

**\* PUBLIC HEARING MEETING NOTICE\***  
**FIRST 5 SAN MATEO COUNTY (F5SMC)**  
**COMMISSION MEETING**

**DATE:** Monday, July 22, 2019

**TIME:** 4:00 PM – 6:00 PM

**ADDRESS:** San Mateo County Office of Education (SMCOE)  
101 Twin Dolphin Drive, 1st Floor Conference Room  
Redwood City, CA 94065

AGENDA		
<b>Call to Order and Preliminary Business</b>		
1	<b>Roll Call</b>	4:00 PM
2	<b>Public Comment</b>	
3	<b>Action to Set Agenda for July 22, 2019 Meeting and Approve Consent Agenda Items</b> <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	<b>Commission Announcements</b>	
5	<b>Storytelling: First 5 Work / Impact: StarVista Early Childhood Mental Health Consultation</b>	
<b>Action Item</b>		
6	<b>Approval of Silicon Valley Community Foundation, Center for Early Learning's Event Sponsorship Request for \$5,000 for Policy, Partnerships and Practice: Intersections for Early School Success Conference on November 20, 2019</b>	
<b>Discussion Items</b>		
7	<b>Shame and Blame: How Stigma Impacts Parents Seeking Help for Young Children with Mental, Behavioral and Developmental Challenges</b> by Mai Le, Program Associate, First 5 San Mateo County	4:15 PM
8	<b>Overview: 2019 – 2020 California State Budget</b> by Margot Grant Gould, Policy Director, First 5 Association	4:35 PM
9	<b>First 5 San Mateo County Grantees Readiness Survey Presentation</b> by Jenifer Clark, Research and Evaluation Specialist, First 5 San Mateo County	5:05 PM
<b>Informational Items</b>		
10	<b>Communications Update</b> <i>(See Attachment 10)</i>	5:25 PM
11	<b>Report of the Executive Director</b> <i>(See Attachment 11)</i>	

**\* Public Comment:** This item is reserved for persons wishing to address the Commission on any Commission-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed on the Consent Agenda; 3) Executive Director's Report on the Regular Agenda; or 4) Subcommittee Members' Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

Persons wishing to address a particular agenda item should speak during that agenda item. If you wish to speak to the Commission, please fill out a speaker's slip located in the box on the sign in table as you enter the conference room. If you have anything that you wish to be distributed to the Commission and included in the official record, please hand it to Myra Cruz who will distribute the information to the Commissioners and staff. Speakers are customarily limited to two minutes, but an extension may be provided to you at the discretion of the Commission Chair.

The identified times are approximate and are intended to serve as a guide to the public and all First 5 meeting attendees regarding the approximate start times for any one section of the Agenda. The actual start and end times for an agenda item may differ from the noted times.

Public records that relate to any item on the open session agenda for a regular Commission meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Commission. The Commission has designated the First 5 San Mateo County office located at 1700 S. El Camino Real, Ste. 405, San Mateo, CA, 94402, for making those public records available for inspection. The documents are also available on the First 5 Internet Web site at [www.first5.smcgov.org](http://www.first5.smcgov.org).

**IN COMPLIANCE WITH THE CALIFORNIA GOVERNMENT CODE AND THE AMERICANS WITH DISABILITIES ACT:** First 5 San Mateo County Commission meetings are accessible to individuals with disabilities. Contact Myra Cruz at (650) 372-9500 ext. 232, or at [ecruz@smcgov.org](mailto:ecruz@smcgov.org) as soon as possible prior to the meeting, if (1) you need special assistance or a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting; or (2) you have a disability and wish to receive the meeting notice, agenda packet or other writings that may be distributed at the meeting in an alternative format. Notification in advance of the meeting will enable First 5 San Mateo County to make reasonable arrangements to ensure full accessibility to this meeting and the materials related to it.

First 5 San Mateo County Commission Meeting

**CONSENT AGENDA**

July 22, 2019

All items on the consent agenda are approved by one roll call motion unless a request is made at the beginning of the meeting that an item be withdrawn or transferred to the regular agenda. Any item on the regular agenda may be transferred to the consent agenda.

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- 3.1 Approval of the July 22, 2019 Commission Meeting Minutes  
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)  
COMMISSION MEETING MINUTES  
June 24, 2019  
San Mateo County Office of Education**

**Call to Order & Roll Call****1. Roll Call**

Commission Members: Alexis Becerra, David Canepa, Rosanne Foust, Pam Frisella, Sandra Phillips-Sved, Neel Patel

Absent: Nancy Magee, Nicole Pollack, Louise Rogers

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Myra Cruz, Emily Roberts, Jenifer Clark, Karen Pisani

County Counsel: Monali Sheth

A quorum was present. Commissioner Frisella called the meeting to order at 4:02 PM; roll call was taken.

**2. Public Comments: None****3. Action to Set Agenda for June 24, 2019 Meeting and Approve Consent Agenda Items**

MOTION: FOUST/ SECOND: PHILLIPS-SVED  
 AYES: BECERRA, CANEPA, FRISELLA, PATEL  
 NOES: NONE  
 ABSTAIN: NONE  
 Motion approved.

**4. Commission Announcement: None****5. Storytelling: First 5 Work/Impact**

F5SMC's Family Program Support Specialist, Karen Pisani, gave a brief background on the Therapeutic Child Development Program First 5 San Mateo County (F5SMC) is currently funding. The program is a collaboration between Life Moves and Peninsula Family Service (PFS). This child care program is tailored to help each child who has experienced trauma and homelessness in their lives. Pisani introduced speaker, Jessica Diaz, Family Engagement Manager at Peninsula Family Service.

Jessica Diaz described the Family Engagement at PFS. They encourage parents in advocating for their children, taking leadership roles, and participating in decision making in developing policies to improve children's safety and learning experiences. For instance, they started Parent's CAFÉ, a community and family engagement discussion group led by parents.

**6. Oath-taking for Commission Reappointments for Second Term:**

Commissioner Canepa administered the swearing of an oath for Commissioners Pam Frisella and Sandra Phillips-Sved for their second term ending December 31, 2021.

**7. Approval of Correction to F5SMC's FY 19-20 Adopted Budget**

F5SMC's Executive Director, Kitty Lopez, reminded everyone that at the May 20th Commission Meeting, the Commission approved the FY 19 -20 Adopted Budget. Lopez informed the Commission that there was an error in the budget. The Budget Deficit amount presented in the FY 2019 – 20 Draft Budget should be read as \$3,201,836 not \$2,486,370. The Finance Committee reviewed the budget and recommended its approval of the correction.

MOTION: CANEPA/ SECOND: FOUST  
 AYES: BECERRA, FRISELLA, PATEL, PHILLIPS-SVED  
 NOES: NONE  
 ABSTAIN: NONE  
 Motion approved.

Public Comments: None

**8. Approval of F5SMC's Long Term Financial Plan (LTFF) FY 2019 -2020 through FY 2024 – 2025 (FY18/19 Update), and Presentation**

Kitty Lopez shared that every year First 5 Commission reviews the Long Term Financial Plan (LTFF) in accordance to Prop 10 statute before submitting it to First 5 California (F5CA). The Finance and Administration Committee reviewed these items on the June 17, 2019, Committee Meeting. The detailed LTFF is included in the packet, and Lopez highlighted the following:

- Continue to work on additional revenue opportunities from F5CA, non-tobacco tax grants, and any underspend contracting of Strategic Plan Implementation Plan (SPIP) FY 18 – 20.
- Strategic Plan Implementation Plan (SPIP) Community Investment FY 20-25 with an average 39% step down as previously approved by the Commission.
- Currently working with County HR Dept. to conduct job classification and analyses studies to determine workload and any restructuring needed after 2020.
- F5SMC has a lean operation structure compared with First 5's of similar revenue. Other First 5's have 11 – 14 FTEs while F5SMC has 8.3 FTEs.
- Tobacco Tax Revenues are declining faster with adjusted declining rate.
- In FY 15 – 20, F5SMC acquired \$4.3 million additional other grant revenues. FY 20 – 25 Revenue has a conservative projection of \$1 million.
- Total Program Appropriations in 10 years is \$49.7 million.

Lopez requested approval of this agenda item.

MOTION: FOUST/ SECOND: CANEPA  
 AYES: BECERRA, FRISELLA, PATEL, PHILLIPS-SVED  
 NOES: NONE  
 ABSTAIN: NONE  
 Motion approved.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [June 24, 2019 Commission Meeting Presentation](#).

**9. Build up for SMC's Children – San Bruno GIS Mapping**

F5SMC's Director of Program and Planning, Michelle Blakely, shared that the San Bruno Foundation provided a grant to F5SMC to do a San Bruno GIS Mapping Report to better understand the child care facilities shortage in their community. Blakely introduced speaker, Build Up Consultant, Sarah Kinahan. Kinahan distributed the [Mapping and Planning for Child Care and Preschool in the San Bruno Community Report](#).

Kinahan shared the following:

- The usage of maps to plan for child care and preschool in San Bruno.
- Data outlining the supply of child care and preschool in San Bruno and supply and unmet demand and needs families of all income levels.

- Data on subsidized space for families with low-income. The maps show surplus or deficit of spaces for infants/toddlers, preschoolers and subsidized spaces for preschoolers; location of centers and density of family child care and daytime workers by census tract; and transit locations in relation to child care centers.
- General recommendations for the City of San Bruno and how the report is being used.

Commission made comments and asked questions. Commissioner Foust suggested presenting this report to the City Managers Association and SAMCEDA.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [June 24, 2019 Commission Meeting Presentation](#).

#### 10. **Promoting Healthy Families with Evidence-Based Practice in the First 5 Years**

San Mateo County Health's Director of Family Health Services, Lizelle Lirio de Luna, presented the Family Health Services (FHS) evidence-based programs that impact children in their first five years in San Mateo County: (Women, Infants and Children (WIC) Program, California Children's Services (CCS) and Home Visiting Programs. She focused primarily on the Home Visiting Programs in this presentation and highlighted the following:

- FHS implements nationally recognized home visiting models such as Nurse-Family Partnership and Healthy Families America
  - Nurse-Family Partnership (NFP) an evidence-based community health program to help improve pregnancy outcomes, child health and development, and families' economic self-sufficiency. Every dollar invested in NFP can yield more than \$5 in return.
  - Pre-to-Three Healthy Families America
  - Showed a video of *Lizbet's Story: Nurse Family Partnership*

Commission made comments and asked questions.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [June 24, 2019 Commission Meeting Presentation](#).

#### 11. **Communications Update**

Kitty Lopez informed the Commission that the Communication's written report was included in the [June 24, 2019 Commission Meeting Packet](#). Lopez highlighted the Strong Start Index Blog written by F5SMC's Research and Evaluation Specialist, Jenifer Clark, and F5SMC is currently updating its Social Media Policy and developing cannabis educational brochure.

Public Comments: None

#### 12. **Executive Director's Report**

The Executive Director's written report was included in the [June 24, 2019 Commission Meeting Packet](#). Lopez highlighted the following:

- Build Up for SMC's Children Advisory Committee met on May 31, 2019.
- Help Me Grow (HMG) Leadership Advisory Team met on June 3, 2019.
- Copies of F5SMC's letters of support, including Governor Newsom Early Childhood Investments FY 19/20 Budget and support letter to block the proposal to adjust the official poverty measure.
- F5SMC Census Readiness Survey

13. **Committee Updates**

Kitty Lopez informed that the written report was included in the [June 24, 2019 Commission Meeting Packet](#).  
Finance Committee: Commissioner Foust reported that the Committee reviewed the Budget Monitoring Report as of May 31, 2019, Correction to the F5SMC FY 19-20 Adopted Budget, and the F5SMC's LTFP.

Program, Operations and Planning (POP) Committee: Commissioner Phillips-Sved reported that the Committee discussed the Social Media Policy, Race and Equity/Strategic Plan planning, and Trauma and Resiliency Informed Systems Initiative Update.

Early Childhood Evaluation Advisory Committee Meeting: Commissioner Canepa reported that Committee discussed the F5SMC Grantee Census Readiness Survey, and F5SMC will be hosting a Census Learning Circle on August 22, 2019.

14. **Other**

Commissioner Frisella shared that community leader and personal mentor, John Kelly, passed away about a month ago. She has bracelets in honor of him for anyone interested.

Commissioner Frisella adjourned the meeting in memory of John Kelly, former Executive Director and Founder, Samaritan House at 5:25 PM.

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**Date:** July 22, 2019  
**To:** First 5 San Mateo County Commission  
**From:** Kitty Lopez, Executive Director  
**Re:** Approval of Silicon Valley Community Foundation, Center for Early Learning's Event Sponsorship Request for \$5,000 for Policy, Partnerships and Practice: Intersections for Early School Success Conference on November 20, 2019

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## **BACKGROUND**

The First 5 San Mateo County (F5SMC) Event Sponsorship Policy's, approved by the First 5 SMC Commission annually, purpose is to provide support for events targeted at children prenatally to age 5 and their families in San Mateo County. The goal is to sponsor community events that broaden F5SMC's reach into the community and focus on the following focus areas as defined in our Strategic Plan: Child Health and Development, Family Engagement, and Early Learning.

Event sponsorship request must meet its eligibility criteria to be considered for approval and is contingent upon budget appropriations. Sponsorship requests of \$2,500 or less are reviewed and approved by the Executive Director; requests over this amount must be approved by the Commission, per the existing policy. The limit amount for ED to approve the sponsorship request can be adjusted next year when all policies are reviewed and approved.

Silicon Valley Community Foundation, Center for Early Learning (SVCF CEL) will be hosting a conference titled: Policy, Partnerships and Practice: Intersections for Early School Success. This one-day Bay Area conference aims to promote and build effective preschool through third (P3) learning communities and will focus on policy, partnership and practice.

Their Event Sponsorship Request of \$5,000 and purpose of this event, meet the eligibility criteria as stipulated in the F5SMC's Event Sponsorship Policy and falls within focus areas of F5SMC's Strategic Plan. Their event will be held on November 20, 2019 at Marriott Hotel, San Mateo. Additional First 5 Sponsors include: First 5 Alameda, Contra Costa, and Santa Clara. (See Attachment 6.1).

## **FISCAL IMPACT**

The requested amount of \$5,000 will be taken from the Sponsorship line item in the approved FY 2019 – 2020 Budget.

## **ACTION REQUESTED**

**Approval of Silicon Valley Community Foundation, Center for Early Learning's Event Sponsorship Request for \$5,000 for Policy, Partnerships and Practice: Intersections for Early School Success Conference on November 20, 2019**

# Policy, Partnerships and Practice: Intersections for Early School Success

A Bay Area PreK – 3<sup>rd</sup> Grade Conference

Policy, Partnership and Practice: Intersections for Early School Success is a one-day Bay Area conference to promote and build effective preschool through third (P3) learning communities. The conference will have three areas of focus:

1. Policy – Explore current and proposed California legislation and policy that impacts the preschool through third grade continuum and highlights for districts, counties and communities how they can prepare to support the expansion of early childhood education.
2. Partnership – Examine the impact of partnerships and how we can work together to effectively bridge the early learning and elementary school systems.
3. Practice – Elevate examples of local and national best practices, providing attendees with practical tools and strategies to implement in their own communities.

**Location:** Marriott San Mateo Hotel (located at Hwy 92 & 101)

**Date:** November 20, 2019

**Intended Audience:** Local and county school administrators, elected officials, government, nonprofit, and community partners

**Target attendance:** 250

## Featured Guest Speakers:

Policy:

- Tony Thurmond and Giannina Perez

Partnership:

- Elliot Regenstein, Foresight Law & Policy, author of *Why the K-12 World Hasn't Embraced Early Learning*

Practice:

- Jason Sachs, Boston Public Schools, Department of Early Learning
- Sharon Ritchie, FirstSchool Initiative, FPG Child Development Institute, UNC

Committed Partners: Silicon Valley Community Foundation, Choose Children, Alameda County Office of Education, Marin Community Foundation, Marin County Office of Education, Santa Clara County Office of Education, First 5 Santa Clara County, San Mateo County Office of Education, First 5 San Mateo County

## Sponsorship Request Form

### SECTION A – Completed by Requestor

Date: JULY 1, 2019

Name of Organization: Silicon Valley Community Foundation, Center for Early Learning

Contact Person: Christine Thorsteinson

Phone: 650.450.5587

Address: 1300 S. El Camino Real, Suite 100, San Mateo, CA 94402

Email: cthorsteinson@siliconvalleycf.org

Names of Collaborating Agencies: First 5 Santa Clara, Santa Clara COE, Alameda COE, Marin Community Foundation, Marin COE, San Mateo COE, Choose Children.

1. Date of Event: Wednesday, November 20, 2019

2. Location of Event: San Mateo Marriott, 1770 South Amphlett Blvd., San Mateo

3. Which First 5 San Mateo County Commission (F5SMC) Strategic focus area(s) does this event support and how:

• Early Learning. The one day conference will promote and help to build effective preschool through third grade learning communities. It will focus on CA policy & legislation, the importance of partnerships and examples of practice.

4. Schedule of Event Activities, (include event title, agenda, speakers etc.).

Title: Policy, Partnerships and Practice: Intersections for Early School Success  
Please see attached.

5. Target Audience(s): See attached.

6. How would this event benefit children 0-5? The conference will promote greater alignment and collaboration between early learning and elementary school systems, and help school districts and community partners explore ways to support kindergarten readiness and high quality instruction.

7. If you are requesting non-financial sponsorship, explain how you would like the F5SMC Commission's support:

If you are requesting funds:

8. Amount requested from the F5SMC Commission: \$5,000.00

9. Please indicate purpose of the funding being requested:

• To assist with venue and speaker expenses.

Event Sponsorship Guidelines

Fiscal Year 2018-2019 - 2020

10. Please check the type of organization requesting the funds:

Business  CBO  
 Non Profit 501(c)3  Private Agency  Public Agency

11. Please list other sponsors (and prospects):

Choose children  
Alameda COE  
Santa Clara COE  
First 5 Santa Clara  
Marin Community Foundation  
Marin COE  
First 5 Alameda  
Contra Costa COE  
First 5 Contra Costa  
Educare

**SECTION B – Completed by F5SMC Lead Staff**

Staff Name: Kitty Lopez

Date Request Received: \_\_\_\_\_

Has F5SMC Sponsored this event in the past? If YES, when? NO

**SECTION C – Completed by F5SMC Fiscal Staff**

Account number: \_\_\_\_\_

Are funds available in the F5SMC budget?  Yes  No

Comments (If needed):  
\_\_\_\_\_  
\_\_\_\_\_

FUNDS AVAILABILITY VERIFIED BY:

\_\_\_\_\_  
Finance & Administration Manager

\_\_\_\_\_  
Date

APPROVED BY:

Kitty Lopez  
Executive Director

7-8-19  
Date:

*will get final approval at 7/22/19  
Commission Mtg, per F5SMC's  
By-laws & Policies & Procedures*

**DATE:** July 22, 2019  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Communications Update

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**ACTION REQUESTED**

None; this agenda item is for information only.

**COMMUNICATIONS**

**Website**

- The F5SMC's website homepage has been updated. You can now access meeting packets on the homepage as well as see the latest initiative updates.
- We are currently working with our communication firm, RSE, in developing Help Me Grow website.

**Op-Ed**

- RSE is helping develop an Op-Ed with Commissioner Rosanne Foust as an author regarding Build Up for SMC Children's Initiative.

**SOCIAL MEDIA**

- **Help Me Grow Social Media** received over 1,000 likes in Facebook after two days of post. See June 2019 Social Media Report and Website Analytics Report (*Attachment 10.1*)



# First 5 San Mateo County June 2019

## Overview

During the month of June, the First 5 San Mateo County (F5SMC) social media platforms continued to grow in followers and perform consistently. Paid social posts in tandem with strong organic posts generated 31.6k Twitter impressions, five new Facebook followers, and over 380 Instagram engagements, which included comments and likes.

When looking at F5SMC's on-site analytics for the month of June, the website had a total of 631 users from within California, creating a total of 818 website sessions. Consistent from last month, the top sources of traffic were from Google organics, direct searches and from First 5 California. The top cities in California that drove website traffic were San Francisco, Daly City, San Mateo and Sacramento. The top pages that were visited in the site continue to be the Home page, followed by the Families page and the About page. Over 54.8% of users accessed the site on a desktop computer, while 35.71% accessed the site via a mobile device. Detailed website analytics can be found on the attached F5SMC June 2019 Analytics Report.

## Social Activity by Platform

The following report provides engagement statistics by social media platform.

	<b>1,365</b> Followers
	<b>1,750</b> Total Engagement (Likes and Comments)
	<b>19.8k</b> Facebook Post Impressions

**Facebook**

In June, Facebook acquired 5 new followers and garnered over 19,800 impressions and total engagement hit 1,750. The paid social post, which focused on Help Me Grow, had 1,258 engagements and reached 7,361 users.

### Highlights:

<b>7,361</b> People Reached		
<b>1,105</b> Reactions, Comments & Shares		
<b>974</b> Like	<b>943</b> On Post	<b>31</b> On Shares
<b>65</b> Love	<b>60</b> On Post	<b>5</b> On Shares
<b>1</b> Haha	<b>1</b> On Post	<b>0</b> On Shares
<b>1</b> Wow	<b>1</b> On Post	<b>0</b> On Shares
<b>1</b> Sad	<b>1</b> On Post	<b>0</b> On Shares
<b>1</b> Angry	<b>1</b> On Post	<b>0</b> On Shares
<b>16</b> Comments	<b>14</b> On Post	<b>2</b> On Shares
<b>46</b> Shares	<b>46</b> On Post	<b>0</b> On Shares
<b>153</b> Post Clicks		
<b>68</b> Photo Views	<b>35</b> Link Clicks	<b>50</b> Other Clicks
<b>NEGATIVE FEEDBACK</b>		
<b>0</b> Hide Post	<b>0</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

# First 5 San Mateo County June 2019



Twitter

**516** Followers  
**103** Total Engagements- Retweets/Likes/Mentions  
**31.6k** Tweet Impressions

During the month of June, organic and paid Twitter posts received over 31,000 impressions. A paid social post highlighting Help Me Grow generated over 7k impressions, and followers to the account grew by 20.

Some highlighted tweets from the month are shown below:



**First 5 San Mateo Co**  
 @first5sanmateo

We are excited to launch Help Me Grow, an evidence-based program created to assist parents in helping their children reach their greatest potential during their first five years of life. Explore our resources here:

[first5sanmateo.org/help-me-grow/](http://first5sanmateo.org/help-me-grow/)



2:12 PM - 19 Jun 2019

9 Likes



**First 5 San Mateo Co**  
 @first5sanmateo

Are you tracking your child's milestones? Developmental milestones can serve as a general guide for activities and behaviors you might see from your child at various ages. Learn more: [bit.ly/2QkhY06](http://bit.ly/2QkhY06)



5:10 PM - 27 Jun 2019

1 Retweet



# First 5 San Mateo County June 2019



**502** Followers (+18 from last month)  
**387** Total Engagements (Likes and Comments)

## Instagram

During June, the Instagram account continued to increase its following with an additional 18 followers. Eight posts were published this month, including a paid social post that generated 290 engagements. Followers are comprised of parents, teachers, early education and health community organizations, other First 5's and public officials.

The two most popular post are shown below:

**first5sanmateo**

We are excited to launch Help Me Grow (HMG), an evidence-based program that provides information, linkage, referrals, and support to parents and providers. The purpose of HMG is to help children reach their greatest potential during their first five years of life. Explore our resources in our bio's link.

Liked by potterthehealthyotter and 289 others

JUNE 19

Add a comment... [Post](#)

**FIRST 5 SAN MATEO COUNTY**

**first5sanmateo**

Shout-out to the amazing dads who work hard for their families, share in household tasks, wrestle excited kids before bedtime and make pancakes on Sundays. Fatherhood looks good on you. Happy Father's Day!

3w

Liked by first5shasta and 17 others

JUNE 14

Add a comment... [Post](#)

# First 5 San Mateo County June 2019



LinkedIn

RSE continued to post content during the month of June to the F5SMC LinkedIn business page. F5SMC's LinkedIn business page has 51 followers as of the end of June and posts are geared toward funded and unfunded partners.



**First 5 San Mateo County**  
2w

Sign up for our newsletter to receive the latest news in childhood education and early learning, tools to use for children ages 0-5, community impact stories and much more! Keep up on the latest information and sign up here: <https://bit.ly/2Qj4OjE>



**Newsletter**  
<https://www.first5sanmateo.org>

Like Comment Share

Jun 1, 2019 - Jun 30, 2019

## On-Site Performance - June 2019

### Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
631	818	65.04%	2.62	00:01:59

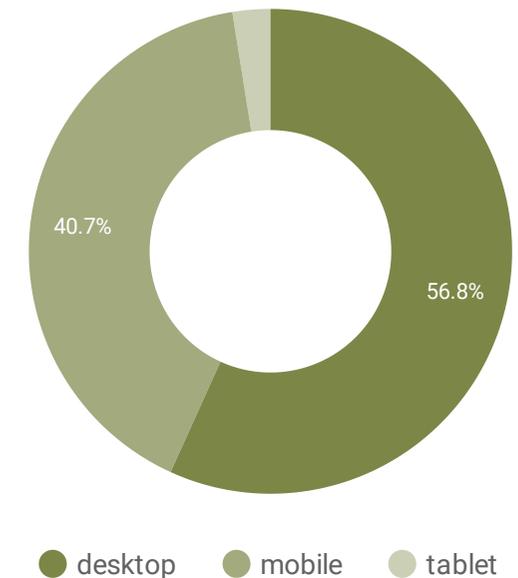
### Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
381	553	54.79%	3.25	00:02:39

### Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	198	293	46.76%	3.35	00:02:18
2. (direct)	76	112	67.86%	3.29	00:02:38
3. m.facebook.com	31	35	82.86%	1.43	00:01:00
4. first5california.com	31	32	62.5%	2.13	00:00:36
5. smcgov.org	6	6	83.33%	1.33	00:00:20

Website Traffic by Device (Sessions)



### Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	83	120	52.5%	2.73	00:03:00
2. San Mateo	41	49	55.1%	2.47	00:01:02
3. Redwood City	39	50	54%	2.46	00:01:05
4. Sacramento	22	80	35%	7	00:06:39
5. San Jose	15	17	70.59%	1.35	00:01:39

### Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	133	185	28.65%	1.58	00:04:15
2. /help-me-grow/	66	75	76%	1.83	00:01:23
3. /families/	64	2	100%	65.5	00:00:00
4. /about/	51	7	57.14%	13.57	00:00:27
5. /families/healthy-and-happy/car-seat/	36	32	68.75%	1.41	00:00:48



**FIRST 5 SAN MATEO COUNTY (F5SMC)  
REPORT OF THE EXECUTIVE DIRECTOR  
JULY 2019**

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**OVERVIEW**

**STRATEGIC INVESTMENT FOCUS AREAS – UPDATE**

**Early Learning**

San Mateo County Child Care Partnership Council: On June 24<sup>th</sup>, Michelle Blakely chaired the Leadership and Impact Workgroup meeting to finalize a workplan for 2019-2024. The San Mateo County Child Care Partnership Council (CCPC) takes the lead in planning and advocating for quality care and early education for all children, from birth to age thirteen, in San Mateo County. (See Attachment 11.1 for governance structure.) A presentation on the new strategic plan will be provided to the Commission this fiscal year.

**Child Health and Development**

SMC Children’s Oral Health Workgroup: On July 10th, staff member Emily Roberts co-convened the Children’s Oral Health Workgroup to continue progress on the implementation of the Strategic Plan. Co-chair Eileen Espejo of Children Now provided an update on implications of the state budget and pending legislation as it relates to dental care for kids. The group spent the majority of the meeting reviewing and providing feedback on a draft document created to help track what types of oral health offerings are being provided at which school sites across the county. The document will be used to help determine a strategy for how to coordinate these offerings between the various service providers. The group convenes again in September.

Systems Change Meeting for Children with Special Needs: The quarterly meeting of the Systems Change group took place on July 11th and was co-convened by F5SMC staff member Emily Roberts and Help Me Grow Consultant Cheryl Oku. The meeting included a state budget and legislative update presentation provided by Kelly Hardy, Senior Managing Director of Health Policy. The Help Me Grow implementation partners also shared progress updates and the 25 attendees discussed their agency practices and related them to the pillars of parent engagement. The group will meet again in October.

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**POLICY & ADVOCACY UPDATES**

**“State Budget Makes Historic Investment in California’s Youngest Children”** press release from First 5 Association applauding Governor Newsom’s signing of 2019 - 2020 Budget. (See Attachment 11.2)

**“Proposal to Change Poverty Calculations Could Cause 30,000 to Lose Public Benefits in California”** article from June 25, 2019, *California Health Report*. Estimated thirty thousand adults and children would be dropped from the Medi-Cal rolls because they would no longer meet the income cutoff according from the UC Berkeley Labor Center. (See Attachment 11.3)

**“Fewer Immigrant Children are Using California’s Health Insurance. Is Fear to Blame?”** article from July 9, 2019, *Kaiser Health News*. (See Attachment 11.4)



### **Counting Young Children in the 2020 Census: Strategy and Resources**

On June 24<sup>th</sup>, Jenifer Clark participated in a webinar hosted by the Partnership for America's Children that reviewed the reasons that young children are missed on the census and identified resources for combatting the undercount. The majority of young children who are missed reside in households where someone did complete the census; however, the respondent did not include the child on their form. This could be due to complex living situations, not realizing that the census applies to infants and young children, or concerns about providing their child's identifying information to the government. The webinar stressed the need to educate potential respondents about the need to include infants and young children in the census and how to do so accurately.

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### **ACCOUNTABILITY, RESEARCH AND EVALUATION**

#### **F5SMC Grantee Census Readiness Survey**

The survey received over 100 responses from staff at all levels of our grantee agencies. An analysis of results will be presented at the July 22<sup>nd</sup> Commission Meeting. The F5 Association, several County Commissions, and the San Mateo County Complete Count Committee have requested access to the survey so that they can customize it for use with their own stakeholders.

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### **FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES**

#### **F5 Association Census 2020 Webinar**

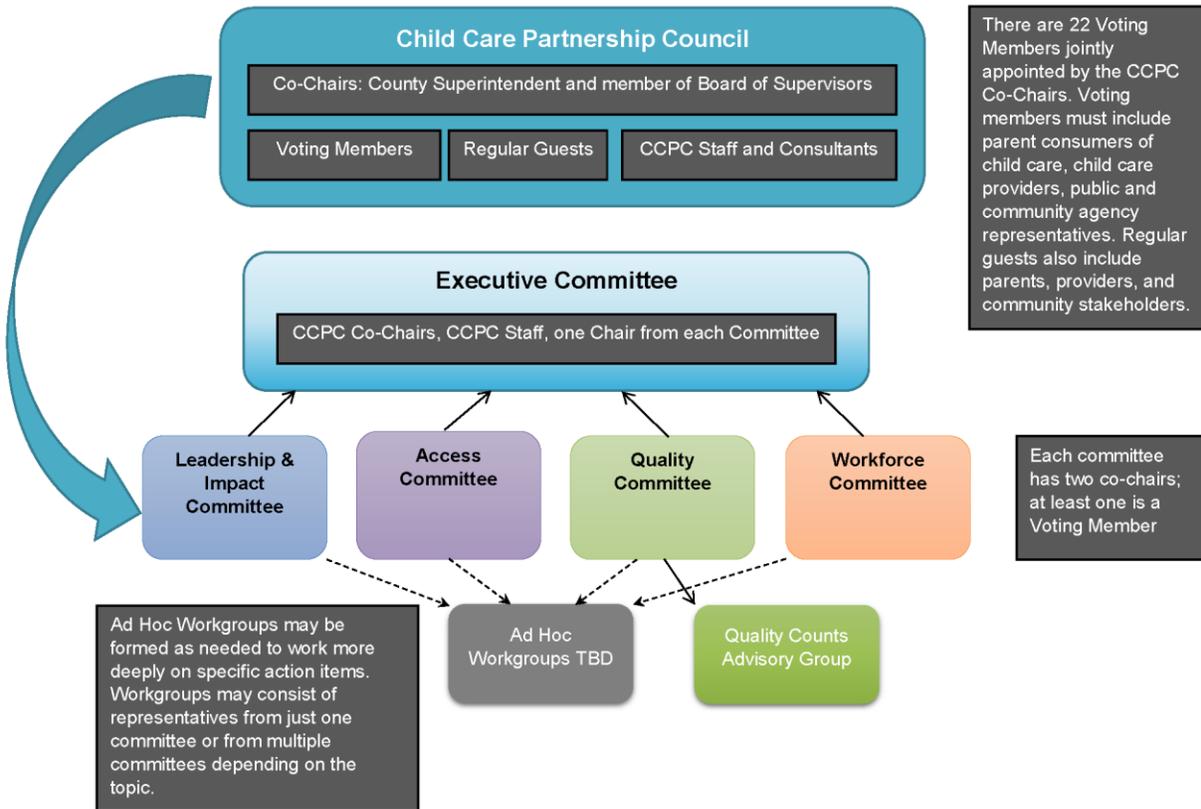
On July 9<sup>th</sup>, Jenifer Clark participated in a census education and outreach webinar conducted by the F5 Association. First 5 Fresno County presented on their outreach and communications plan to child care providers, and Jenifer discussed preliminary results of the Grantee Census Readiness Survey. The Association is requesting that all F5 County Commissions submit an outreach and engagement plan to allow for more statewide sharing of ideas and resources.

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### **COMMUNITY AND STATEWIDE EVENTS & UPDATES**

#### **San Mateo County RFP for Census 2020 Community Outreach and Support**

On July 10<sup>th</sup>, the County released a Request for Proposals to assist in outreach to educate, motivate and activate residents in participating in Census 2020. Up to \$1 Million in funds will be awarded via this process. The deadline to submit questions is July 19<sup>th</sup>, and proposals are due on August 7<sup>th</sup>. Interested organizations must register online with the County of San Mateo at: <https://www.publicpurchase.com/gems/register/vendor/register>. For more information, please contact Emma Gonzalez: [elgonzalez@smcgov.org](mailto:elgonzalez@smcgov.org).





FOR IMMEDIATE RELEASE

Contact: Jess Berthold, 510-227-6948

## **State Budget Makes Historic Investment In California's Youngest Children**

### ***First 5 Applauds Governor Newsom's Signing of 2019-20 Budget***

First 5 Association of California and First 5 California today cheered Governor Newsom's signing of a budget that will make a historic investment of more than \$2 billion in California's young children and their families.

"With this budget, the governor makes clear that his administration prioritizes young children and families as a key element of realizing a 'California for All,'" said Moira Kenney, executive director of First 5 Association of California, which represents the state's 58 First 5 county commissions. "When we support children in the earliest years, we not only shape the course of their lives, we shape our future as a state."

Governor Newsom's "California for All" budget includes early childhood funding that will directly advance policies and priorities First 5 has championed for decades. These include supporting early care and education; increasing developmental screening rates; identifying childhood trauma; expanding funding for home visiting; and expanding paid family leave and tax credits for working families.

Key early childhood elements of the 2019-20 budget include:

- Increasing take-home pay for working families through the California Earned Income Tax Credit (CalEITC)
- Expanding Paid Family Leave by two weeks, to a total of 8 weeks
- Supporting pediatricians to screen children for developmental delays
- Improving the identification of early childhood trauma
- Increasing funding for home visiting programs that include services such as parent coaching and prenatal counseling, which will build upon programs established by local First 5s
- Exempting diapers from sales tax
- Allocating \$50 million for child savings accounts for college
- Expanding access to child care by providing:
  - 30,000 more child care spaces to low-income children
  - \$273 million for building additional child care facilities

- \$195 million for developing and retaining the child care workforce
- \$300 million for schools to expand to full-day kindergarten
- \$20 million to integrate child care data across agencies

In addition, the governor's budget creates workgroups to determine how to expand Paid Family Leave to six months, and to design an Early Care and Education Master Plan with a key goal of realizing universal preschool for all three- and four-year-olds.

"Today, we start a new chapter in California's story, and it's about meeting the needs of young children and families in a comprehensive way," said Camille Maben, executive director of First 5 California. "We look forward to continue working with the administration and legislators to ensure our children thrive in their schools, communities, and lives."

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#### **About First 5 Association**

First 5 Association of California is the voice of the 58 First 5 county commissions, which were created by voters in 1998 to ensure our kids are healthy, safe, and ready to learn. Together, First 5 touches the lives of more than one million kids, families, and caregivers each year, and strengthens our state by giving kids the best start in life. Learn more at [www.first5association.org](http://www.first5association.org).

#### **About First 5 California**

First 5 California was established in 1998 when voters passed Proposition 10, which taxes tobacco products to fund services for children ages 0 to 5 and their families. First 5 California programs and resources are designed to educate and support teachers, parents, and caregivers in the critical role they play during a child's first five years--to help California kids receive the best possible start in life and thrive. For more information, please visit [www.ccfc.ca.gov](http://www.ccfc.ca.gov).

## Proposal to Change Poverty Calculations Could Cause 60,000 to Lose Public Benefits in California

[calhealthreport.org/2019/06/25/proposal-to-change-poverty-calculations-could-cause-30000-to-lose-public-benefits-in-california/](https://calhealthreport.org/2019/06/25/proposal-to-change-poverty-calculations-could-cause-30000-to-lose-public-benefits-in-california/)

June 25, 2019

# CaliforniaHealth

## REPORT

By [Ron Shinkman](#) • Jun 25, 2019



Photo credit: iStock.

California advocacy groups are decrying a Trump administration proposal to change one of the measurements to determine the federal poverty level, a move that could force tens of thousands of state residents to lose their public benefits over the next decade.

The U.S. Office of Management and Budget has proposed switching calculations for the federal poverty level from the Consumer Price Index for All Urban Consumers to what is known as the Chained Consumer Price Index for All Urban Consumers. The former calculates what a large array of goods cost over the passage of time. The latter is based on how consumer-spending habits change to buy less expensive goods.

The Congressional Budget Office has calculated that over the next decade, prices under the non-chained CPI would rise 27 percent, but only 24.5 percent under the chained CPI.

Advocates say this would have a disproportionate impact on low-income Californians, because they spend a large part of their income on staples such as food and diapers, and they have fewer resources to comparison shop than do more affluent consumers

The UC Berkeley Labor Center has estimated that if the revised inflation index is adopted in 2021, by 2028 60,000 adults and children would be dropped from the Medi-Cal rolls because they would no longer meet the income cutoff. There would also be fewer people eligible for CalFresh, the state's food stamps program, and many other income-based public programs.

"We think that's a move in the wrong direction," said Michael Odeh, director of health policy for Children Now, an Oakland-based organization that advocates for public policies benefiting children. "Fewer kids and their families would be eligible for benefits they need, and we're troubled by this. We really don't think this a thoughtful proposal."

Cary Sanders, senior director of federal policy for the California Pan-Ethnic Health Network, another advocacy group based in Oakland, also blasted the proposal.

"We're very concerned with the impact this would have on low-income Californians, communities of color, children and rural parts of the state," Sanders said. She added that one in 10 state residents officially live in poverty, and the numbers who are functionally poor are actually much higher given California's high cost of living.

According to the First 5 Association of California, which represents the state's 58 county-level First 5 Commissions, a single-parent household in the state required \$66,000 a year to cover basic needs in 2017—more than triple the poverty threshold for that same household.

"Moving the line in the sand labeled 'poverty' doesn't change the reality on the ground for kids," said Moira Kenney, executive director of First 5 Association, in a statement.

Middle-income Californians would also be impacted by the proposed change, particularly in terms of the premium tax credits they receive to purchase health insurance on the state's health insurance exchange. The Berkeley Labor Center projects that a family of four earning \$80,000 per year would have to pay an additional \$300 per year in health insurance premiums under a revised index.

"That's a big deal. Obviously that will lead to more people becoming uninsured, and more people having to pay more out of pocket for their insurance," said Anthony Wright, executive director of Health Access California, which advocates for expanding insurance coverage for the state's residents. "It takes us in the wrong direction."

Although the federal Office of Management and Budget received more than 2,200 comments on the proposed changes, they have not yet been publicly posted.

# Fewer Immigrant Children Are Using California's Health Insurance. Is Fear to Blame?

by [Kaiser Health News](#) | July 9, 2019 AT 8:12 AM



(AP/Eric Gay)

*By Ana B. Ibarra*

As California prepares to expand Medicaid coverage to young adults living in the state illegally, the number of undocumented immigrant children in the program is slowly declining, new state data show.

Unauthorized immigrant children have been eligible for Medi-Cal, the state's Medicaid program for low-income residents, since May 2016, and their enrollment peaked nearly a year later at 134,374, according to data from the state Department of Health Care Services.

Since then, enrollment has stayed mostly flat or fallen. Last February, the latest month for which data are available, 127,845 undocumented immigrant children through age 18 were enrolled in Medi-Cal, down about 5% from the April 2017 peak.

This drop mirrors statewide and national trends for all children enrolled in Medicaid and the Children's Health Insurance Program, a separate public program that some states use to cover low-income children.

From December 2017 to December 2018, overall child enrollment in both programs dropped 2.2% nationally and 3% in California, according to a recent report from Georgetown University's Health Policy Institute.

Some experts attribute the enrollment drop among all children to a strong economy because more people have jobs — and access to employer-sponsored health insurance. But Medicaid researchers say there are likely other factors at play for immigrant children.

The decline in their enrollment is more likely due to a shift in migration patterns and rising fear among their families in response to anti-immigrant rhetoric and federal crackdowns on unauthorized immigrants, said Edwin Park, a health policy research professor at Georgetown University.

“It’s likely the overall hostile environment for immigrant families is playing a critical role in enrollment,” Park said. “You should have seen a continued ramp-up” in sign-ups because the program is still relatively new. California along with Illinois, Massachusetts, New York, Oregon and Washington, plus the District of Columbia, provide public health coverage for undocumented immigrant children.

Last year, California allocated \$365.2 million to cover these children. Even though Medicaid is a joint state-federal program, California must pay for the expanded benefits for unauthorized immigrants itself.

Starting next year, as part of the 2019-20 state budget signed last month by Gov. Gavin Newsom, the state will expand Medi-Cal coverage to young adult unauthorized immigrants ages 19 through 25. Officials estimate 90,000 young adults will join in the first year.

President Donald Trump criticized California’s move and threatened to “stop it.”

“The Democrats want to treat the illegals with health care and with other things, better than they treat the citizens of our country,” Trump said on July 1.

The state Department of Health Care Services, which administers Medi-Cal, said undocumented immigrant children might be leaving the program because they age out of eligibility when they turn 19 or move out of state.

Randy Capps, director of research at the Washington, D.C.-based Migration Policy Institute, said a shift in immigration patterns into and out of California could also affect their enrollment.

The number of people coming into the country illegally is down, especially from Mexico, according to a Pew Research Center report released in June. That is notable in California, where Mexican nationals make up the majority of the state’s undocumented immigrant population.

The report estimates there were 4.9 million unauthorized immigrants from Mexico in the U.S. in 2017, down from 6.9 million in 2007.

“All data suggest a downward trend on illegal immigration, especially of Mexican origin,” Capps said.

In California, “with the recent economic boom, that may be accelerating because the cost of living is escalating astronomically,” he said. “Housing is becoming prohibitively expensive for undocumented immigrants in large parts of the state.”

Although there have been an increasing number of Central American migrants trying to enter the U.S. at the southern border this year, most are claiming asylum and are not considered undocumented immigrants.

As a result, most of those children wouldn’t qualify for Medi-Cal under this program, explained Gabrielle Lessard, a staff attorney with the National Immigration Law Center.

But the rhetoric surrounding the Central American refugees has been heated, and Trump has made tough talk on immigration a centerpiece of his presidency.

Last month, Trump warned of “massive” deportation raids that would have targeted about 2,000 families — but they were postponed after he gave members of Congress time to make changes to asylum laws. He said the raids might begin this week.

His administration also has pursued policies targeting immigrants. For instance, last fall, the federal government introduced its “public charge” proposal, which would consider immigrants’ use of public benefit programs including Medi-Cal, CalFresh and Section 8 housing vouchers as a reason to deny lawful permanent residency — or green card status.

That proposed rule has not taken effect, and it’s not clear whether it will. If implemented, the policy would mostly affect legal immigrants, but it could also affect undocumented immigrants should they become eligible to seek legal status in the future.

In response, unauthorized immigrant families have been forgoing care, missing doctors’ appointments and asking whether they should disenroll from Medicaid coverage, health centers across California and the country have reported.

Lessard suspects that unauthorized immigrants could be pulling their children out of Medi-Cal or simply not renewing their coverage.

“This community has been so terrorized by the administration that people are afraid to show up to their appointments at health centers,” she said. “So the prospect of giving your information to the government, even though it’s the state government, is really terrifying to a lot of people.”

[Kaiser Health News](#) | Nonprofit News Organization

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