

Introduction to First 5 San Mateo County



First 5 San Mateo County generates significant and lasting returns on the investment in our children. As an organization, we have a deep understanding of the complex and evolving issues around early childhood development in our community. We leverage knowledge and funding to mend gaps in service, awareness and access - ensuring a comprehensive and effective early childhood system

Our Investments

Since our inception in 1998, First 5 San Mateo County has invested more than \$127 million in comprehensive programs for early childhood development, family strengthening, and other support services. We support evidence-based programs in childhood health, early learning and family engagement to strengthen what's working, fix what's not and to ensure equity for all. This is accomplished through a combination of focused financial investments and systems-level work, as well as targeted funding to support community partnerships, policy development, and leadership on issues related to children from the prenatal stage to age 5, and their families.



Our Mission

First 5 San Mateo County promotes positive outcomes for young children and their families through strategic investments, community leadership, and effective partnerships.

Our Vision

Our vision is success for every child.

Core Values

We believe that our work must:

- ✓ **Support the whole child within the whole family.**
We understand that young children's social, emotional, physical, and cognitive development are interdependent, and that children grow and learn within their family relationships and the larger community.
- ✓ **Embrace the importance of fathers and male role models in the healthy development of children.**
We expect intentional inclusion of fathers/male role models and consideration of their needs within the structure and delivery models of family services and supports.
- ✓ **Promote the positive early development and focus on prevention and early intervention.**
We know that 75% of a child's brain develops before the third birthday, and that it is therefore critical to support pregnant women and to help mothers, fathers, and caregivers establish and maintain stable and loving relationships with their infants and toddlers.
- ✓ **Include children of diverse abilities.**
We support the right of all children to actively participate in natural settings within their communities.
- ✓ **Engage parents and families.**
We respect parents' desire and ability to nurture their children and act as their 1st teachers.



- ✓ **Honor cultural, ethnic and linguistic diversity.**
We ensure that services are delivered in a culturally and linguistically competent way.
- ✓ **Appreciate strengths.**
We build upon the positive qualities of children, families, and communities in the design and delivery of programs.
- ✓ **Enlarge community capacity.**
We invest in our community's understanding of and ability to support the healthy development of all children.

Guiding Principles

In our work on behalf of young children, we strive to:

- **Create Value:** Invest in approaches that add social and economic value to the landscape of supports for all children and families, and build upon, integrate, and collaborate with existing services to improve quality and provide efficient service delivery.
- **Promote Equity:** Ensure that all children, regardless of circumstance, have the opportunity to reach their full potential.
- **Foster Excellence:** Expect excellence and allow for innovation in the development and implementation of initiatives and programs.
- **Demonstrate Effectiveness:** Consider the existing evidence of impact when designing and supporting activities, and evaluate our investments to monitor results and inform continuous quality improvement.
- **Achieve Sustainable Change:** Use Commission investments to effect long term policy, institutional, funding, and systemic changes that extend the reach and impact of First 5 San Mateo County activities.



Key Messages



The following messages are intended to help you - our valued partners - to speak confidently about First 5 San Mateo County in a public setting. Whether it's talking with a parent at a community event, speaking to other stakeholders at a meeting, or communicating internally with your own staff, the message points below should be utilized to accurately articulate the role and vision of First 5 San Mateo County.

- First 5 San Mateo County is entrusted with the strategic investment of nearly \$7 million of public dollars each year specifically earmarked to help children and families our county succeed.
- They work on behalf of the more than 53,000 children ages 0-5 living here in San Mateo County to ensure their every need is met, their families are supported and their future is a priority.
- [Name of your organization] is proud to be one of the many organizations in San Mateo County that receives funding from First 5 San Mateo County. Together, we generate significant and lasting returns on the investment in our children.



families. The First 5 California State Commission collects data to support and advocate for the strong start all young children and their families deserve, to optimize early childhood development. A fundamental objective is to ensure all parents giving birth in California, and especially those living in poverty, receive critical information about early brain growth in their babies' first months and years.

Learn more about First 5 California at their website: ccfc.ca.gov.

First 5 Association

The First 5 Association of California unites all 58 First 5 county commissions around a common agenda prioritizing key impact areas in early childhood.

The First 5 Association serves as the backbone entity to spearhead the development of a network strategy; collect and share best practices, data, and stories within and beyond the First 5 network; lead policy work; and provide resources to local First 5 commissions to mobilize state legislators, key advocacy partners, and the broader community around the expansion of services and funding for early childhood.

First 5s across the state - including First 5 San Mateo County - have the opportunity to participate in First 5 Association committees to align Communications, Policy and Advocacy efforts. In 2017, First 5 San Mateo's own Executive Director Kitty Lopez was on the Executive Committee as a Bay Area representative.

Learn more about the First 5 Association of California at their website: first5association.org.



Key Issue Areas and Program Partners



First 5 San Mateo County provides financial and technical support to promising evidence-based programs in our priority areas of childhood health, early learning and family engagement. Our team continually analyzes data to understand the current environment and provide a clear and complete picture of our county community. Program investments are purposefully diversified to strengthen what's working, fix what's not and ensure equity for all.



Early Learning

The benefits of high-quality early learning - beginning in infancy, and with smooth transitions into toddler care, preschool, and elementary school - has been well researched and continues to be a First 5 San Mateo County priority.

Programs that participate in continuous quality improvement efforts are more likely to prepare students for success in school and beyond. Children who participate in high-quality early childhood education programs show long-term impacts on their ability to learn and interact with the world around them, including increased language and math skills, positive peer relationships, decreased rates of grade repetition, fewer referrals to special education services, and higher levels of cognitive and social development.

Our early learning investments typically work in tandem with state and federal funding streams, and focus on helping to deliver a seamless system of supports for



providers, children & families. We act as a convener in support of public policy and advocacy, and administer the F5CA/F5SMC IMPACT-QRIS funding. We fund and participate in a long-standing and highly collaborative group of organizations working to increase access and quality in all San Mateo County early learning environments.

Key programs in this area include:

Early Learning Quality and Inclusion Partnership (EQ+IP), a comprehensive, countywide quality improvement initiative led by San Mateo County Office of Education (SMCOE) and includes many collaborating partners. EQ+iP supports early learning environments with resources quality. This partnership also supports families' ability to access appropriate early learning experiences for their children with special needs, and enhance the capacity of early learning settings to provide inclusive environments for these children and families.

Quality Rating & Improvement System (QRIS) Consortium aligns with regional, statewide, and national efforts to raise the quality of early learning programs through the implementation of a Quality Rating and Improvement System (QRIS), which measures and guides quality improvement in early learning centers (child care and preschool facilities) and family child care homes in San Mateo County. Consortium partners have a long history of engaging in intentional coordination and system building. **Quality Counts** will be the future hub and go to website for the local QRIS, communicating the importance of quality in early learning settings to **parents and caregivers**, and provides ratings for local child care providers in San Mateo County.

First 5 California IMPACT (Improve and Maximize Programs so All Children Thrive) is an innovative approach that forges partnerships between First 5 California and counties to achieve the goal of helping children ages 0 to 5 and their families thrive by increasing the number of high-quality early learning settings, including supporting and engaging families in the early learning process.

Pre-to Kinder Articulation & Alignment, a project that implements an articulation and alignment plan supporting the development of comprehensive Pre K - 3 learning continuums in Big Lift target communities, and to promote Pre K - 3 systems throughout San Mateo County. Partners include Silicon Valley Community Foundation-Center for Early Learning, San Mateo County Office of Education, Big Lift and school districts.



Early Learning Funded Partners

- San Mateo County Office of Education Early Childhood Quality Improvement Project (EQIP)
<http://www.smcoe.org/learning-and-leadership/early-learning/>
- Child Care Coordinating Council (4Cs)
<http://www.sanmateo4cs.org/>
- San Mateo County Child Care Partnership Council
<http://www.smcoe.org/learning-and-leadership/early-learning/child-care-partnership-council/>
- Early Childhood Language Development Institute
<http://www.smcoe.org/learning-and-leadership/early-learning/early-childhood-language-development-institute.html>
- Peninsula Family Services
<https://www.peninsulafamilyservice.org/>
- San Mateo County Community College District
<http://smccd.edu/>
- StarVista
http://www.star-vista.org/whatwedo_services/counseling/children/ecmhc.html
- Silicon Valley Community Foundation Center for Early Learning
<https://www.siliconvalleycf.org/center-for-early-learning>
- WestEd
https://www.wested.org/area_of_work/early-childhood-development-learning/



Child Health and Development

A healthy start - both physical and mental - is an essential foundation for a young child on the road to success. First 5 San Mateo supports programs that mend gaps in health services, knowledge, access and policy so that families stay healthy and thrive.

Key programs in this area include:

Watch Me Grow is a special needs initiative aligned with state and federal program models. It bolsters the continuum of services that identifies and treats children with special needs, focusing on the importance of screenings to help families of young children understand their child's unique developmental needs and give each child the best chance to reach his or her full potential. Additionally, there is an ongoing effort to address systemic issues that impact access to and the quality of these services. Emphasis is placed on providing services in pediatric clinics and family support settings as well as professional development to providers.



Safe, Healthy and Equitable Communities Initiative helps low-income families and parents of color hone their ability to influence policy decisions that support their children's healthy development, reduce disparities in civic engagement and representation and promote more equitable communities. This program supports emerging parent leaders by capitalizing on their knowledge of their children and community to sharpen their advocacy skills and increase their understanding of civic engagement basics.

Oral Health & Dental Care for young children has been a rising concern on federal, state and local levels. San Mateo County has been at the forefront of addressing local oral health needs through an [Oral Health Coalition](#) and recently developed [Oral Health Strategic Plan](#). First 5 San Mateo has funded a dedicated Oral Health Initiative since 2012, and has been purposefully investing in county-wide solutions using both capacity-building and collective impact strategies.

Virtual Dental Home is a pioneering tele-health project that addresses health disparities by delivering dental services to underserved populations in an environment that is familiar and comforting. A specially trained team of dental hygienists in advanced practice and dental assistants use state-of-the-art diagnostic tools to provide care in early childcare settings. After watching their peers sit through a dental assessment, kids ASK for a turn in the chair. This is a true marker of a family centered model of care. Host sites include IHSD Head Start/ Early Head Start, Peninsula Family Service, Community Gatepath, CCS MTU, All Five and Redwood City Child Development Center.



Child Health and Development Funded Partners

- Gatepath
<http://www.gatepath.org/screenmychild>
- Stanford Children's Health
<http://www.stanfordchildrens.org/en/service/developmental-pediatrics>
- Legal Aid Society of San Mateo
<http://www.legalaidsmc.org/>
- Silicon Valley Community Foundation -Center for Early Learning
<https://www.siliconvalleycf.org/center-for-early-learning>
- San Mateo Health System/ Fair Oaks Health Center
<http://www.smchf.org/programs/south-county-health-center/>
- 4Cs
<http://www.sanmateo4cs.org/>
- StarVista
http://www.star-vista.org/whatwedo_services/counseling/children/ecmhc.html
- Golden Gate Regional Center
<http://www.ggrc.org>
- Lifesteps Foundation
<http://www.lifestepsfoundation.org>
- Ravenswood Family Health Center
http://www.ravenswoodfhc.org/index.php/services/family_dentistry
- University of the Pacific Center for Special Care
<http://www.dental.pacific.edu/departments-and-groups/pacific-center-for-special-care/innovations-center/virtual-dental-home-system-of-care>



Child Health and Development Funded Partners (continued)

- San Mateo Health System / Dental Services
<http://www.smchealth.org/smmc-services-dental>
- Sequoia Health Care District
<http://www.sequoiahealthcaredistrict.com/>
- Peninsula Health Care District
<http://www.peninsulahealthcaredistrict.org/>



Family Engagement



The early childhood field has gained tremendous knowledge in the past ten years about the way families can be engaged to promote development in children. Parents and caring adults have the biggest influence on a young child's ability to thrive, and we see them as our partners. We support providers as they incorporate authentic family engagement into their work with strength-based approaches that honor cultural and structural diversity in families.

Key programs in this area include:

Intensive Support for Families with Multiple Risk Factors. These programs provide services provide ongoing, individualized, professional support to children and parents in families experiencing multiple challenges, such as: homelessness, income disparities, domestic violence, incarceration, mental illness or substance abuse. Services include: home visiting, care coordination, case management, family needs assessments, social-emotional screening, therapeutic and home visiting and early mental health services.

Parent Partnerships and Connectivity is supported by creating capacity and leadership among family-serving agencies and parent leaders through Community Mobilization Teams, increasing resource utilization in the areas of food, health, literacy, and early childhood education. Parent Connectivity helps to promote parental resiliency and reduces social isolation. Emphasis is placed on building semi-formal parent groups and best practices of family engagement in the community.

Parent Participatory model is supported through Puente de la Costa Sur's new south-coast bilingual, co-op child care center (serving children 18-36 months). This comprehensive place-based model is designed to engage parents as partners in the classroom while fostering their leadership skills as bi-directional learning takes place.

Family Engagement Capacity Building initiative provides family engagement and early childhood professional development within Big Lift communities and support Family Leaders, early learning family engagement practitioners and service sector leaders to create meaningful and authentic family engagement practices and policies at their sites and in their communities. Supporting training and capacity building, Friday CAFÉ, coffee, camaraderie, and conversation are the core components of Friday CAFEs. In the words of the Friday CAFE creator, Dr. Judy Carson, "It's a network not a training!" The San Mateo County Office of Education's Early Childhood Language Development



Institute in partnership with the Peninsula Conflict Resolution Center launched **Friday CAFEs**, providing an unconventional network for family engagement professionals that aims to inspire and restore the participants through peer interactions and discussions on topics of interest in creative community venues!

Family Engagement Funded Partners

- Peninsula Family Services
<https://www.peninsulafamilyservice.org>
- Family Connections
<http://www.familyconnections.org/>
- StarVista
http://www.star-vista.org/whatwedo_services/counseling/children/ecmhc.html
- San Mateo County Office of Education - Early Childhood Language Development Institute ECLDI
<http://www.smcoe.org/learning-and-leadership/early-learning/early-childhood-language-development-institute.html>
- Friday Cafe
<http://fridaycafe.org/chapters/san-mateo/>
- Redwood City 2020
<http://www.rwc2020.org/>
- Family Connections
<http://www.familyconnections.org/>
- Puente de la Costa Sur
<http://mypuente.org/>

Website and



Our First 5 San Mateo County NEW website is a rich resource of information and tips for parents to nurture their children’s growth. Listed below are just a few of the sections included on the site.

For Families

The **Families** section of the site includes valuable information for parents, families and caregiver. In this section, there is information on a child’s early learning, healthy development and family connections. It also offers tools and resources that parents can utilize if they have questions or concerns.



The building blocks for early learning are strong relationships, experiences, emotions and play. Everyday activities are great opportunities to learn. We have lots of information to support parents and caregivers as their child’s first teacher in the **Early Learning** section.

We know a child’s health and well-being are at the top of any parent’s and caregiver’s priority list. There are so many health considerations and developmental milestones to track as a child grow from newborn to infant to toddler to preschooler. First 5 San Mateo has information, resources and programs to help children and families thrive in the **Healthy and Happy** section.

Under **Family Connections**, parents and caregivers will find valuable information about building strong family connections, which are the foundation for healthy child development. Parents and caregivers are the most important people in a child’s world. Find free and easy activities to make sure they are on the right path.



For Partners

The **Partners** section of the site includes information specifically catered to our network of passionate providers who support the young children and families in San Mateo County.

In the **Grantee Resources** section, funded partners can access forms, trainings, toolkits and other valuable resources.

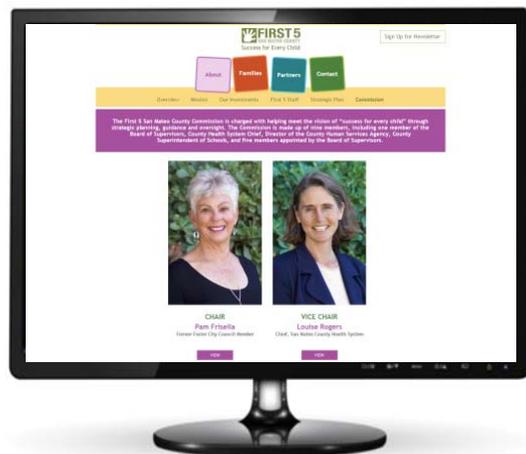
Policy and Advocacy information is also available in this section, including a description of First 5 San Mateo's current policy focus areas.

Under **Our Investments**, partners can access information about First 5 San Mateo's current investment areas, including a list of organizations currently receiving funding. Details on any future **Funding** opportunities available through First 5 San Mateo County are also posted on the site.



Commission

The site also contains information about the First 5 San Mateo County Commission. Visitors can access information about the Commission board and staff, as well as a calendar of upcoming Commission meetings.



Downloadable Tools and Materials



From the San Mateo County website, grantees, parents and caregivers can access a number of other online and downloadable tools, including but not limited to the following:

- ✓ Parent's Guide to Starting Kindergarten
- ✓ The Power of Play
- ✓ Fast, Fresh and Fun cookbook
- ✓ Getting Ready for School Begins at Birth
- ✓ Kit for New Parents
- ✓ Potter the Otter book and activities



Calendar of Events

One of the many exciting features of our new website is the events calendar. This interactive section allows our partners and members of the community to submit events that will then be posted on our calendar. Events can include parent classes or workshops, meetings for providers, community-wide events, etc. Once an event has been submitted and included on our calendar, the First 5 San Mateo team will also explore publicizing the event on social media and other outgoing communication, as appropriate.

Blog and Newsletter

Also new to the First 5 San Mateo County website is our blog! Be sure to check it regularly for posts regarding recent successes, news and events. Visitors to the website can also sign up for our newsletter, which will include some of the same news, updates and information about upcoming events.

Social Media Engagement



First 5 San Mateo County is active on social media on various platforms! Engaging with us on social media is one of the most impactful ways you can promote First 5 San Mateo County messages and services. Interacting with our brand on social media helps us grow our reach and helps others within your network discover the programs we fund and the services you offer that support all children and their families in San Mateo County.

First 5 San Mateo County Social Media Accounts



Facebook

[Facebook.com/F5SMC](https://www.facebook.com/F5SMC)

Primary audience: parents/caregivers,
funded partners



Twitter

[Twitter.com/first5sanmateo](https://twitter.com/first5sanmateo)

Primary audience: influencers, community advocates



Instagram

[Instagram.com/first5sanmateo](https://www.instagram.com/first5sanmateo)

Primary audience: parents/caregivers



LinkedIn

[LinkedIn.com/company/18034026/](https://www.linkedin.com/company/18034026/)

Primary audience: influencers, business leaders,
local businesses and corporations

Engaging with First 5 San Mateo County Online



There are several easy ways to interact with First 5 San Mateo County online, including:

- **Like/React** - Like a First 5 San Mateo County post or have a positive reaction to a First 5 San Mateo County post. Liking and reacting to a post is the easiest way to engage online. Platforms such as Facebook and Instagram have been built with algorithm's that monitor engagement. As a post receives likes/reactions, the number of people that it is visible to increases. So, by taking the simple step of clicking "like" you can help increase the reach of First 5 San Mateo County's posts on social and grow our impact!
- **Retweet/Re-share** - Share our posts on your timeline on Facebook, Twitter or LinkedIn. When you share a First 5 San Mateo County post, it then becomes visible not just to First 5 San Mateo County's followers, but to your network as well. This dramatically increases the number of people that will see the content that First 5 San Mateo County posts and exposes new people to our messages.
- **Comment** - Share your expertise regarding the content that First 5 San Mateo County posts as a comment below the post. Commenting on our posts will also increase the visibility and engagement rates online.
- **Tag/Mention First 5 San Mateo County** - When you post you own content or message, tag First 5 San Mateo County. Tagging a profile is also also referred to as a mention. This means that in your post, you mention our profile, which then creates a link that will direct people to our profiles. To do so, you write out our name using "@" at the front, for example @First 5 San Mateo County on Facebook, and select our account when the option appears on the screen. You can also find us on Twitter and Instagram as @First5SanMateo.
- **Use Hashtags** - Other ways of tagging or directing people back to our profiles and content is by using hashtags (#). Hashtags serve as a search engine that helps social users to find content related to different topics. For example, you can use #First5SanMateoCounty others can click on that hashtag and it will direct them to all the content using the same hashtag. Hashtags are more commonly used on Instagram and Twitter.

Try using the following words in your post to promote sharing:

- ✓ Tell Us
- ✓ Comment



- ✓ Post
- ✓ Take a look
- ✓ Submit
- ✓ Inspire
- ✓ Where
- ✓ When
- ✓ Post
- ✓ Help
- ✓ Free
- ✓ Check Out
- ✓ Tag
- ✓ Follow

Sample Posts

Below are sample posts to help you consider ways to reach parents and community stakeholders in order to promote First 5 San Mateo County's key messages and programs.

Facebook

We are proud to be one of the many organizations that receives funding from @First5SanMateoCounty. Together, we're [your mission or services] to sure that success is within the reach of all children and the parents!

Your child's first years are very important. Good health, loving relationships, and opportunities to learn will help your child reach his or her greatest potential. The Kit for New Parents helps parents and caregivers develop positive relationships with their children. It is designed for the whole family. Get yours here: <http://bit.ly/2EivP3b>

We are at the @First5SanMateo XXX workshop with XXX learning how to help and serve families and children undergoing traumatic experiences.

Twitter

At the @First5SanMateo XXX workshop with XXX learning how to help and serve families and #children undergoing traumatic experiences.

90% of baby's brain grows in the first 5 yrs. Everyday interactions shape how brain cells form & connect. Visit <http://bit.ly/2nJec28> for fun activities.



We are proud to be one of the many organizations that receives funding from @First5SanMateo. Together, we're [your mission or services] to sure that success is within the reach of all #children and the #parents!

Instagram

90% of your child's brain will develop by the time they are five years old. As a parent, you are your child's first and most important teacher! Make sure to like and follow the @First5SanMateo's page for more tips! #First5SanMateoCounty #BayAreaMoms #ChildDevelopment

We are proud to be one of the many organizations that receives funding from @First5SanMateo. Together, we're [your mission or services] to sure that success is within the reach of all children and the parents! #[relavant word to your organization] #First5SanMateoCounty #communityprograms

Quality care and education doesn't just happen at day care, it can happen anywhere! Learn how to improve your child's emotional and social skills by visiting XXX. #First5SanMateoCounty #BayAreaMoms #ChildcareNow

Social Media Usage Tips

The tips below are intended to help you in managing your own organization's social media accounts, as well as to interact with the broader early childhood development community.

Timeliness: It is important to provide timely responses to questions, comments, etc. posted on social media sites. However, response time may vary by platform and type of comment. Content should be posted consistently. In general, the more frequent the content is updated, the more users will visit the sites to access information and participate in the social community.

Accuracy: Get the facts straight before posting them on any social media platforms. Review content for grammatical and spelling errors.

Respect: Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully considering how they would reflect on your organization or First 5 San Mateo County.



Audience: Be aware that a presence in the social media world is or easily can be made available to the public at large. Consider this before publishing to ensure the post will not alienate, harm or provoke any groups.

Content: Content should be short and written in active voice. Remember to consider the audience with the style and tone of the content.

Website: Whenever possible, link back to your own or the First 5 San Mateo County website. Ideally, posts should be brief, redirecting a visitor to content.

Copyright: Make sure to give credit to the appropriate sources when using images, quotes and information.



F5SMC Brand Guidelines



First 5 San Mateo County is proud of our brand, and as a funded partner, we ask that you help us to maintain and promote it consistently. All materials developed with funding from First 5 San Mateo County are required to include the First 5 San Mateo County logo. Our logo is available for download in the Grantee Resources section of our website. In order to guide correct usage of our logo, please see page 3 of the following First 5 San Mateo County brand guidelines.

