

## MEMORANDUM

**TO:** First 5 Lake County Commission

**FROM:** Carla Ritz, Executive Director

**DATE:** August 7, 2019

**SUBJECT:** Executive Director's Report

---

DIRECTOR'S COMMENTS – Staff have been busy at First 5 Lake since the last commission meeting in June. The free family movie that we sponsored on August 1<sup>st</sup> was attended by approximately 300 children and 150-200 adults. We gave away 275 tote bags filled with fun toys, sunscreen and information about LCOE and NCO Head Start resources. We gave out 95 “I am the future of Lake County” t-shirts in sizes 3T through 5/6. We were joined by partners from Social Services, Child Welfare Services, Probation, Public Health’s MCAH, Tobacco, Lead Prevention and Oral Health Programs, Pediatric Dental Initiative, Tribal Health, Sutter Lakeside Hospital, Redwood Coast Regional Center, Easterseals, Redwood Community Services, and Lake Family Resource Center. We’ve been in touch with the theatre manager and he appreciates the pop-up health fair that First 5 Lake brings to the sponsored event each year and is open to us sponsoring again next year.

Here are a few updates related to ongoing projects and information about new opportunities:

**Existing Projects:**

- The “State of the Children” steering committee will meet next on Thursday, August 15<sup>th</sup> at 2:00 p.m. in the Kesey Room. The committee is now seeking out Lake County success stories in each of the areas that are identified in the draft report. The goal is to present to the Board of Supervisors and City Councils in the fall with a balanced presentation of sobering statistics and those who are beating the odds. Topics covered in the report include:
  - Early Prenatal Care, Fetal Alcohol & Drug Exposure, Marijuana and E-Cigarette Usage of Youth, Economic Wellbeing of Young Families, Education, Safety & Security of Children, and Criminal Activity of Youth.
- The Smart Start Resource Website project will receive added attention August through October as Blaze King’s capstone work begins anew. The goal is to launch the site publicly at the Heroes of Health and Safety Fair on October 12<sup>th</sup>. Sutter Lakeside Hospital has agreed to let the 0-5 Network use the Smart Start name to brand this and other joint projects assuming we give them appropriate credit for initiating the Smart Start work in the county.
- I have begun work on gathering program intake forms and service information needed to create the prototype of the Universal Survey for new parents. This is the project I described at the last F5L regular meeting which would result in a menu of services each family qualifies for that reads like a community investment portfolio and allows parents to “opt-in” to many services via one portal. I have been meeting with program coordinators and service providers in conjunction with Alejandra (Aly) Castellanos, SLH’s Family Resource Navigator, to gather this information and introduce the concept.

- Carly Swatosh-Sherman, Crystal Duarte and I met to discuss the timeline and next steps for the 2019-20 Kindergarten Entry Developmental Profile (KEDP). Next steps involve creating a webinar for kindergarten teachers to share the previous year's data, help explain the KEDP rubric and process, and answer FAQ's. The hope is that this will create greater standardization among teacher responses across the county.

**New Opportunities:**

- The First 5 Express has confirmed that it will be present at the upcoming Heroes of Health and Safety Fair in October. The Express will also be in Lake County and available the day before (Friday, October 11). Commissioners are encouraged to share ideas for the best use of the Express on that extra day.
- On July 1<sup>st</sup>, I brought together Ana Santana (LCOE), Mary Pagan(CWS), Lisa Morrow, and Kim Gentle (LFRC) for a visioning trip to Ukiah's Alex Rorabaugh Rec Center and ARC Family Resource Center and to Santa Rosa's Child Parent Institute. Following that trip, we set up a meeting with Lakeport City Manager, Margaret Silveira, to tour the new Lakeport Community Center building and discuss potential uses for the space. Margaret indicated that she would welcome ideas put in writing as well as involvement at upcoming community input sessions. The current thought is that the City will replace the flooring and paint the walls to make the space useable while pursuing additional funding and community input to increase the functionality of the space for multi-purpose use. I will be reaching out to all community partners to make sure that we are all thinking about how to maximize the space for the strengthening of children and families. There may be additional ways First 5 Lake can partner with the city to ensure the space is particularly welcoming to young children and their caregivers.
- On July 30<sup>th</sup>, I met with County of Lake CAO, Carol Huchingson, to learn more about her role, the challenges and opportunities it presents, and the ways that early childhood issues can/do intersect. Carol has led the Board in the creation of Vision 2028 which includes ten key priorities for the next ten years. The first priority in the list is to "consider and promote the well-being and economic resilience of every Lake County resident," and the final priority in the list is to "invest in Lake County's richest resource: its people." This last priority includes language about providing pathways for youth that lead to bright futures living in Lake County. This is the obvious intersection of our work with the BoS and the CAOs office. Denise Pomeroy attended the meeting with me and based on our follow-up conversation, we would like to propose that First 5 Lake give a presentation to the Board of Supervisors this fall when our audit and annual reports are completed to educate the Board on the role of First 5 Lake, the work we are doing and how it intersects with their own priorities, to point out the decisions made in the past year that have had the potential to positively impact children and families, and to challenge them to continue to prioritize prevention efforts.

FEDERAL LEVEL – On June 19<sup>th</sup>, the U.S. House of Representatives passed the FY 2020 Labor-Health and Human Services – Education (Labor-HHS-ED) Appropriations bill. It is unclear when the Senate will take up the Labor-HHS-ED bill, but the House budget figures are likely to be the high-water mark for these programs. The funding levels included in the bill are as follows:

- Administration for Children and Families - \$27.9 billion in discretionary funding (an increase of \$4.7 billion over the 2019 enacted level)
- \$7.7 billion for CCDBG (an increase of \$2.4 billion)
- \$11.6 billion for Head Start (an increase of \$1.5 billion)
- \$350 million for Preschool Development Grants (an increase of \$100 million)

In July, First 5 CA submitted comments to the Office of Information and Regulatory Affairs at the U.S. Office of Management and Budget opposing the potential selection and utilization of various consumer price indexes for estimating the Official Poverty Measure. The new measure would lower the nation's poverty line and reduce both the number of low-income Californians who are eligible for certain supportive services as well as the levels of assistance many children and families can receive. F5CA's comments can be found [here](#). First 5 CA also submitted comments to the U.S. Department of Housing and Urban Development opposing the proposed rule change that would prohibit "mixed status" immigrant families from living in public and other subsidized housing. Full comments can be found [here](#).

Federal legislation of interest includes:

- Child Care for Working Families Act (H.R. 1364 and S. 568) – would increase funding for child care centers, limit child care payments to 7 percent of a family's annual income, guarantee child care assistance to families earning up to 150% of the median income in their state, and ensure child care providers earn a living wage.
- The Family Act (H.R. 1185 and S. 463) – would provide Americans up to 12 weeks of paid leave at 66% of their monthly wages. The law would institute a kind of family leave insurance, structured like unemployment insurance. The funds would come from employee and employer contributions of 2/10 of 1 percent, or approximately \$2/week for a typical worker.
- The Cradle Act – This version of paid family leave would allow workers to access some of their Social Security retirement income in advance to make up a portion of the wages they would lose when taking parental leave. The bill has not yet been introduced.
- The Federal Employee Paid Leave Act (H.R. 1534) would allow federal employees to take paid leave following the birth, adoption or fostering of a child or to take care of a spouse or parent suffering from a serious health condition. Currently federal employees are not offered paid family leave.

STATE LEVEL – There are currently 38 state legislative bills in 2019-20 that are of interest to the health and wellbeing of California's youngest children and their families. The number of bills alone is remarkable and the array of focus areas covered is broad, impacting child health, strength and engagement of families, early learning and care, and revenue and governance of early childhood systems and supports. First 5 CA provides a breakdown of each bill [here](#) on their website along with links to letters of support.

FIRST 5 CALIFORNIA – I attended the full-day meeting of the First 5 CA commission on July 25<sup>th</sup> where they approved the use of \$2MM to conduct a home visiting workforce study to be undertaken between Jan. 2020 and December 2021. The study will look at the stability of the workforce, requirements for pre-service, higher education infrastructure to meet requirements, retention of workforce, and mapping by evidence-based models in use across the state.

First 5 CA also approved \$103MM to fund the next three years of the IMPACT grant and after a great deal of lively public comment agreed to keep current funding stable for the first year (2020-21) then gradually taper down funding for greater efficiencies in the next two years of the grant. The proposal F5CA staff originally presented was for \$83MM and included a 30% funding cliff in the first year, so the changes to this proposal (brought about by input from local First 5 EDs, ECE providers and the Association) are very good news for our local IMPACT work!

First 5 CA also funded a new data sheet on home visiting which was released July 29<sup>th</sup> by the California Budget and Policy Center and is attached to this report. The data sheet shows that only 20% of young children and their families who could benefit from home visiting in California actually receive it.

FIRST 5 ASSOCIATION – I attended the full-day meeting of the First 5 Association in Alameda on July 24<sup>th</sup>. The day started with a new presentation on our shared Network roles, touching briefly on the way F5A staff see the new First 5 Center for Children's Policy supporting their work moving forward. That slide deck is attached to this report. There will be a webinar on August 6<sup>th</sup> at 9:30 AM, to go over the Center's workplan in greater detail.

The rest of the day was focused on two goals: 1) to better understand member support needs and 2) to prioritize the early childhood development focus areas as a Network. In discussing Goal 1, local commission staff were asked to identify our "most urgent issues." While the conversation touched repeatedly on the question of First 5 sustainability, the ensuing conversation touched on a whole range of issues having to do with how we define (and may be redefining) our commission's roles, the need to scale up the early childhood system, as well as questions of organizational efficiency and accountability. In the afternoon, we narrowed down to 10 a list of 50+ possible topics for the F5A to focus advocacy efforts on for the next 18 months:

- Sustainability of First 5 as a whole
- Integrated data systems
- Home visiting
- Early Intervention Systems
- Early Childhood Mental Health including Trauma Informed Care and ACEs Screenings
- Developmental Screening
- ECE Masterplan at the state level including Rate Reform and Infant/Toddler Access to Childcare
- Maternal Wellness
- Family Resource Centers
- Prenatal and New Parent Supports

GRANT ACTIVITY UPDATES: *(These are highlights, and not intended to convey the full scope of the work being accomplished by each grantee.)*

Year-end grant reports have now been received from all 2018-19 grantees except Mother-Wise. Below is a brief summary of highlights taken from grantee's year end reports. Crystal Duarte from SEI will provide a full report to the Commission at the September meeting.

**Adventist Health Transportation** – \$1,000 in gas vouchers and \$26.25 in bus passes were distributed in Q4 to assist 16 mothers with transportation to and from medical appointments.

**AmeriCorps** – Six AmeriCorps members served in preschool settings in 2018-19, serving a total of 236 children. Three members who completed their service were hired locally to work in preschools

**Bloom** – 351 unique visitors accessed the Bloom website and 448 Facebook users are following the Bloom page as of the end of June, 2019. In Q4 128 activities were completed by Bloom Facebook users. A total of 3,400 Bloom into Kindergarten booklets were distributed in 2018-19.

**Early Learning Centers** – Staff were unable to open the Lakeport Center on Fridays during Q4 due to schedule restraints. Staff have submitted a job description to ESBA's H.R. department for a new position to help facilitate the Lakeport Center. Two parents received training in infant

massage during open sessions of the ELC this quarter. 270 children and 210 parents were served at one of the ELCs during Q4, and 41 ASQ/ASQ:SE screeners were distributed (11 returned).

**Easterseals ChildFind** – In Q4 there were 14 new and 24 repeat calls to the HealthLine. Thirteen ASQ/ASQ:SE developmental screening tools were distributed and 11 were completed and returned with six children identified as needing some type of support.

**Easterseals Transportation** – Of the five mothers with high risk pregnancies who were provided with travel assistance, four came after they heard about the service at the Smart Start Safe Sleep classes at the hospitals. Twenty-five families were served in Q4 with \$1,060 in funds distributed.

**Imagination Library** – This program has achieved 59% saturation of Lake County's youngest children. Each Facebook post about the program leads to an average of 15 new registrations.

**Nurturing Families** – In Q4, a seven-week ABC's of Parenting was completed at Redwood Community Services for participants in The Nest and Tule House. Nurturing Families drop-in support groups continued to take place in Clearlake and Lakeport. In June, Ana attended the Nurturing Families in Substance Abuse and Recovery training in Vancouver, WA and picked up many new skills to serve families. A facilitator training is set up for August 6-8 and staff from La Voz and RCS have registered to attend. 57 parents and 68 children benefited from intensive classes in 2018-19.

**Oral Health Project** – Dental screenings were conducted in all school districts for all early connection preschools except for Burns Valley. Sealant clinics were scheduled at Upper Lake Elementary and Lucerne Elementary. Screenings were conducted at the Learning House preschool and the Clearlake Creativity School for the first time. LCOE will be purchasing a new van to replace the one that was involved in an accident in March.

## **ADMINISTRATION**

Financial Statements – Financial reports for June submitted separately.



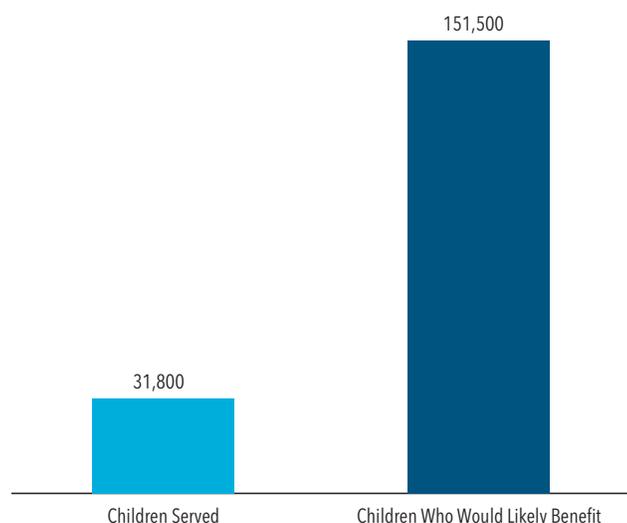
BY ESI HUTCHFUL

## Home Visiting Can Improve Outcomes for Children, But Few Receive Services

The early childhood years are the foundation for lifelong well-being. Yet, despite the state’s strong economic growth, about 1 in 10 of California’s children are born without important resources strongly associated with child health and well-being, such as access to health care or economic resources.<sup>1</sup> Children with fewer “assets” are at higher risk for adverse experiences – such as abuse – that expose them to harmful stress.<sup>2</sup> Chronic exposure to stress, especially in the early years, undermines children’s healthy development, with long-term health, behavioral, and academic consequences.<sup>3</sup>

Research indicates that early intervention tools like evidence-based home visiting can reduce or prevent the effects of adverse experiences for children.<sup>4</sup> Home visitors, who are often social workers or nurses, provide parenting education and other assistance to at-risk parents.<sup>5</sup> These services can boost children’s and parents’ well-being by enhancing child and maternal health, helping prevent child abuse, and improving child development.<sup>6</sup> However, the number of children in California who would most benefit from home visiting outweighs the current service levels. In the 2017-18 state fiscal year, 31,800 children benefitted from federally- and locally-funded evidence-based or evidence-informed

### In California, Fewer Children Receive Home Visiting Services Than Those Who Would Most Likely Benefit



Note: Estimated likely beneficiaries defined as children ages 0 to 2 born with 6 or fewer California Strong Start assets. Service levels are for state fiscal year 2017-18. It is not possible to ascertain the asset scores of children receiving services. Data do not include the CalWORKs Home Visiting Program.  
Source: Budget Center analysis of data from First 5 California, the California Department of Public Health, and the California Strong Start Index.

home visiting, compared to the estimated 151,500 children ages 0 to 2 who would most likely benefit from home visiting services.<sup>7</sup>

Home visiting in California is largely funded and coordinated by local First 5 commissions, the California Home Visiting Program in the California Department of Public Health (CDPH), and – beginning January 2019 – the CalWORKs Home Visiting Program.<sup>8</sup> The 2019-20 budget also expanded support for home visiting by providing funding for services through CDPH, which represents the state’s first financial investment in home visiting for non-CalWORKs families.

Without adequate resources, children are at higher risk to experience traumatic life events. This can jeopardize children’s potential success, imposing significant costs on children, their families, and society. Recognizing this, California is investing in early interventions like home visiting in order to improve outcomes for children and their families. Yet, with home visiting programs out of reach for so many children who could benefit from them, policymakers should consider ways to continue to close the gap. Increasing state funding to expand home visiting is a step in the right direction. Additionally, state policymakers should also strengthen the infrastructure for home visiting by improving local service coordination and data collection, and building workforce capacity.

*Support for this Fact Sheet was provided by First 5 California.*

<sup>1</sup> Email correspondence with Emily Putnam-Hornstein (USC Suzanne Dworak-Peck School of Social Work Children’s Data Network) on April 30, 2019. Analysis is based on data from the California Strong Start Index. The index counts how many resources are present at birth and assigns a birth asset score from 0 to 12.

<sup>2</sup> Regan Foust, et al., *California Strong Start Index Documentation* (USC Suzanne Dworak-Peck School of Social Work Children’s Data Network, no date), p. 34.

<sup>3</sup> Ross Thompson, “Stress and Child Development,” *The Future of Children* 24:1 (2014), pp. 41-59.

<sup>4</sup> Lynn A. Karoly, Rebecca Kilburn, and Jill S. Cannon, *Proven Benefits of Early Childhood Interventions* (RAND Corporation: 2005).

<sup>5</sup> For example, parents who are at risk of problems such as substance abuse, unemployment, or family violence. See Charles Michalopoulos, et al., *The Mother and Infant Home Visiting Program Evaluation: Early Findings on the Maternal, Infant, and Early Childhood Home Visiting Program – A Report to Congress* (US Department of Health and Human Services: January 2015).

<sup>6</sup> US Department of Health and Human Services, *The Maternal, Infant, and Early Childhood Home Visiting Program: Partnering With Parents to Help Children Succeed* (no date), accessed from <https://mchb.hrsa.gov/sites/default/files/mchb/MaternalChildHealthInitiatives/HomeVisiting/pdf/programbrief.pdf> on April 2, 2018.

<sup>7</sup> The estimated number of children who would most likely benefit from home visiting is based on statewide birth data from the California Department of Public Health (CDPH) and from data provided by Emily Putnam-Hornstein and Regan Foust (USC Suzanne Dworak-Peck School of Social Work Children’s Data Network) on April 30, 2019 and May 9, 2019. This analysis defines children born with 6 or fewer California Strong Start assets as children most likely to benefit from home visiting services. Compared to other children in the state, this population experiences significantly higher rates of childhood adversities, such as a fatality or reports of abuse or neglect by age 5. Putnam-Hornstein provided the share of children who were born with 0 to 6 assets in 2016. This analysis assumes that share is constant in both 2015 and 2017. Data on the number of children receiving home visiting comes from the CDPH and from First 5 California and applies to the 2017-18 state fiscal year. It is not possible to ascertain the asset scores of children receiving home visiting services. For example, some children receiving services may have an asset score that is greater than 6. This analysis does not include the CalWORKs Home Visiting Program, which was implemented in January 2019.

<sup>8</sup> The California Home Visiting Program receives funding from federal grants and, as of the 2019-20 budget agreement, the state. First 5 supports both national evidence-based home visiting models and local models. The CalWORKs Home Visiting Program, which provides up to 24 months of home visiting for CalWORKs parents who are pregnant or parenting children under age 2, was introduced in the 2018-19 state budget and made permanent in the 2019-20 budget. It is currently supported by federal Temporary Assistance for Needy Families funds and the state General Fund. See Esi Hutchful, *Home Visiting is a Valuable Investment in California Families* (California Budget & Policy Center: May 2018), California Budget & Policy Center, *First Look: 2018-19 State Budget Invests in Reserves and an Array of Vital Services, Sets Course for Future Advances* (June 2018), and California Budget & Policy Center, *First Look: 2019-20 Budget Includes Balanced Investments, Leaves Opportunities to Improve the Economic Well-Being of More Californians* (July 2019).



**Association Meeting: July 24, 2019**

**Re-Read / Pre-Read on Network Theory and the  
First 5 Network**

**FIRST**  **5**  
ASSOCIATION OF CALIFORNIA

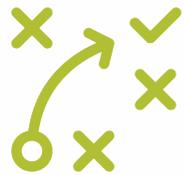
# A shared strategy will help First 5 increase influence, impact and funding by creating

- A common **North Star** that encourages clarity, focus and alignment
- A roadmap for greater **collaboration and coordination**
- A **framework** for sharing learning and communicating effectively
- A **renewed commitment** to the connections between commissions, the Association, and First 5 CA
- Cross-First 5 Connections that allow us to broaden our reach and engagement with local, regional and national partners

# Network Refresher: What, Who, Why?

We asked Open Impact to help us First 5 Association – with its members and the State Commission – have greater unity, influence, and impact, leading to more funding, and greater outcomes for kids

This project aimed to help First 5 see itself as a **network**, and improve focus, clarity, and alignment around:



## **STRATEGY:**

Develop and promote a common mission, vision and strategy for the network so the system can align around shared goals and activities



## **STRUCTURE:**

Clarify roles and responsibilities in the network, recommend processes for ongoing coordination across the network



## **ADVOCACY:**

Identify opportunities for greater effectiveness in the policy space; integrate advocacy into work on strategy and structure



## **COMMUNICATIONS:**

Create communications approach to launch strategy, clarify First 5's role in the field, and establish ongoing ways to communicate with impact

# Our Network Language Clarified

- The Network is a way of describing [all of First 5](#) as it connects to other partners (local, regional, statewide, and national).
- The Association is a membership organization, the Network is not. First 5 CA is a key part of the network, but not a member of the Association. Your commissioners are part of the statewide network, but we don't assume your grantees are as well.
- The power of a network strategy is that networks connect! Our statewide First 5 Network connects to local, regional, and statewide networks – both ones where First 5 serves as a convener, and ones where First 5s are good partners. You and your grantees and partners are part of many overlapping networks.

# Network Theory 101 (in case you've been missing that)



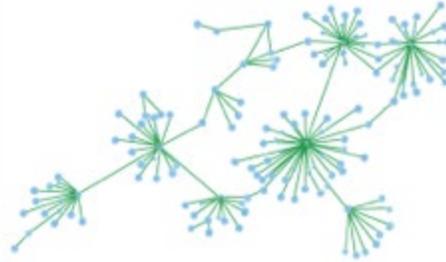
**Bounded Organizations**

Pros

- Centralized, vertical
- **Higher quality control**
- **Consistent brand and single strategy**

Cons

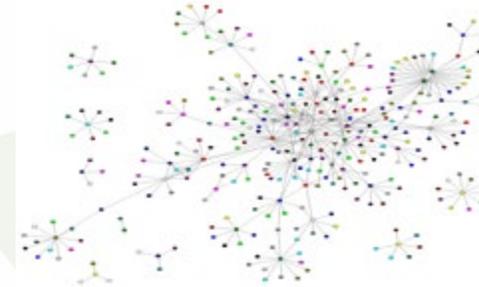
- Closed, bounded and proprietary
- Hierarchical
- Slower to change



**Coordinated Networks**



**Best of Both**



**Distributed Networks**

Pros

- Decentralized, flat
- **Flexible and adaptive**
- **Diverse**
- **Faster scale, innovative**

Cons

- Uncoordinated, disorganized
- Creating duplication, leaving gaps

# First 5 Network: The Roles We Play

## Local Commissions

- Control local funding, execute the strategy on the ground
- Innovate and test ideas
- Cultivate local relationships; engage and build influence

## Association / Backbone

- Facilitate strategic vision setting for network
- Manage collective knowledge
- Coordinate policy efforts across network
- Support regional and local capacity building, with focus on leadership development

## State Commission

- Build public will and awareness through mass media
- Network and partner with “peer” government agencies
- Activate and align commissioners

# Here's what we said were our unique **existing** assets



## **CURRENT INVESTMENTS:**

\$10B in investments over 20 years, using experience to direct funds strategically



## **COUNTY PARTNERSHIPS:**

**First 5** has relationships with families, government, nonprofits, businesses, and influencers in every county



## **LOCAL EXPERTISE - STATEWIDE:**

**First 5** works on the ground with children and families in every CA county, and develops innovative solutions that work



## **PROVEN BRAND:**

**First 5** is the only state entity focused on the whole child and empowered to coordinate all sectors

As a voice for the state's youngest kids, we bring together **partners** and **leverage multiple funding sources** to **strengthen systems of care** through:



#### **COMMUNICATIONS**

educate, promote and shift attitudes and behaviors re: early childhood development



#### **ADVOCACY**

elevate early childhood priorities in state and local decision-making



#### **COLLABORATION**

bridge sectors, agencies and providers to create an integrated system of care



#### **SKILL BUILDING**

support capacity of partners and families to support children



#### **INNOVATION & LEARNING**

continuous improvement and development of best practices across the network



# Thinking with our strategies lens:



## COMMUNICATIONS

educate, promote and shift attitudes and behaviors re: early childhood development



## ADVOCACY

elevate early childhood priorities in state and local decision-making



## COLLABORATION

bridge sectors, agencies and providers to create an integrated system of care



## SKILL BUILDING

support capacity of partners and families to support children



## INNOVATION & LEARNING

continuous improvement and development of best practices across the network

## Association

Uses the First 5 voice in communications, strong brand recognition

Advocates for ECD priorities AND First 5 with lobbying capacity

First 5-led efforts focused on local systems building and ensuring the diversity of county experiences are represented at the state level

Deep focus on skill building at the local level

Emphasis on peer-learning efforts – both initiative-driven and leadership focused

## Local Commissions

Develop local communications to educate and engage local partners (including families)

Identifies local priorities and connects them to statewide conversations

Support local systems building, playing multiple roles, including convener of new and existing ECD champions

Funds and otherwise supports best practices dissemination across the ECD system.

Raises up local evidence of successful ECD work, uses data to tell the story.

# Network Mission and Vision

First 5 builds the early childhood systems and supports needed to ensure California's young children are **safe, healthy and ready to succeed in school and life**

**MISSION**

As a voice for the state's youngest kids, we bring together **partners** and **leverage multiple funding sources** to **strengthen systems of care** through:

- Communications
- Advocacy
- Collaboration
- Skill Building
- Innovation and Learning

So children and families have access to the community-based **supports** they need.



One day, California's success will be measured by the wellbeing of its youngest children

**VISION**