

**FIRST 5 SAN MATEO COUNTY
PROGRAM, OPERATIONS AND PLANNING (POP) COMMITTEE MEETING**

DATE: March 4, 2019
TIME: 4:00 – 5:00 PM
ADDRESS: San Mateo County Office of Education, 101 Twin Dolphin Dr.
Superintendent’s Conference Room, 2nd Floor,
Redwood City, CA 94065

COMMISSION MEMBERS: Nancy Magee, Sandra Phillips-Sved (Chair), Nicole Pollack
PUBLIC MEMBER: Harvey Kaplan, M.D.
STAFF: Kitty Lopez, Michelle Blakely, Myra Cruz

AGENDA		
1.	Approval of the March 4, 2019 Program, Operations and Planning Committee Meeting Agenda	Phillips-Sved
2.	Approval of the January 7, 2019 Program, Operations and Planning Committee Meeting Minutes (See Attachment 2)	Phillips-Sved
3.	Home Visiting Survey Data (Handout materials at meeting)	Blakely
4.	Strategic Plan Implementation Plan (SPIP) 2020 - 2025 Timeline (Handout materials at meeting)	Lopez/Blakely
5.	Adjournment	

NEXT MEETING: April 1, 2019

**First 5 San Mateo County (F5SMC)
Program, Operations and Planning (POP)
COMMITTEE MEETING MINUTES**

**January 7, 2019
San Mateo County Office of Education**

Commissioners Present: Sandra Philips-Sved (Chair), Nancy Magee, Nicole Pollack
Public Member: Harvey Kaplan (Absent)
Staff: Kitty Lopez, Michelle Blakely, Myra Cruz

Commissioner Phillips-Sved called the meeting to order at 4:04 PM.

1. **Approval of the January 7, 2019 Program, Operations, and Planning Committee Meeting Agenda:**

MOTION: Commissioner Pollack / SECOND: Commissioner Phillips-Sved. Motion approved.

2. **Approval of the September 10, 2018 Program, Operations, and Planning Committee Meeting Minutes:**

MOTION: Commissioner Pollack / SECOND: Commissioner Phillips-Sved. Motion approved.

3. **Elect Committee Chair**

The Committee re-elected Sandra Phillips-Sved as POP Committee Chair for 2019 - 2020.

4. **Review Marijuana/Cannabis Draft Brochure**

F5SMC's Program and Planning Director Michelle Blakely stated that San Mateo County Health is rolling out their cannabis education campaign with their target focus on youth; their communication director reached out to First 5 San Mateo County (F5SMC) for cannabis information targeting children 0 through 5. For this reason, F5SMC and its communication firm, RSE, are developing a cannabis educational brochure, similar to F5SMC's successful anti-smoking brochure. The goal of the brochure is to educate parents and caregivers. Mood boards and concept draft brochures were presented, and Blakely asked for the Committee's feedback. F5SMC will host focus groups for providers and parents to get feedback on messaging for the brochure. The goal is to have it done by July 2019.

The Committee reviewed the draft brochures and provided their feedback.

5. **Build-Up for San Mateo Children Update**

F5SMC's Executive Director, Kitty Lopez, and Michelle Blakely shared the following information:

- Build Up for San Mateo Children is an early learning facilities initiative. A new director has been hired, Christine Padilla. Build Up is also looking to fill a technical assistance coordinator position. 4C's is hiring these positions. Human Services Agency, F5SMC, Heising-Simons Foundation and an anonymous donor are contributing to fund these positions for 2 – 3 years.

- Gilead is providing a \$50,000 grant for Build Up. A press release will go out soon in the hope that this will engage other local businesses to support this initiative.
- Christine Padilla and Sarah Kinahan will be doing a presentation on Build Up (an update) at the January 28, 2019 Commission Meeting.
- The next Build Up Advisory Committee meeting is on January 11, 2019.
- Lopez has been making presentations at Chamber of Commerce meetings on this initiative.
- Some faith-based organizations are ready to establish, or expand child care spaces, but are in need of funding.
- Lopez and Blakely met with the CEO of Building Kidz, a for profit child care operator. They have preschools on the Peninsula, in other areas of California, and in other states. They are interested in working with Build Up to expand.

6. Help Me Grow Update

Michelle Blakely updated the Committee on the Help Me Grow San Mateo County (HMG) Initiative which is part of a nationwide effort that California and over 30 county affiliates are implementing. One of the strategies of HMG Initiative is to provide early identification and service linkages for families with young children thru a Call Center. Gatepath was selected to manage the Call Center; it will go live in February 2019. F5SMC is the backbone of the communication and planning for this initiative; a website and materials are currently being developed.

F5SMC posted a Request for Qualifications (RFQ) for Child Health Care Provider Liaison, as part of the HMG Initiative and infra-structure. A possible recommendation will be presented in the next Commission Meeting. This position will provide outreach to physician offices and health providers. Commissioner Neel Patel is the HMG Physician Champion, and San Mateo County is one of the few counties that has a physician champion.

Commissioner Phillips-Sved adjourned the meeting at 4:57 PM.