systemic engagement for personal, professional, and organizational recognition where a lack of focus on racial equity exists, utilizing a variety of tools including individual and team coaching, learning seminars, and intersessional collaboration.

## Nevada

First 5 Nevada County staff have been involved in several systems-change efforts this past fiscal year. Most notably, staff have been participating in the Families First Prevention Services Act Comprehensive Prevention Planning process for over two years. Throughout this process, we have been able to focus not only on the data (which is a crucial element of the planning process) but also on lifting up the voices of families and community members to ensure that the process is reflective of their lived experience and ongoing needs. The report was completed in FY 2022–

2023 and approved by the State in FY 2023–2024. Staff look forward to reporting on plan implementation in the new fiscal year. First 5 Nevada County staff have also been involved in planning processes with Nevada County Public Health, which will lead to ongoing improvements to health equity for families in our county. The two community collaboratives supported by First 5 Nevada were also heavily involved in these processes. Above all else, the First 5 Nevada County Commission celebrates the work being done by our funded partners. The Commission had the opportunity to tour three partner sites located in the geographically isolated town of Truckee. Service providers in the Truckee area exemplify the collaborative spirit, truly taking a whole-child, whole-family approach to serving families. Additionally, with Truckee being such a small town, service providers work together across agencies to ensure that families' needs are met. Unfortunately, another of our funded programs, the Partners Family Resource Center, had to close its doors at one of its three locations. However, as a result, their staff was able to exercise their creativity to find ways to continue serving families in the community. This included playgroup in the park and building partnerships with other organizations that opened their doors to staff for ESL classes, one-on-one and group parenting support, and other supportive services.



First 5 LA, CAT AAIMM



First 5 San Luis Obispo, Parent Pods, Jan. 2023, Bubbles

- **Childcare Workforce:** With OC Community Foundation's Workforce Development Initiative, launched a Child Care Business Incubator that leverages partnerships to grow small businesses in child care and sustain a vital workforce. Goal is to create a new pipeline of Family Child Care providers taking care of children from their homes. Anticipate that 400–700 additional child care slots could be created through this Incubator project.
- **Elevate Voices:** Helped launch OC Fatherhood Coalition (OCFC) that has finalized goals and started working on activities like provider trainings and surveys. Connected fatherhood work with Engaged Neighborhoods and requested participation by two new ambassadors in the OCFC steering committee.

## Orange

In FY 2022–2023, First 5 Orange County (F5OC) supported the county's early intervention system, strengthened the early childhood workforce, and elevated family voices.

- **Early Intervention:**
  - Supported HealthySteps implementation at FQHCs in five priority communities. Clinics completed practice transformation to effectively implement timely well-child visits—screening for maternal depression, developmental screenings, and real-time behavioral treatment.
  - Launched Vital Village to model/learn about alternative 0–3 services, holding six events between January and June 2023. Vital Village events bring birthing families together, increasing awareness/access to prenatal support services, teaching about healthy living practices, engaging in community-building activities, and providing concrete support.
  - Updated Kid Builder activities to provide practical ways parents can help their children develop. Held a launch event in May with approximately 180 participants, then held four events at Mission Viejo Library to help F5OC gain additional experience hosting Kid Builder events with children and families (about 300 children and families attended these events).

## Placer

First 5 Placer (F5P) has been proud to support the healthy development of our community's youngest children. By partnering with local systems and community leaders, and strategically investing Proposition 10 revenues, we've helped to improve early literacy, pre- and neonatal care, oral health, and maternal mental health supports. We've increased the availability of culturally responsive supports and services for parents, and helped grow and strengthen the grassroots nonprofit organizations that directly serve our communities. Two multi-partner collaborative initiatives coordinated by F5P were key to equitable and culturally appropriate access to services for families. The Refugee Family Services grant by First 5 California provided learnings across three counties (Yolo, Placer, and Sutter) to address needs of newcomer families and assist with resettlement in local communities. Partnering with Child Advocates of Placer County, local faith-based entities, the Latino Leadership Council, Placer County Human Services, and the Placer County Office of Education, F5P was able to assist 50 families from Afghanistan, Ukraine, and Latin and South America with resettlement in Placer County. Chapa-De Indian Health Services, Sierra Native Alliance, KidsFirst, and Granite Wellness Centers are partners on the Road to Resilience program (funding from the Office of Child Abuse Prevention) targeting mothers with a history of substance abuse. Together, partners provided navigation services toward health access for moms and babies, home visiting, and community referrals to support recovery and wellness.



To address ongoing impacts of COVID-19 on community-based agencies serving children and families, F5P partnered with the Placer Community Foundation to contract with the Impact Foundry to offer its Certified Sustainable Program to nonprofits in Placer County. COVID-19 hit local community-based organizations hard; fundraising efforts were stalled, and staff turnover was common. Organizations expressed a need to rethink and refresh their practices. Critical support agencies, including those that serve families, victims of violence, children in the welfare system, and Native Americans, were provided access to two years of training and support to help strengthen their organizational capacity. As part of the process, key components of successful nonprofits were examined. This included Revenue Structure, Operational Framework, Nonprofit Brand & Community Engagement, Cultural Responsiveness, and Change Management. Organizations have developed sustainability plans and are working toward their goals.

### Plumas

Primary investments of the Commission are home visiting services, which include group support and support for a county-wide network of family service providers. A total of 69 families were provided with home visiting services between July 1, 2022, and June 30, 2023. A total of 708 home visits took place through which a total of 3,825 services were provided. The top services provided to families included parent support, listening and guidance, and child development activities. In addition, 49 children received developmental screenings, and 16 children received integrated service delivery, meaning they were served by more than one home visiting program. A total of 42 children and 42 adult parents and caregivers, including 20 grandparent and kinship care providers, were provided with 370 service contacts during groups support activities. To better engage families, First 5 Plumas has implemented playgroups and infant massage classes and is developing a Fatherhood Engagement program in 2023–2024. First 5 Plumas collaborated in order to fully fund Imagination Library, collaborated with the local planning council to make an ASQ video and to support Universal PreKindergarten, worked with Plumas STARS to distribute bilingual books and ASQ activity bags, and coordinated with the library to have ASQ Kits available in four communities. First 5 Plumas Systems Improvement work included making progress on a number of its priorities. The First 5 Plumas website was redesigned to incorporate Help

Me Grow and to anticipate the Plumas County launch of the 211 system. Help Me Grow was initiated in spring 2023 in order to adopt a framework and to begin to expand the use of developmental screening, as a way to increase early identification and intervention, improve family and community engagement, improve health care provider engagement, and to ultimately develop a resource network to address the community-identified gaps in services and use data to identify systems inequity and remedy these.

### Riverside

First 5 Riverside County's investments promote an integrated system of prevention and early intervention services and coordinated care in diverse settings to meet families where they are. First 5's HealthySteps sites integrate HealthySteps specialists in pediatric primary care teams to ensure universal screening of all families and provide referrals and additional intensive services as needed. Coordinated care provided by HealthySteps specialists improve engagement in preventive services and connection to community resources such as Home Visiting and other First 5 investments. HealthySteps sites partner with Help Me Grow Inland Empire to ensure families are connected to the resources they need when they need them. Participating sites reached over 10,000 children, with 40% of children requiring referrals for early intervention, mental health, and other family services. First 5's engagement with Health Management Associates supports integration of HealthySteps in managed care plans and supports participating agencies' plan for sustainability, leveraging new Medi-Cal benefits such as dyadic care and the community health worker benefit.



First 5 Riverside, Car Seat Distribution

## Sacramento

For the past 25 years, the First 5 Sacramento Commission has supported a range of historical systems-focused efforts. The focus on systems work has further increased due to awareness of the importance of systems change for lasting improvements in the lives of children and families, paired with an uncertain financial climate for future direct services. For the first time, the Commission identified Racial Equity, Diversity, Inclusion, and Cultural Responsiveness, Parent Partnership, and Systems Improvement as stand-alone priorities for the 2024–2027 strategic planning cycle, including a major realignment of funding for these areas. As First 5 Sacramento plans for its new funding cycle with a stronger focus on systems efforts, the Commission funded the development of a summary report highlighting historical First 5 Sacramento systems work, including their ongoing impact, to start a conversation about successes and lessons learned. Systems work highlighted in this summary included Baby Friendly hospital designations, the Early Smiles dental partnership, countywide water fluoridation, dental clinics, the Home Visitation Coordination Collaborative, community Tot Lots, and the Certified Sustainable Initiative. Together with input from community members and partners, the successes of these highlighted initiatives created the foundation for systems and sustainability efforts to grow and improve. First 5 Sacramento's reflection on historical successes while planning and implementing new critical systems change initiatives will ensure the Commission's continued reach, increased impact, and improved financial sustainability. The Commission's dedication to systems sustainability creates a path to a strengthened, supported, and collaborative future for programs meeting the needs of children and families despite declining revenues.

## San Benito

In 2022–2023, First 5 San Benito (F5 SB) and the Family Impact Center continued to provide services to children, families, and providers. Families received weekly distributions of food and essential supplies, as well as Chromebooks. Many families with young children took part in weekly Story Time, designed to improve bilingual language development and foster a love of reading. Multiple community events informed families of local services and resources, while children received developmental and health screenings. Families in need of additional support were referred for case management, parent education, and home

visiting services. According to surveys completed by participants, families demonstrated improvement in their protective factors, including family resiliency, knowledge of parenting and child development, positive parenting practices, access to social and concrete supports, and strengthened parent-child relationship. Their children also gained resilience, measured by an improved ability to stay calm when faced with a challenge. F5 SB also continued facilitating a multisector collaborative, consisting of over 20 agencies and individuals. The collaborative's objectives included: improving capacity of local agencies to provide high-quality, culturally sensitive, trauma-informed care; addressing complex problems by breaking down communication silos and promoting collaboration and alignment within and across service sectors; and providing multiple entry points to the service system with warm handoffs and a collaborative treatment approach to limit fragmentation and promote continuity of services. As part of this work, the collaborative made progress toward systems change initiatives, including launching a new community center. F5 SB also continued to invest in transitioning data collection to the Apricot 360 database as a systemwide way to track and collect participation, outcome, and referral data.

## San Bernardino

First 5 San Bernardino had many accomplishments during FY 2022–2023, especially in partnership with local organizations and San Bernardino County (SBC) departments on health, education, and safety topics.

One such partnership was with the SBC Department of Public Health (DPH), Local Oral Health Smile SBC program. Smile SBC collaborated on a bilingual (English/Spanish) comprehensive campaign launched for National Children's Dental Health Month in February that combined a variety of elements, including campaign images and messaging, a social media toolkit, social media posts and paid advertisement, billboards, e-newsletter article, and video and press release all centered on Little Teeth, Big Responsibility and the importance of oral health in the 0–5 population. The campaign received the 2023 National Association of Counties Award.

In response to the multiple state initiatives focused on the Whole Child, Whole Family Framework with the California Advancing and Innovating Medi-Cal (CalAIM) rolled out, the Department of Health Care Services Child Youth Behavioral Health Initiative, Universal Prekindergarten and Transitional Kindergarten, and First

5 San Bernardino are active participants in discussions with all sectors, including health plans, superintendent of schools, county departments, and community-based organizations on various topics relating to family resilience, early childhood prevention, early education, and primary prevention of mental health impacting children 0–5 and families. The system building and network of care efforts in FY 2022–2023 resulted in roughly more than 2,500 training/collaborative meetings and engaged more than 500 partner entities.

### San Diego

First 5 San Diego providers continued to offer both in-person and virtual services during FY 2022–2023, a practice that developed out of necessity during the COVID-19 pandemic. First 5 San Diego providers value the ongoing flexibility to meet families where they are by connecting with them via office visits, home visits, phone calls, text messages, and video appointments. Providers also started seeing a higher volume and higher level of need in the children and families who come to them. Services continue to be family-centered, but approaches have shifted to prioritize safety while addressing family preferences for service delivery. Virtual and in-person options are available based on appropriateness and family choice, and family engagement services are being enhanced. First 5 San Diego invests in public education campaigns to educate parents, caregivers, and the San Diego community on the importance of the first five years of a child’s life. The FY 2022–2023 Talk, Read, Sing campaign promoted early childhood literacy and positive parenting practices that support healthy, social-emotional development of children ages 0–5. Campaign messaging, which achieved more than 95 million gross impressions, was broadcasted via television, radio, digital media, and outdoor advertisements. Over the past few years, First 5 San Diego providers have been challenged by stagnant funding levels, increased costs, and staffing and workforce recruitment and retention issues. First 5 San Diego is strategic about our future investments by taking a systems change focus. To continue to support long-term positive outcomes for our children and their families, the early care and education system will require strong collaboration and continued advocacy for long-term sustainable funding. Over the last 5 years, First 5 San Diego has been very intentional about diversifying its revenue portfolio that includes receiving funding from various county departments and First 5 California.



First 5 San Diego, Nice Guys Christmas Party, Dec. 2023

### San Francisco

In July 2022, San Francisco established one of the state’s first municipally funded systems of comprehensive early childhood services and supports, the Department of Early Childhood, which is the new local administrator of First 5 programs and Proposition 10 funds, allowing the county to take bold strides in ensuring every child’s ability to thrive. This significant community investment directed toward early care and education expansion, family support, developmental screening, early intervention, and early childhood research and evaluation has resulted in funding to 486 early care and education sites, 26 family resource centers, and a preschool enrollment rate prior to kindergarten that tops 95%. Sparkler mobile developmental screening app is an innovative tool that promotes early brain and child development through off-screen interaction between young children and their parents/caregivers. With an extensive library of play activities, developmental screening function, and account sharing between adults caring for an individual child, Sparkler offers resources to support children’s social-emotional, cognitive, communication, and physical development. Designed by early childhood educators, over 2,000 play activities and tips guide children’s early learning, sparking their passions and developing their skills. Currently, there are 135 programs and 1,555 families utilizing Sparkler, contributing to an overall screening total in San Francisco of 4,621 children. Along with San Francisco’s only school district, the San Francisco Department of Early Childhood and First 5 have institutionalized an annual district-wide kindergarten readiness assessment, providing a valuable gauge to assess the impact of investments, strategies, and programming on children’s readiness for kindergarten over time. The city captures all evaluation and outcome data in an annually updated Community Report Dashboard, which is available on its website.





First 5 San Joaquin, Home Visiting Program

### San Joaquin

First 5 San Joaquin's (F5SJ) investments yielded significant outcomes. In 2023, 1,064 parents benefited from home visits focused on child development, family self-sufficiency, job skills training, and healthy lifestyle practices through F5SJ's Home Visitation (HV), FamilyWORKs, and JourneyWORKs initiatives. This was a 21% increase in participation from the previous year. F5SJ leveraged ARPA funds to expand HV services to additional underserved communities facing significant health, education, and economic challenges. ARPA funds also supported the San Joaquin (Treatment + Education for Everyone on Teeth) TEETH program aimed at enhancing oral health outcomes for children in the county. A total of 636 children benefited from care coordination services, of which more than a quarter were children with special needs and 96% were Black, Indigenous, and people of color. Care coordination was instrumental in helping over 53% of SJ TEETH participants receive dental services. F5SJ made significant strides in its commitment to HV Workforce Development. In May, F5SJ held its first HV Summit themed "Stronger Together," uniting over 140 local home visitors/family service providers for professional development and recognition of their hard work and dedication. Dr. Gina Cook delivered an inspiring presentation, emphasizing the role of home visitors as coaches, and Shalek Chappill-Nichols led an uplifting session on self-care approaches. F5SJ also hosted its first Play in May campaign and event celebrating Mental Health Awareness month. This community-driven initiative elevated family health and well-being by promoting outdoor play. In May, F5SJ commissioned and unveiled a mural at the Kennedy Community Center designed by a local artist, portraying children playing. Community partners promoted the campaign using a Play in May educational toolkit and participated in the event by providing family friendly games, resources, and information. Over 1,700 toolkits were distributed throughout the campaign.

### San Luis Obispo

First 5 San Luis Obispo County committed \$25,000 to the local Community Foundation Disaster Support Fund to provide relief to families who were already struggling post-pandemic, then were further impacted by storms, flooding, rockslides, and associated damage in our area. Our Health Access Training Project held seven workshops designed to increase nonprofit and government agency leaders' knowledge of what trauma-informed care looks like in both concept and practice at the individual, organizational, and community level. We celebrated a great show of support for "Mental Health in the Context of Early Childhood," the focus of our Pediatric Town Hall that took a deeper dive into Support & Referrals for Young Children & Families; more than 90 people turned out for this combined presentation, panel discussion, and resource fair centered around early identification and intervention gaps—with the goal of creating more efficient, cohesive systems of care. The San Luis Obispo County Public Health Home Visiting Coordination project organized three lunch-and-learn events, attended by 117 participants from 14 local agencies. These gatherings addressed topics such as networking, programmatic knowledge, homelessness, and mental health—with the objective of enhancing service delivery and enabling home visitors to expand their networks, gain insights into other programs, and advance their professional development. A growing number of local employers aligned with the Family-Friendly Workplaces Program, established in partnership with the County of San Luis Obispo and San Luis Obispo Chamber of Commerce—and born out of the universally felt child care crisis. The initiative is a point of pride and a promising example of the power of relationship building and cross-sector, local collaboration in strengthening the community commitment to supporting children and families.

### San Mateo

During FY 2022–2023, First 5 San Mateo County (F5SMC) maintained its multifaceted investments in programs supporting all aspects of a child's early years, including Quality Early Learning, Healthy Development, Resilient Families, and Policy, Advocacy, and Communications. Supported by over \$5 million in community investments, our funded partners served over 11,600 children, parents, and providers. Highlights included continuing to engage deeply in work related to Diversity, Equity, Inclusion, & Belonging (DEIB), including: agency

coaching on developing and applying DEIB and healing approaches to our internal processes, conducting interviews with funded partners to learn about their DEIB-related practices, and participating in county and statewide efforts.

### Santa Barbara

In FY 2022–2023, First 5 Santa Barbara County (F5SBC) invested in services for over 13,000 children (duplicated) and their families and over 1,000 providers/professionals (duplicated). Investment strategies included Early Learning Implementation Plans to school districts, Family Literacy & Book and family support programs, as well as communications and policy development. Two of the most notable achievements this year were:

- Early Learning Implementation Plans: F5SBC and its UCSB Evaluation Team worked with nine local school districts on the development and/or implementation to improve continuity between the ECE and K-12 systems and reduce readiness opportunity gaps among young, higher-risk children. The goal of this initiative is to expand efforts to improve children's social-emotional and cognitive development, thus promoting kindergarten readiness and early elementary school success. School districts participating in this project administered the Kindergarten Student Entrance Profile to incoming kindergarten students and results from the 2022–2023 school year showed that 29% of students screened in the county were "Ready to Go" for school.
- Help Me Grow (HMG) Santa Barbara County (SBC): In July 2021, a four-year development plan for implementation of the National HMG model began in SBC under the direction of Alpha Resource Center. Through HMG SBC, children will benefit from an organized system of community resources to help them thrive, including early screenings to ensure early identification of developmental challenges, parent education and support, quality learning experiences and systems navigation. Families and providers will receive follow-up to ensure families access resources and support when and where they need it. The first pilot began in early 2023 in the Guadalupe community, followed by implementation of the Centralized Access Point and website launch in March 2023. Community momentum is high among allied organizations.

### Santa Clara

FIRST 5 Santa Clara County's Early Learning initiative supported the implementation of two new early learning workforce programs: Early Learning Apprenticeship and Shared Services Alliance. The FIRST 5 Santa Clara County Early Learning Apprenticeship initiative is an equity-oriented workforce initiative, focused on bringing a diverse set of individuals into the field of early learning and care. The initiative offers paid on-the-job training, no-cost college courses, and cohort learning at community-based locations. This two-year program leads to a wage increase and an Associate Teacher permit. After the first year of implementation, Apprentices described the flexibility of the program and that the program exceeded expectations and helped them gain confidence to implement practical approaches for early learning.

The Shared Services Alliance—an administrative structure that enables services at scale (e.g., share costs for business supports that promote quality early care and learning environments)—incentivized, prepared, and supported Family Child Care Home Providers (FCCH) to meet demand for quality early learning and care by developing and implementing shared services. In FY 2022–2023, Shared Services Alliance focused on designing their governance/structure and identifying key themes and priorities for the network. The Design Team kicked off in November 2022; meetings were hosted by Family Child Care Early Educators and FIRST 5 Santa Clara County Early Learning team members. Meetings were held in two Zoom rooms (one hosted in English and the other in Spanish). The Design Team conducted Empathy Interviews with other providers in their community to gain a deeper understanding of providers' experiences, needs, and priorities in the county. In addition, the Design Team utilized a Business Needs Survey to capture business needs and priorities for FCCH providers throughout the county.



First 5 San Luis Obispo, Parent Pods Group Picnic, Fall 2022

## Santa Cruz

The Baby Gateway Newborn Enrollment Program supports mothers and newborns at all three county hospitals by providing Medi-Cal enrollment assistance, linking newborns to a medical home, and offering the First 5 Kit for New Parents, all during a visit from a Newborn Enrollment Coordinator (NEC) before they leave the hospital. The program also expanded partnerships with key agencies to offer additional support to families.

- Connected to medical care: In 2022–2023, 99% of all mothers had a newborn visit, and 98% of these received a Kit for New Parents. Of mothers with Medi-Cal births, nearly all were assisted to complete an application for their newborn, and 99.9% chose a medical home for their child. In 2022, over 67% of infants with Medi-Cal insurance had received at least six well-child visits within the first 15 months of life, a success that was likely assisted by this program.
- County programs: First 5 continued assisting with county programs, which NECs incorporated into their visits: the Statewide Student Identification number created for newborns by the County Office of Education, used to support their social, emotional, and academic development from birth through 12th grade; and Ventures' Semillitas savings account program for newborns, with incentives throughout childhood to save money to be used for college or vocational education.
- Access to food: Many families are struggling with access to food. NECs provide families with resources to apply for the CalFresh and WIC programs.



First 5 Santa Cruz, VisionFirst, 2023

- Lowered emergency department (ED) use: This Program may affect the use of the ED for very young infants, particularly those covered by Medi-Cal. Since the launch of this program at Watsonville Community Hospital, the number of infants on Medi-Cal who visited the ED dropped 49% by 2022.
- Summary: Through these efforts, the program is helping increase access to affordable quality health care for newborns and improve overall maternal, child, and infant health.

## Shasta

First 5 Shasta (F5S) helped identify children with developmental delays through funding Help Me Grow (HMG) Shasta. In FY 2022–2023, HMG Shasta completed 615 developmental screenings (ASQ-3 and ASQ-SE). HMG Shasta also provided referrals and case coordination services to over 2,200 children and families. To date, HMG Shasta has served more than 3,500 children aged 0–5 and their families. HMG presented a Champions for Children event for parents, caregivers, and children. F5S is using a grant from Practitioners' Voice CA to train a cohort of 15 participants in understanding leadership and advocacy in Early Childhood Education (ECE) to use their knowledge to advocate for policies that support early childhood development and education. F5S distributed 8,472 new, high-quality books to children, care givers, and ECE providers. F5S works with partner organizations on ACEs education, screening, and intervention to increase public awareness of the prevalence of ACEs, the long-term negative effects on health, and the long-term costs to society. F5S funds the First 5 Institute (F5I), which presents high-quality training and resources to providers of services to children 0–5 and their families. F5I presented a two-day Nurturing Fathers training to 24 community care providers and parent partners along with additional professional trainings to more than 75 ECE providers. F5I sponsored 12 Smart Starts & Smart Lunches. F5I provides access to high-quality early literacy programs by funding community Storytimes, which provide children and their families access to high-quality early literacy material and opportunities for social connections. F5I funded four Storytime sites, which directly served 1,300 children ages 0–5. F5S continued to fund the Launch Parent Partner Program aimed at children in kindergarten and their families. Launch Parent Partners provided services to families in 17 different elementary schools to reduce chronic absenteeism in kindergarten.



## Sierra

In FY 2022–2023, First 5 Sierra County focused on building relationships with the local early childhood system and families affected by the lack of services. Mini-grants and partnerships enabled the creation of new programs in isolated communities that had no services for children and their families. Mini-grants also supported the improvement of existing programs such as preschools, transitional kindergarten, and kindergarten classes. Music Together, an early childhood music and movement program that helps create lasting family and community bonds through music, launched in Sierra County during FY 2022–2023. This subsidized music program was established in two small communities with great success, attracting participating families from neighboring counties. First 5 Sierra partnered with the Sierra County Public Health department and the local Family Services on the development of Welcome Home Bundles, a bag full of baby essentials and information about existing services that could meet families' needs. First 5 Sierra continues investing in professional development stipends for providers who participate in continuing education. All licensed child care providers participated during FY 2022–2023. There is no federally funded Head Start program or state-funded preschool. This is why First 5 Sierra preschool tuition subsidy program continues to be our greatest achievement. This program supports working families, most of whom could not send their children to preschool without tuition assistance. Every year, First 5 Sierra distributes backpacks filled with necessary supplies to all preschoolers. Kindergarten Roundup was a coordinated event to register families for transitional kindergarten or kindergarten and connect them to local services. First 5 Sierra provided backpacks with school supplies to every child entering transitional kindergarten or kindergarten.

## Siskiyou

Consistent with their vision and mission, First 5 Siskiyou County continued to invest in collaborations, funding, and support of programs aiming to improve health, development, and early learning of children, as well as the resilience of their families. As part of these efforts, First 5 Siskiyou co-funded 10 Family Resource Centers (FRCs), which continued to provide critical support to Siskiyou County populations of focus throughout FY 2022–2023. Specifically, FRCs held 389 events, including over 205 nutrition-oriented events, such as commodity distributions and nutrition education; 62 assistance outreach events; over 100 parenting classes

and workshops; 66 family events; 90 parent-child playgroups; over 30 youth groups; nearly 70 senior programs; and close to 60 community enrichment and support groups. Moreover, FRCs provided one-on-one services, such as food distribution and support with enrollment in CalFresh, Section 8 Housing, Medi-Cal, and other assistance programs. Over FY 2022–2023, FRCs cumulatively initiated over 300 referrals for local resources to meet basic needs, mental health services for adults, developmental and literacy services for children ages 0–5, and parent-child services. Duplicated counts show that cumulatively, these activities reached 1,549 children ages 0–5 years and 2,135 of their caregivers, as well as over 14,000 community members. SUMMARY OF FINDINGS: First 5 Siskiyou County FRCs served as critical community hubs, connecting families across vast geographic space and building community spirit through many events, workshops, and enrichment activities; helping families access basic necessities, from food and housing to legal support; enhancing child and family health through health education and resources; and informing parents on effective child development and early literacy strategies through parent education classes.

## Solano

Reinvigorating a Community: How we took a shuttered Vallejo elementary school and are transforming it into a vibrant Early Learning Center, offering a variety of child care options (300 spaces), supporting parent choice while also emphasizing high quality care across programs, so all children will leave our programs and enter school ready to learn. Public school enrollment continues to decline, and districts find themselves closing schools. Meanwhile, the child care system cannot keep up with the demand for high-quality early learning spaces. A 2019 study identified lack of facilities as the number one barrier to child care expansion. In 2020, First 5 Solano was asked to relocate two Head Start preschool classrooms. What started as a simple real estate search turned into purchasing an elementary school in a high-needs neighborhood of Vallejo and converting it into an Early Learning Center. Funding was obtained from city, county, state, and federal governments, along with philanthropic partners, totaling an astounding \$14 million to date. In winter 2023, the purchase will be finalized, with our local Head Start provider (Child Start) taking over as the property owner and future operator. In early-2024, the renovations will begin, with a hard launch slated

for summer 2026. Families will be welcomed to the Early Learning Center, complete a simple screening process, and be linked to the appropriate public or private early learning programs. Families can participate in educational activities and peer-to-peer socialization activities. The campus will host events for the entire surrounding community, bringing to life a school in a neighborhood that has been historically underserved. Plans include an outdoor and indoor STEAM lab/classroom, a children's library, child care coaches, and new play structures to engage children in healthy physical activity. This project will turn an unfortunate outcome of a school closure into a thriving early learning campus that benefits the whole community.

### Sonoma

In FY 2022–2023, First 5 Sonoma County had many highlights! This past fiscal year, the local First 5 team continued on a journey of equity, belonging, and inclusion, both internally and externally. Through this exploration, five members of the management team had the opportunity to train with the Kahakulei Institute and were trained and certified as circle facilitators. Internally, the team is utilizing these circles to work through the development of an antiracist workplace and will soon work with the community to facilitate circles. We have continued to give families the best start possible by seeding Child College Savings Accounts, with a total of 1,267 accounts started in FY 2022–2023, of which 713 are within the city of Santa Rosa.

### Stanislaus

It is the mission of First 5 Stanislaus to be a catalyst to help give children and families the best start. Despite navigating through tremendous changes within the organization and experiencing staffing shortages during FY 2022–2023, First 5 Stanislaus did not lose sight of its ultimate objective and continued to contribute to the well-being of children and families in the county. First 5 Stanislaus' partner organizations reach thousands of the most vulnerable members of our community each year. In FY 2022–2023, First 5 Stanislaus' funded partners delivered services to the community, which allowed 15,838 children, families, and early care education providers to remain connected to their support systems and basic needs when they were most needed. Through its partnership with a network of 12 local Family Resource Centers (FRCs), First 5 Stanislaus continued to distribute emergency funding into the local community for basic human needs and support in response to the COVID-19 pandemic. Over

2,100 individuals impacted by the pandemic received assistance such as housing and utility payment relief, grocery assistance, cleaning supplies, or basic needs. In addition, First 5 Stanislaus and its partners distributed supplies to assist families, including 1,500 COVID-19 test kits, 8,900 books, and over 43,000 diapers. First 5 Stanislaus' funded partners fostered the ability of children and families they serve to thrive in their communities. The parents of 5,845 children received family support services through countywide FRCs or other programs, including over 2,100 parents and caregivers who attended parent education or support sessions. Approximately 81% of pregnant and parenting women (297 out of 368) reported less stress as a result of attending support group sessions during their pregnancy through their child's first year. Children 0–5 received 2,919 books to nurture their desire to read and to support literacy skills at home.

### Sutter

Sutter County Children & Families Commission (SCFC) forged a robust partnership with Yuba City Unified School District and Yuba-Sutter-Colusa United Way, initiating the United Way Born Learning (UWBL) program. This initiative underscores our concerted efforts to invigorate the learning landscape for young children and their families, marking a significant stride in community enrichment. The Academy, a segment of the UWBL, hosted six thematic workshops attended by 75 parents, focusing on child development nuances and nurturing relationships, designed to cultivate a fertile ground for early home-based learning. We ensured inclusivity by offering child care, meals, and



First 5 Stanislaus, Kids Connect Celebration

translation services, which saw an average of 37 attendees each session. Adjacent to the Academy, the Born Learning Trail transformed a Yuba City park into an arena of exploration and discovery. Families can navigate a series of learning stations, blending nature's serenity and educational enrichment. The positive feedback accentuated the program's success, highlighting the community's desire for integrative, experiential learning experiences. The UWBL initiative has received community-wide acclaim, with SCCFC receiving a community award for its efficacy and resonance. The success narrative of UWBL doesn't end within the borders of Sutter County. In a remarkable endorsement of the program's effectiveness and adaptability, a neighboring county has taken a leaf from our book, integrating the Academy model within their school district. This cross-border adoption underscores the program's potency and affirms our belief in the scalability and adaptability of our initiatives. The UWBL initiative represents a milestone in community engagement and educational enrichment, encapsulating the vision and mission of the SCCFC, aiming to nurture, empower, and elevate every child and family in Sutter County and beyond through impactful educational and sustainable programs.

### **Tehama**

In FY 2022–2023, First 5 Tehama embarked on new strategies and goals established in its 2022–2027 strategic plan, including efforts to expand upon the care coordination and resource linkage, as well as parent-focused education efforts. The consistent theme for 2022–2023 was increased knowledge and capacity. Through successes like doubling the Positive Parenting Program facilitators as well as celebrating the first Dual Language K–3 classrooms, Tehama County Professionals are deepening their knowledge, skills, and awareness of 0–5 development. First 5 Tehama leveraged relationships through the Pregnancy to Preschool (P2P) Partnership to increase access to basic needs for families that were not previously being addressed (e.g., car seats). As a companion collaborative to P2P, the Tehama Car Seat Coalition came together to share information and data on the need for car seats. Already trusted members of P2P, Help Me Grow and Northern California Child Development, Inc. (known as NCCDI) each applied for grants to support car seat access in Tehama County and are establishing a referral system for car seats connected to the already reliable P2P referral tracker. To deepen connection between agencies and include

service providers, First 5 Tehama held the second annual Stressbusters Café. Twenty-four attendees also completed a provider survey describing their knowledge of local resources and experiences at the training. Nine out of ten participants learned something new from the training, including the following key learnings: understanding the types of stress and the role of stress as a motivator to solve problems, tools to cope with stress and work with families to understand children's stress, and relationship-building between partners and the importance of self-care in being able to help others.

### **Trinity**

The First 5 Trinity County Children and Families Commission invests in a variety of services aimed at supporting children prenatal through age 5 and their families. Primary investments include School Readiness, Trinity Smiles, and a Welcome Baby program.

### **Tulare**

First 5 Tulare County's vision is that all Tulare County children will thrive in supportive, safe, loving homes and neighborhoods and will enter school healthy and ready to learn. In 2022–2023, all funded programs served 22,486 parents and children. This year we would like to highlight the Goshen Family Center and all of our seven Family Resource Centers in the communities of Cutler-Orosi, Goshen, Lindsay, Dinuba, Porterville, Visalia, and Woodlake. The Goshen Family Center's community made national news this year when there was a horrific mass shooting in Goshen, California. The Goshen Family Center was there to support the community's youngest population. The Goshen Family Center was a safe, trusted, "home" convener for families. The staff poured themselves into the children by reading books about feelings, safety, and community helpers. The team also provided referrals for services as needed. All seven First 5 Family Resource Centers served as a safety net of services during the floods that occurred in spring 2023. All sites worked alongside local officials to ensure families had safety items, shelter, rescue, cleaning supplies, water, food, advocates, and sand. Our very own First 5 Tulare County Commissioner Pete Vander Poel coordinated efforts with our south county Sheriff's Officers and Family Resource Centers to ensure that resources reached families despite flooded streets, weather conditions, and obstacles. The sites all acted swiftly to serve their communities and organized to secure resources and donations for families.



## Tuolumne

First 5 Tuolumne County provides leadership and support for programs to achieve the vision that all children are healthy and ready to learn. First 5 Tuolumne invested \$725,369 in FY 2022–2023, providing services to roughly 1,700 young children, parents, and providers.

**Family Resiliency:** Data collected by our home visitors reflected that 28% of our highest-risk families receiving In-Home Parenting Supports were able to make significant progress on their parenting goals by increasing their positive behaviors with their children. Additionally, home visitors observed that 42% of parents were never observed helping their child identify their feelings, which highlights the need for continued targeted and intensive parenting support.

**Improved Child Health:** Twenty years of our Smile Keepers Oral Health program suggests that the comprehensive prevention approach has sustained a reduction in the incidence of active cavities in the pre-K population.

**Child Development:** Tuolumne County invested \$258,000 to improve the quality of our early care and education providers and sites. This was done by investing in professional development stipends for providers who participate in continuing education and/or coaching.

**Improved Systems of Care:** We now have Help Me Grow in Tuolumne County and a partnership with Unite Us, in the effort to connect all family serving systems and get all children screened for developmental delays using the ASQ. After five years of investing in the Imagination Library, we now have 29% of our 0–5 children getting a book in the mail each month. Since we know 90% of a child's brain is developed by the age of 5, we encourage parents to talk, read, and sing to their children every day. We are confident that the Imagination Library supports caregivers in those vital interactions.

## Ventura

First 5 Ventura County's (F5VC) FY 2022–2023 investments in the early childhood system supported the place-based Neighborhoods for Learning (NfL), providing Parent and Child Together classes and family support services, Help Me Grow (HMG), and systems integration, advocacy, and capacity building. Recognizing the negative impact of the pandemic on families with young children, F5VC secured \$3.5 million of the county's ARPA funding to expand NfL services and pilot a light-touch home visiting program Welcome Every Baby (WEB) in a high-need area, targeting pregnant moms and new parents. WEB advances maternal and child health outcomes, promotes upstream prevention efforts, fills gaps in services, and provides referrals with Ventura County Public Health to triage families into the most appropriate home visiting services. The evaluation design was informed by Managed Care Plan performance standards around maternal and child health outcomes, such as linkage with medical home, timely completion of postpartum and well-child visits, immunizations, screenings, and follow-up. F5VC continued to refine the in-house implementation of HMG and leveraged its expertise to build provider capacity for developmental screenings and follow-up. HMG launched an online training for pediatric clinics and child care providers on implementing the ASQ. Additionally, the HMG team also offered in-person ASQ training and technical assistance to Managed Care Plan staff, Ventura County Public Health, and pediatric providers. F5VC also continued to promote the importance of early literacy through partnerships. NfLs provided ongoing training and technical assistance to library staff on implementing Parent and Child Together classes and hosted regular First 5 storytimes at local libraries. Take 5 and Read to Kids!, F5VC's signature literacy event, hosted 62 celebrity readers who helped spread the message about the importance of early literacy.



First 5 California, Dia de los Muertos Event



Toxic Stress Takedown

## Yolo

In FY 2022–2023, First 5 Yolo amplified its focus on prevention and sustainability by coordinating multiple state and local funding streams, efficiently using public resources to advance systems transformation. Achievements included the full launch of Welcome Baby and notable improvements in maternal and child health, building resiliency and early health equity, helping families avoid the need to enter Child Welfare Services, screening and support for early childhood mental health, stabilizing and promoting underserved child care providers. Together with direct service providers and funding partnerships, First 5 Yolo expanded its largest systems initiative, The CHILD Project: Road to Resilience (R2R), focused on high-risk perinatal families and inclusive of behavioral health and parenting supports. R2R fuses medical and social services with in-clinic/in-home navigation and, at a time when local and statewide data indicated significant backslides in maternal and child health, supported critical health markers (child immunizations, pre/postnatal and well-child visits) at rates significantly higher than those not served by the program. Building on the infrastructure of R2R, First 5 Yolo received ARPA funding to add Welcome Baby, opening access to postpartum nurse and community health worker visits to all Medi-Cal families and expanding intensive R2R home visiting. Welcome Baby reached full launch in 2022, networking nine medical system partners and quickly exceeding an 80% enrollment rate, with families themselves identifying services as needed and wanted. First 5 Yolo is actively seeking sustainability for Welcome

Baby/R2R by finalizing enrollment with Partnership Health as a Medi-Cal provider and by leveraging CalWORKS Home Visiting Program, among other sources. Welcome Baby and R2R connect all families to First 5 Yolo's Help Me Grow program, a key component of ACEs Aware work. In FY 2022–2023, First 5 Yolo also delivered a Child Care Recovery Package with ARPA funding, leveraged with First 5 Yolo's IMPACT to provide infrastructure grants to child care providers.

## Yuba

First 5 Yuba has strengthened internal capacity to reach, connect, and engage children 0–5 and their families through direct services. As tobacco tax revenues continue to decline, combined with the recent passing of Proposition 31, First 5 Yuba has been driven to find solutions to continue meeting increased needs of families. As a result, First 5 Yuba has secured external resources, shifting focus from a traditional funder to a funded agency establishing additional direct services and increasing access to services. Through direct service, First 5 Yuba was able to provide developmentally appropriate programs, addressing skills and milestones, promoting positive play and interaction between parents and children such as developmental play groups, caregiver cafés, and topic-based health and wellness classes. Our Help Me Grow program instituted monthly community-based developmental screening events at various sites throughout the county and expanded systems work to 60 additional family serving agencies, home visitors, and clinical staff to integrate early screening and referral policies, resulting in a 34% increase in screening rates and nearly 100 families navigated and linked directly to intervention services.

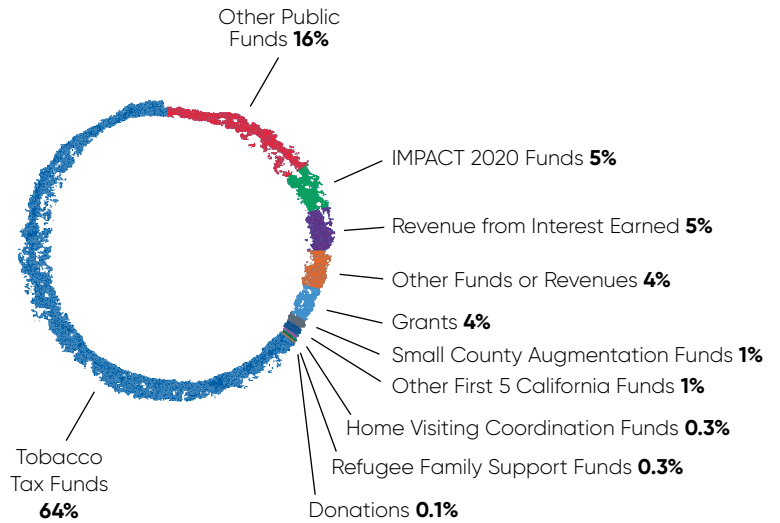
Two new additional programs were established to fill identified gaps in maternal and paternal mental health. A dad's monthly social support group has proven successful in providing engagement opportunities for dads in addition to providing developmentally appropriate activities. Direct maternal mental health programs included an in-person eight-week facilitator-led support group, weekly walking groups with integrated maternal wellness topics, and a full day maternal health awareness conference for local providers.

This past year, First 5 Yuba has broadened its role, built capacity, and strengthened internal expertise to meet the enduring needs of families, all while sustaining current services and supporting funded projects.

\*Missing county highlights from Glenn and Lake counties.

## Appendix A1: Revenues by Source, FY 2022–2023

Tabacco Tax Funds <sup>1</sup>	\$265,354,842
IMPACT 2020 Funds <sup>2</sup>	\$20,567,007
Small County Augmentation Funds <sup>3</sup>	\$3,861,743
Other Funds or Revenues <sup>4</sup>	\$16,973,246
Other Public Funds <sup>5</sup>	\$67,019,570
Other First 5 California Funds <sup>6</sup>	\$3,889,209
Grants <sup>7</sup>	\$15,658,512
Donations <sup>8</sup>	\$420,953
Revenue from Interest Earned <sup>9</sup>	\$21,007,240
Home Visiting Coordination Funds <sup>10</sup>	\$1,313,762
Refugee Family Support Funds <sup>11</sup>	\$1,118,183
<b>Total Revenue</b>	<b>\$417,184,267</b>



**This table represents revenues for all 58 county commissions.**

1. Total Proposition 10 and Proposition 56 tobacco tax revenue
2. Improve and Maximize Programs so All Children Thrive (IMPACT 2020) consortia or regional hub funds received from First 5 California
3. Small Population County Funding Augmentation (SPCFA) funds received from First 5 California
4. Other funds or revenues received, may include rental income or revenue from services provided.
5. Other federal, state or public funds received
6. Other funds received from First 5 California
7. Grants received by the county commission
8. Donations received by the county commission
9. Interest earned in all Children and Families Trust Fund revenue accounts by the county commission
10. Other funds received from First 5 California
11. Other funds received from First 5 California



## Appendix A2: Number of Services and Expenditures by Result Area and Service Type, FY 2022–2023

Improved Family Resiliency										
Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers & Providers	Total Number of Services	Percent of Services in Result Area (1)	Percent of Total Number of Services (1)	Total Expenditures for Services	Percent of Service Expenditures in Result Area (1)	Percent of Total Expenditures (1)
General Family Support	161,563	256,872	29,189	286,061	447,624	54%	32%	\$70,736,975	73%	19%
Intensive Family Support	11,193	13,728	85	13,813	25,006	3%	2%	\$21,001,187	22%	6%
Family Literacy and Book Programs	184,306	165,339	506	165,845	350,151	43%	25%	\$5,223,689	5%	1%
<b>Total Improved Family Resiliency</b>	<b>357,062</b>	<b>435,939</b>	<b>29,780</b>	<b>465,719</b>	<b>822,781</b>	<b>100%</b>	<b>59%</b>	<b>\$96,961,851</b>	<b>100%</b>	<b>26%</b>
Improved Child Development										
Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers & Providers	Total Number of Services	Percent of Services in Result Area (1)	Percent of Total Number of Services (1)	Total Expenditures for Services	Percent of Service Expenditures in Result Area (1)	Percent of Total Expenditures (1)
Quality Early Learning Supports	88,677	19,745	41,475	61,220	149,897	75%	11%	\$55,991,170	72%	15%
Early Learning Program Direct Costs	24,702	17,596	7,353	24,949	49,651	25%	4%	\$22,230,318	28%	6%
<b>Total Improved Child Development</b>	<b>113,379</b>	<b>37,341</b>	<b>48,828</b>	<b>86,169</b>	<b>199,548</b>	<b>100%</b>	<b>15%</b>	<b>\$78,221,488</b>	<b>100%</b>	<b>21%</b>
Improved Child Health										
Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers & Providers	Total Number of Services	Percent of Services in Result Area (1)	Percent of Total Number of Services (1)	Total Expenditures for Services	Percent of Service Expenditures in Result Area (1)	Percent of Total Expenditures (1)
General Health Education and Promotion	29,654	38,023	63,88	44,411	74,065	19%	5%	\$6,143,952	6%	2%
Oral Health Education and Treatment	32,375	20,720	13,90	22,110	54,485	14%	4%	\$5,233,027	4%	1%
Early Intervention	91,729	33,146	5,063	38,209	129,938	34%	9%	\$29,983,496	27%	8%
Perinatal and Early Childhood Home Visiting	38,956	58,081	453	58,534	97,490	25%	7%	\$62,355,992	57%	17%
Prenatal and Infant/Toddler Pediatric Support	20,926	9,479	303	9,782	30,708	8%	2%	\$6,272,669	6%	2%
<b>Total Improved Child Health</b>	<b>213,640</b>	<b>159,449</b>	<b>13,597</b>	<b>173,046</b>	<b>386,686</b>	<b>100%</b>	<b>27%</b>	<b>\$109,989,136</b>	<b>100%</b>	<b>30%</b>
Improved Systems of Care										
Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers & Providers	Total Number of Services	Percent of Services in Result Area (1)	Percent of Total Number of Services (1)	Total Expenditures for Services	Percent of Service Expenditures in Result Area (1)	Percent of Total Expenditures (1)
Policy and Public Advocacy	-	-	-	-	-	-	-	\$27,957,622	33%	8%
Systems Building	-	-	-	-	-	-	-	\$56,390,182	66%	15%
Emergency and Disaster Relief	-	-	-	-	-	-	-	\$1,289,306	1%	<1%
<b>Total Improved Systems of Care</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$85,637,110</b>	<b>100%</b>	<b>24%</b>
<b>Grand Total</b>								<b>\$370,809,585</b>		

(1) Totals may not equal 100 percent due to rounding.

## Appendix B: Result Area and Service Type Definitions

### Result Area: Improved Family Resiliency

Providing parents, families, and communities with relevant, timely, and culturally appropriate information, education, services, and support.

#### Family Literacy and Book Programs

Programs promoting family literacy, parent-child book sharing, or book ownership for families with children ages birth to 5. The Kit for New Parents and Talk. Read. Sing.<sup>®</sup> may be included if these statewide efforts are locally modified to promote literacy, for example, by adding a children's book to the Kit, or using Talk. Read. Sing.<sup>®</sup> as a message for distributing books. Program models or initiatives include Bookmobile, Dolly Parton's Imagination Library, Habla Conmigo, Kit for New Parents, Little by Little, Potter the Otter, Raising a Reader, Reach Out and Read, Story Cycles, Talk. Read. Sing.<sup>®</sup> and other Local Models.

#### General Family Support

Programs providing short-term, non-intensive instruction on general parenting topics, and/or support for basic family needs and related case management, including meals, groceries, clothing, and temporary or permanent housing acquisition assistance. General family support may include general playgroup programs that provide parents/caregivers with opportunities to engage, learn, and play with their children. Playgroups are structured, intentional opportunities for parents and/or caregivers and their young children to support the optimal development of the child, the social-emotional needs of the family, and increase social connectedness. General family support may also include referrals to family services such as Family Resource Centers (FRCs) and other community resources. Core Operating Support includes staff, facilities, materials, and other general operating costs associated with an organization's day-to-day functioning. Fatherhood programs and other operational and support for family support agencies and/or networks are included. In general, these programs are designed to provide less intense and shorter term ("lighter touch") support services and classes for families by paraprofessional staff (e.g., FRCs). Program models or initiatives include Abriendo Puertas, Avance, Core Operating Support, Playgroups, Triple P Levels 2-3, and Five Protective Factors.

#### Intensive Family Support

Programs providing intensive and/or clinical services by a paraprofessional and/or professional, as well as one-to-one services in family support settings. Programs are generally evidence-based and designed to support at risk parents and families prenatally or with young children to increase knowledge and skills related to parenting and improved family resiliency (e.g., counseling, family therapy, parent-child interaction approaches, and long-term classes or groups). This also is the category for comprehensive and/or intensive services for special populations (i.e., homeless, teen parents, foster children, special needs). Program models or initiatives include Incredible Years, Nurturing Parenting Program, and Triple P Levels 4-5.

### Result Area: Improved Child Development

Increasing the quality of and access to early learning and education for young children.

#### Early Learning Program Direct Costs

Early learning programs for children ages 0 to 5 years old may include preschool programs, kindergarten transition services, and early learning programs for all ages. Programs may include child related early literacy and Science, Technology, Engineering, and Math programs; programs for homeless children; migrant programs; and similar investments. Extra supports in early learning settings for homeless children, Federal Migrant or Tribal Child Care programs, and children receiving Alternative Payment vouchers for childcare should be included here. Program models or initiatives include Facility Grants, First 5-funded Preschool/Childcare Reimbursement, and Summer Bridge Programs.

#### Quality Early Learning Supports

Programs designed to enhance early learning programs such as professional development for early educators, or implementation and integration of services. This service category may include quality and improvement system investments as part of IMPACT investments and Quality Counts California. This service category covers early learning and care (ELC) settings work, most commonly by licensed care providers, but is also inclusive of alternative settings such as FRCs; Family, Friend, and Neighbor Care; Boys and Girls Clubs; and libraries. This service category may include interagency collaboration, quality improvement supports, support services to diverse populations, and database management and development. Program models or initiatives include Quality Counts California.

## Appendix B: Result Area and Service Type Definitions (continued)

### Result Area: Improved Child Health

Promoting optimal health through identification, treatment, and elimination of the risks that threaten children's health and lead to developmental delays and disabilities in young children.

#### Early Intervention

Programs providing screening, assessment, and diagnostic services, including referrals or follow-up to needed services. Programs including early intervention or intensive services to children with disabilities and other special needs, or at-risk for special needs, should be included here. May include strategies targeting language and communication skills, social and emotional development, developmental delays, and related parent education. Developmental playgroups are specifically intended for children who have been identified as at-risk for developmental delays. Additionally, the playgroup staff are trained to support each child's specific early intervention goals. Mental Health Consultations in early learning and care (ELC) settings are included here. Program models or initiatives include Care Coordination and Linkage, Developmental Playgroups and Mild-to-Moderate Supports.

#### General Health Education and Promotion

Programs promoting children's healthy development, including nutrition, fitness, access to insurance (health, dental, vision) and health services. Programs also may focus on increased awareness of information about child safety seats, fire, safe sleep, and substances education (drugs, alcohol, tobacco). Program models or initiatives include Nutrition/Breastfeeding, Safety Education, and Smoking or Tobacco Cessation.

#### Oral Health Education and Treatment

Programs providing an array of services including dental screening, assessment, cleaning and preventive care, treatment, fluoride varnish, and parent education on the importance of oral health care. Category may include provider training and care coordination of services. Program models or initiatives are Local Models.

#### Perinatal and Early Childhood Home Visiting

Home visiting is the primary service delivery strategy for inter-generational family-centered supports. Home visiting services are provided in the home by qualified professionals with parents, prenatally and/or with children birth to age three. These voluntary programs tailor services to meet the needs of individual families and offer information, guidance, and support directly in the home environment. While home visiting programs vary in goals and content of services, in general, they

combine parenting and health care education, early intervention, and early learning supports for young children and their families. Their visits focus on linking pregnant women with prenatal care, promoting strong parent-child attachment, and coaching parents on learning activities that foster their child's development and supporting families during the pivotal window of pregnancy through early childhood. Program models or initiatives include Early Head Start, Healthy Families America, Healthy Steps, Home Instruction for Parents of Preschool Youngsters, Nurse Family Partnership, Parents as Teachers, Other Maternal, Infant, and Early Childhood Home Visiting Approved, Welcome Baby, and other Local Models.

#### Prenatal and Infant/Toddler Pediatric Support

Out-of-home programs include prenatal care and follow-up for healthy development-related services during the first three years of a child's life. These programs are designed to improve the health and well-being of women during and after pregnancy, and the infant or young child by a paraprofessional and/or professional outside of the family home, including, but not limited to, pediatric or clinical environments. Programs may provide comprehensive support, including parenting education, health information, developmental assessments, providing referrals, and promoting early learning. Program models or initiatives include Developmental Understanding and Legal Collaboration for Everyone, Healthy Steps, and other Local Models.

### Result Area: Improved Systems of Care

Implementing integrated, comprehensive, inclusive, and culturally and linguistically appropriate services to achieve improvements in one or more of the other Result Areas.

#### Emergency and Disaster Relief

Unplanned expenditures made in response to a community disruption resulting from local, regional, or statewide events such as fires, earthquakes, floods, widespread illness (epidemic, pandemic), or riots. Direct materials or support may include addressing immediate needs of individuals or communities for items such as diapers, clothing, food, shelter, transportation, childcare, and lost wages. Also includes coalition building funding used in concert with other philanthropic, government, and business partners to support broader emergency response systems efforts. Program models or initiatives include Direct Material Support and Coalition Building.



## Appendix B: Result Area and Service Type Definitions (continued)

### Policy and Public Advocacy

Services include community awareness, public outreach and education on issues related to children ages 0 to 5 years old and their families. This also includes work focused on policy change, work with local and statewide stakeholders, Town Halls, policy development, and related efforts. Program models or initiatives include Resilient Families and Communities, Child Health, Early Learning, and Revenue Sustainability.

### Systems Building

Efforts to improve service quality, connections between programs, infrastructure support, and professional development. This category includes activities such as strategic planning, business planning, grant writing workshops, sustainability workshops, and assistance in planning and promoting large community conferences or forums. These improvement efforts should result in improved outcomes for children ages 0 to 5 years old. Improvements could be geared toward creating a well-trained workforce with shared professional standards and competencies, creating strong and effective linkages across system components, or leveraging funding to sustain the system of care. Database management and other cross-agency systems evaluation are also reported here. Program models or initiatives include Early Identification and Intervention (e.g., Help Me Grow), Family Resiliency, Health Systems, Place-Based, and Trauma Informed Care/Adverse Childhood Experiences.



Toxic Stress Takedown

## Appendix C: Demographics of Populations Served, FY 2022–2023

Age Category	Individuals Served
Children Less Than 3 Years Old	199,484
Children from 3rd to 6th Birthday	203,887
Children—Ages Unknown (birth to 6th birthday)	240,253
Primary Caregivers	600,395
Providers	87,469
<b>Total Children 0–5</b>	<b>643,624</b>
<b>Total Primary Caregivers</b>	<b>600,395</b>
<b>Total Children, Caregivers, and Providers</b>	<b>1331,488</b>

Race/Ethnicity Category	Children 0–5	Primary Caregivers	Total (1)
Alaska Native/American Indian	3,228	2,920	6,148
Asian	34,235	52,027	86,262
Black/African-American	25,823	18,942	44,765
Hispanic/Latino	245,602	202,262	447,864
Native Hawaiian or Other Pacific Islander	1,319	921	2,240
Other	13,999	22,252	36,251
Two or more races	21,070	8,571	29,641
White	61,852	48,099	109,951
Unknown	263,533	244,723	481,256
<b>Total</b>	<b>643,661</b>	<b>600,717</b>	<b>1,244,378</b>

Language Category	Children 0–5	Primary Caregivers	Total (1)
English	267,935	223,148	491,083
Spanish	130,275	125,293	255,568
Vietnamese	8,679	32,027	40,706
Other	11,896	13,695	25,591
Cantonese	2,412	1,566	3,978
Mandarin	996	1,639	2,635
Korean	226	831	1,057
Unknown	221,205	202,501	423,706
<b>Total</b>	<b>643,624</b>	<b>600,700</b>	<b>1,244,324</b>



