



Community Investments At-A-Glance
2011-2012





The First 5 Years – Investments that Last a Lifetime

Research shows that a child's brain develops most dramatically during the first five years of life. Children's experiences in their early years create brain wiring, stimulating the formation of neurons that for the rest of their lives will guide how they feel, think, learn and remember. Therefore, providing prevention and early intervention services for young children is the smartest investment that we can make. What parents and caregivers do during these first years makes a difference in the physical development of their child's brain and will impact children's success in school and beyond.

Responding to this need, California voters passed Proposition 10 in 1998, which added a 50-cent tax on all tobacco products to fund programs that support expectant parents and children prenatal to five years of age. First 5 San Mateo County invests these funds in programs that support early learning, child health and development, family support and engagement and communications and systems change.

“There are multiplicities of studies that have clearly shown that children who develop well in their early childhood go on to exceed and graduate from high school, often times go to college, succeed in the workforce and become good, qualified workers. We've learned that the investment of tax dollars at that critical young stage in a child's life reaps many investments well beyond the investment of dollars.”

*John Maltbie – San Mateo
County Manager*



The Community We Serve

First 5 San Mateo County invested over \$7.5 million dollars to support and serve:

- ✿ 6,934 children prenatal to age five
- ✿ 6,288 parents/guardians and expectant parents
- ✿ 1,944 service providers and their programs

Investing in the Future

In the past year First 5 San Mateo County invested in programs promoting:

Family Support & Engagement: \$2,484,595

- ✿ Parent Education
- ✿ Family Literacy
- ✿ Home Visiting & Care Coordination

Child Health & Development: \$1,978,418

- ✿ Health Insurance
- ✿ Oral Health Preventative Care
- ✿ Prenatal & Newborn Home Visiting
- ✿ Special Needs Screening and Services

Early Learning: \$2,351,220

- ✿ High Quality Preschool
- ✿ Kindergarten Readiness Programs
- ✿ School Readiness Programs
- ✿ Early Learning Workforce Development

Communication & Systems Change: \$719,598

- ✿ Public Education & Outreach
- ✿ Collaboration & Integration
- ✿ Policy & Advocacy

“The highest rate of return in early childhood development comes from investing as early as possible, from birth through age five...anyone looking for upstream solutions to the biggest problems facing America should look to investing in early childhood development.”

*James Heckman, – Nobel Prize winning
University of Chicago, Economics Professor*

Keeping Children Healthy

First 5 San Mateo County invests in health programs for children prenatal to five years of age because research shows that:

- ✿ A healthy baby begins with a healthy pregnancy.
- ✿ The brain develops rapidly during the first five years and this is the best time to identify and treat developmental delays.
- ✿ Children who have health insurance are more likely to access preventative health care.
- ✿ Children who are healthy, well fed and rested are more likely to develop the academic and social skills they need to succeed.

First 5 San Mateo County funded health programs resulting in:

- ✿ 626 children receiving comprehensive health coverage through the Children's Health Initiative, Healthy Kids program.
- ✿ 1,146 children screened for developmental disabilities and special needs.
- ✿ 396 children with identified special needs and their parents supported through care coordination, case management, and legal aid.
- ✿ 614 parents and 650 children received health-related home visiting or care coordination services.

Helping Children Grow Up Healthy

First 5 San Mateo County funded the Prenatal to 3 program which provides home visiting and other services to low-income parents. The home visiting program screens families for child health and developmental problems and identifies if families need case management services or support to navigate through childrearing challenges. Program outcomes include increased knowledge of child development and higher rates of breastfeeding.

“At the Prenatal to 3 Parenting Class, I learned skills that I wouldn’t get on my own, and because of these new skills I am a better father and a better person.”

Michael – Father and participant of Prenatal to 3 program

Preparing Children to Learn

All preschool experiences are not the same. Research shows that the quality of a preschool program affects a child's school performance, need for special education services and the increased likelihood of college graduation.

In the past year First 5 San Mateo County preschool program investments have resulted in:

- ✿ 1,556 children attended the Kickoff to Kindergarten Program, a summer preschool program which boosts children's social and academic skills.
- ✿ 91 children with identified special needs (including social-emotional or behavioral difficulties) and their parents received services that helped them access inclusive child care and/or preschool environments.
- ✿ 95 preschool classrooms served more than 1,900 families who participated in Virtual-Pre-K, a program based upon the belief that learning happens "virtually everywhere," and strengthens classroom curricula while promoting parents' engagement in their children's education.

"The activities through the Virtual Pre-K program helped my son to have an open mind, be more sociable and he is now able to open up in front of a group without being scared."

*Guadalupe – Mother of Manuel,
a participant in the
Family Connects Virtual
Pre-K Program*



Supporting and Empowering Parents

Parents are a child's first and most important teacher. That is why First 5 San Mateo County in the past year has funded services and programs for parents and families to support this important relationship in a child's life, such as:

- ✿ 5,132 Kits for New Parents were distributed.
- ✿ 735 children and 609 parents received intensive therapeutic home visiting and care coordination services addressing mental health, substance abuse or domestic violence.
- ✿ 71 homeless children attended a therapeutic childcare program while their parents secured safe housing and employment.
- ✿ 984 parents/primary caregivers and their children benefitted from workshops or parent-child playgroups on topics such as: early literacy, bilingual language development, addressing developmental delays and disabilities, fostering healthy relationships.

Helping Families During Difficult Times

Families with young children in San Mateo County are not spared from the current economic crisis. On average, 55 families are on a nightly wait list for housing. First 5 San Mateo County provides funding for Shelter Network's therapeutic childcare program, where children participate in intensive services to help them cope with homelessness while preparing for kindergarten. Homeless parents know their children are in a safe and supportive environment which allows them the opportunity to seek housing and employment.

“The Daddy & Me program has helped me be a better father to my daughter. What we learned through the program, we are doing at home and the whole family gets involved! Thank you!”

Julio – Father and participant of the Daddy & Me Parenting Program





Family and Community Engagement

All children deserve to live in a community that nurtures their development and supports their family. First 5 San Mateo County strives to improve the availability and quality of services for young children and their families. We achieve sustainable community impact by collaborating with respected community organizations to envision the path toward health and wellbeing for all. In the past year, results of our community strengthening efforts include:

- ✿ **Kit for New Parents (KNP) – Parent Education and Outreach Curriculum**
The KNP Curriculum is an evidence based parent education training to enhance the effectiveness of the “Kit for New Parents” and increase outreach to new and expectant parents. Outreach efforts resulted in 34 new distribution partners who disseminated 3,170 kits into the community.
- ✿ **Provider Capacity Building – Service Corps Initiative**
The Service Corps Initiative is a service-learning program made up of seven AmeriCorps members. These Service Corps members received 1,980 hours of training and valuable work experience. They also added capacity to existing agencies who serve families and their young children by conducting developmental assessments for 351 children, and leading 478 playgroups.
- ✿ **Community Strengthening: Reaching a Wider Audience**
Communication efforts were broadened to reach all those who have a stake in the well-being of San Mateo’s youngest children:
 - Through a partnership with CBS, we developed and aired a 30 second television spot and a five minute public service announcement focused on the importance of early brain development and the value of investing in early childhood programs, which provides a high rate of return on investment to our society.
 - In partnership with First 5 Monterey, we hosted a community event featuring Nobel Laureate economist Dr. James Heckman, who spoke to the business community and local policy-makers.
- ✿ **Program Evaluation**
The first three-year cycle of Comprehensive Evaluation has been completed. Funded grantees collected information on common indicators which provides the ability to report detailed socioeconomic data on clients served across all programs and meets strategic plan goals of measuring key indicators of family well-being.
- ✿ **Early Childhood Oral Health and Virtual Dental Home Project**
Survey data indicates that oral health access and outcomes remain among the greatest needs for children in San Mateo County. In 2011-12, through our Oral Health Initiative, Ravenswood Family Health Center embarked on a planning process to deliver oral health care services for low-income children at Head Start and Early Head Start locations and to date have served over 119 children.

We Dedicate This Report to all First 5 San Mateo County grantees and community partners. Since its inception, First 5 San Mateo County has invested over \$112 million in local programs and served over 54,400 children prenatally through age five, and 27,600 parents and primary caregivers. These programs and services are provided by people who compassionately serve the many needs of San Mateo County’s children and families. We thank you all, for your commitment and tireless efforts to improve the future of our community by supporting our youngest children and their families!

First 5 San Mateo County Funded Programs

EARLY LEARNING

- ✿ **San Mateo County Office of Education**
Early Childhood Quality Improvement Project (EQulP)
- ✿ **StarVista**
Early Childhood Mental Health Consultation
- ✿ **Silicon Valley Community Foundation**
Bridges To Success: School Readiness Initiative
- ✿ **First 5 San Mateo County/First 5 California Child Signature Program**
- ✿ **Child Care Coordinating Council**
Building Kids Up, Service Corps Program Supporting Quality Community Based Child Care

FAMILY SUPPORT & ENGAGEMENT

- ✿ **StarVista**
Healthy Homes Program
Learning Together Program
- ✿ **Shelter Network**
First Step for Families and Haven House
Therapeutic Child Development Centers
- ✿ **Legal Aid Society of San Mateo County**
Watch Me Grow Initiative –
Special Needs Project

CHILD HEALTH & DEVELOPMENT

- ✿ **Ravenswood Family Health Center**
Oral Health Initiative
- ✿ **San Mateo Health Authority**
Children’s Health Initiative

- ✿ **San Mateo County Health System – Family Health Services**
Prenatal to Three/Early Brain Development Initiative
- ✿ **Lucile Salter Packard Children’s Hospital**
Watch Me Grow Initiative –
Special Needs Project Roundtable
- ✿ **Community Gatepath**
Watch Me Grow Initiative – Special Needs Project Demonstration Site
- ✿ **South San Francisco School District**
Watch Me Grow Initiative –
Special Needs Project Portable

COMMUNICATIONS AND SYSTEMS CHANGE

- ✿ **SRI International**
Comprehensive Evaluation
- ✿ **Silicon Valley Community Foundation**
Kindergarten Readiness Assessment
- ✿ **San Mateo County Office of Education**
California Early Learning
Comprehensive Plan

FIRST 5 SAN MATEO COUNTY FUNDING PARTNERS

- ✿ **David and Lucile Packard Foundation**
Local Grant Making Initiative - Kit for New Parents Education and Outreach Curriculum
- ✿ **Bella Vista Foundation**
Planning Grant - Infant/Early Childhood Mental Health Systems Change Planning Project
- ✿ **First 5 California**
Child Signature Program



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Celebrating Family Success Stories Juanita's Story

"To have children and worry between choosing groceries and taking my children to the doctor is very difficult and excruciating for me as a mother of three..." This is Juanita's story, a mother of three all under the age of five. Juanita's concerns are understandable since her medical insurance was cancelled due to one of her children's pre-existing medical conditions; a pelvic cyst that damaged her child's right ovary. Juanita and her husband were constantly worried about how to access the needed medical care for their daughter until they became aware of the Healthy Kids program through the San Mateo/ Foster City School District and through Children's Health Initiative; programs funded through First 5 San Mateo County. Juanita's family was finally able to receive the needed medical attention for all their children, including their daughter, who also had a hernia which doctors identified and treated. "I wish I had the words to say how truly thankful I am for Healthy Kids. When you have a sick child and you are afraid to take them to the doctor because you're worried about bills, your world is turned upside down...The anxiety and stress of not having health coverage is just too much for any parent to deal with especially if you have a sick child. You just feel that nobody out there cares about you and your family."

With the Healthy Kids coverage Juanita's children are now able to schedule doctor visits without the worry of increased medical bills. Through First 5 funded programs, our community does show it cares!

"We need to ask ourselves not only how our children are doing, but are we doing everything we can to help them? In every policy we develop, budgetary allocation made or decision reached, we should be asking how it will impact the children in our communities."

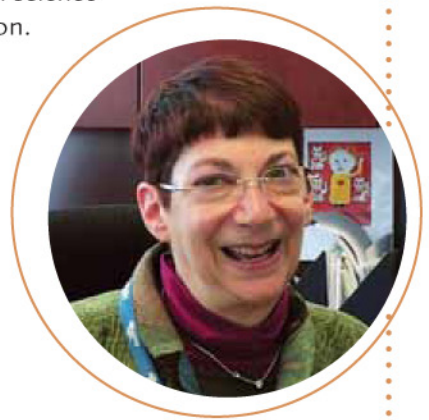
David Finigan – President, California State Association of Counties, excerpt from "the County Voice" January 25, 2013.

Spotlight on Excellence: Carolyn Thon

Carolyn Thon, Director of Member Services and Outreach for the Health Plan of San Mateo (HPSM), is a model of excellence for others to follow. Her leadership and work have had an impact on thousands of low-income families, many of whom are enrolling in health insurance and working within a managed care system for the first time. She has been a guiding force over the last two decades in designing programs and collaborations that make systems and policies better for low-income children and their families to promote access to healthcare and a cost-effective healthcare system. She has also mentored and guided many teams of staff and partners who look up to her extensive knowledge, caring and inclusive approach, and ability to figure out solutions to complex problems. Her mark is evident in the platform of client services administered by the Health Plan of San Mateo to almost every publicly insured child in San Mateo County. Her efforts are also visible in numerous collaborative efforts involving other agencies and sectors working together to promote the health of all children in our community.

Carolyn has been the Member Services and Outreach Director at the HPSM since 2005. Carolyn came to HPSM after 25 years of service at the County of San Mateo, where she worked in the Human Resources and Health Departments. She worked in several financial and administrative capacities at the San Mateo Medical Center (SMMC), the County's public hospital and clinic system. Through her various roles at SMMC, Carolyn worked in a broad range of health administration areas: patient finance, case management, medical records, quality improvement and budget preparation for the outpatient clinics. She also served as the financial officer for the County's Mental Health Services Division. Carolyn holds a bachelor's degree in political science and a master's degree in public administration.

First 5 San Mateo County proudly takes this opportunity to shine a Spotlight on Excellence on Carolyn Thon for her continued success on behalf of young children and their families. Thank you for your tireless leadership, patience, and dedication in reaching our vision "Success *for* Every Child."



Financial Statement

Assets

Cash and cash equivalents	\$25,213,824
Receivables net:	
Intergovernmental	\$1,197,295
Interest	\$58,073
Total Assets	\$26,469,192

Liabilities and Fund Balances

Liabilities

Accounts payable	\$1,947,331
Salaries and benefits payable	\$25,184
Total Liabilities	\$1,972,515

Fund Balances

Restricted	\$1,043
Committed	\$14,048,096
Assigned	\$10,447,538
Total Fund Balance	\$24,496,677

Statement of Net Assests and Liabilities

Revenues

Tobacco Tax	\$6,779,641
Investment Earnings	\$312,128
Investment Loss Recovery	\$123,283
Other Revenue	\$2,577
Total Revenues	\$7,217,629

Expenditures

Salaries and Benefits	\$1,243,021
Services and Supplies	\$649,661
Contributions to local projects	\$7,433,968
Total Expenditures	\$9,326,650
Deficiency of revenues over expenditures	-\$2,109,021

Restitution of payment to

State of California per AB 99	\$15,339,885
Net Change In Fund Balance	\$13,230,864
Fund Balance Beginning	\$11,265,813
Fund Balance Ending	\$24,496,677

† Financial information is derived from the Annual Report covering July 2011 through June 2012 and was prepared by an independent auditor. Many of the programs funded by First 5 San Mateo County include leveraged resources and provide volunteer and in-kind services.



2011–2012 First 5 San Mateo County Leadership

First 5 San Mateo County is led by a nine member Commission representing both public and private sector backgrounds. Commissioners are appointed by the Board of Supervisors within the guidelines of Proposition 10 and for their expertise and leadership on behalf of young children in our community.

Commissioners

Harvey Kaplan, M.D.

Chief of Pediatrics, Retired

Commission Chair

Beverly Beasley Johnson, J.D.

Director, Human Services Agency

Commission Vice-Chair

Don Horsley

Board of Supervisors

Jean Fraser

Chief, Health System

Anne Campbell

Superintendent of Schools

Angel Barrios

Public Member

Michael Garb

Public Member

Jorge Glascock

Public Member

Lee Michelson

Public Member

2011–2012 First 5 San Mateo County Staff

Cynthia Alvarez

Administrative Office Specialist

Debby Armstrong

Executive Director

Michelle Blakely

Program & Planning Director

Jenifer Clark

Evaluation Program Specialist

David Fleishman

Early Learning Program Specialist

Jason Gordon

Fiscal Office Specialist

Karen Pisani

Family Support Program Specialist

Emily Roberts

Health Program Specialist

Chonne Sherman

Communication & Operations Liaison

Maricela Watt

Finance Manager

