



Annual Report to the
Community 2008-2009





Investments that Last a Lifetime

Research shows that a child's brain develops most dramatically during the first five years of life. Early childhood relationships and experiences profoundly influence brain development, affecting how well children do in school and beyond. Therefore, providing prevention and early intervention services for young children is one of the smartest investments that we can make. Decades of research prove that supporting children during their early years significantly reduces the need for more expensive interventions later on, such as special education, foster care, and criminal justice.

In 1998 California voters passed Proposition 10, which added a 50-cent tax on all tobacco products to fund early childhood education and development, health care, parent education and other programs that improved services for children from a prenatal stage through age five and their families. In 2008-2009, First 5 San Mateo County received approximately 8.5 million dollars in Proposition 10 funds.

“The brain will grow to about 90% of the adult size by the age of five. This is the time when the brain is most flexible and prepared to learn.”

Neurons to Neighborhoods



Who Did We Serve?

In 2008-2009, First 5 San Mateo County funded programs that served 16,316 children, parents and service providers:

- ❁ 5,346 children ages zero to five
- ❁ 8,618 parents and expectant parents
- ❁ 2,352 providers of early childhood services such as preschool and health care

Investing in the Future

In 2008-2009, First 5 San Mateo County invested \$9,729,318 in programs promoting:

❁ High Quality Preschool	\$2,237,383
❁ Parent Education	\$1,160,286
❁ Special Needs Screening and Services	\$1,129,457
❁ School Readiness Programs	\$1,590,185
❁ Health Programs	\$1,510,551
❁ Early Care & Education Workforce	\$1,175,402
❁ Community Capacity Building	\$ 926,054

“We could simultaneously reduce inequality and increase productivity in society by investing in early childhood programs.”

*James Heckman, University of Chicago,
Nobel Laureate Economist*

“First 5 is the tangible articulation of our commitment to children. It’s easy to say I believe in kids. It’s easy to say I want to do the best for our kids. It’s easy to have clichés that children are our future. First 5 is where the rubber hits the road; where we live up to those statements and that obligation.”

*Emmet D. Carson, Ph.D.,
President and CEO,
Silicon Valley Community Foundation*

Keeping Children Healthy

A healthy baby begins with a healthy pregnancy. First 5 San Mateo County invests in health programs for children from a prenatal stage through age five. Research shows that children who have health insurance are more likely to receive preventative health care services and follow up on recommended treatment. Children who are healthy, well fed, and rested are more likely to develop the academic and social skills they need to succeed in kindergarten. Because the brain develops so rapidly during the first five years, this is the best time to identify and treat developmental delays or other special needs.

In one year, First 5 San Mateo County funded health programs resulting in:

- ✿ 978 children receiving comprehensive health coverage through the Children's Health Initiative, Healthy Kids program
- ✿ 114 children participating in oral health screenings
- ✿ 2,209 children screened for developmental disabilities and other special needs

Helping Children Grow Up Healthy

The First 5 funded Prenatal to 3 program provides home visiting and other services to low-income mothers. The home visiting program screens families for child health and developmental problems and parenting concerns, which identifies if families need case management services. The Prenatal to 3 health team partners with parents to help them navigate through child-rearing challenges and emerge with a better understanding of their babies and children. Program outcomes include increased knowledge of child development and high rates of breastfeeding. Breastfeeding helps protect children from allergies and infections, supports brain development, and lowers the risk of SIDS. Prenatal to 3 participants are more likely to begin breastfeeding (89%) than mothers nationwide (74%).

“The Prenatal to 3 Initiative of San Mateo County was an essential part for my life to turn around. The work that these outstanding workers provide to our community is unique, and I will be forever grateful of their assistance during crisis in my life.”

Isabelle
Mother and participant of Prenatal to 3

Preparing Children to Learn

All preschool experiences are not the same. Research shows that the quality of a preschool program makes a difference in a child's school performance, need for special education services, and the likelihood of college graduation. In the past year, First 5 preschool program investments have resulted in:

- ✿ 782 children in a low performing school district attending high quality preschool through Preschool for All
- ✿ 1,077 children attending Kickoff to Kindergarten, a summer preschool program
- ✿ 176 preschool teachers and more than 1,400 children supported by Early Childhood Mental Health clinicians. Teachers developed skills to address challenging behaviors and maintain a nurturing environment where all children are able to learn.

Every child deserves a great first day of school. First 5 San Mateo County funds approximately 1,000 children each year to attend a summer preschool program prior to entering kindergarten. The program focuses on children who will benefit the most, such as English language learners and children without a high quality preschool experience. Evaluation shows that Kickoff to Kindergarten boosts children's social and academic skills, leveling the playing field when they enter kindergarten in the fall.

**“As a parent,
the services from First 5
have been extremely helpful.
My children have improved
tremendously. Before we participated
in the program, all my children wanted
to do was watch TV. Now they see
books and get excited. They bring
books to my attention and ask me
about the objects in the books.”**

*Yesica – Mother and First 5
program participant*

**“Experience
with Kickoff
to Kindergarten is
associated with higher
levels of readiness on those
skills that are linked to later
school success.”**

*Applied Survey Research
Evaluation*



Supporting and Empowering Parents

Parents are a child's first and most important teacher and often need enormous support from the community that surrounds them. First 5 San Mateo County honors and supports children's relationships with their parents and other caregivers. In the past year:

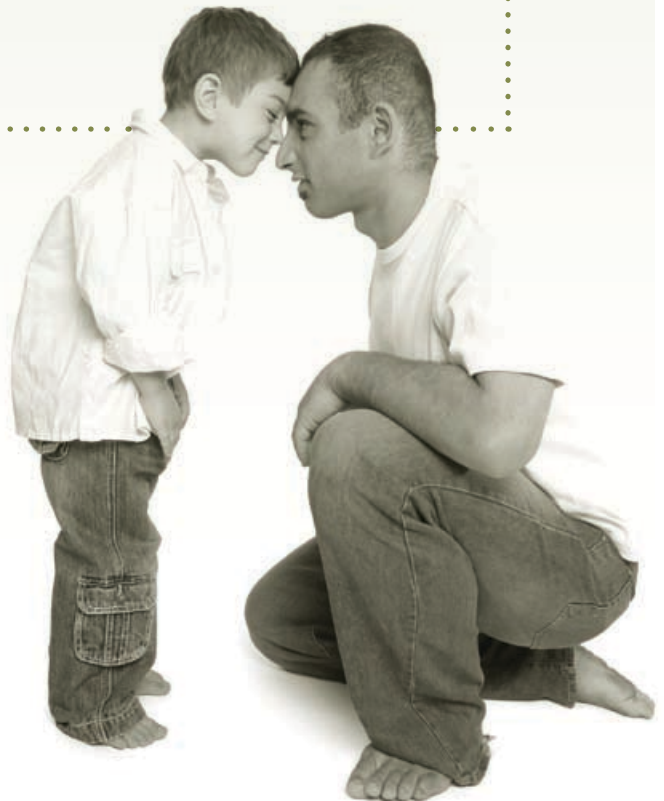
- ✿ 842 parents participated in workshops including: early literacy, bilingual language development, positive discipline, fostering healthy relationships, and nutrition
- ✿ 126 homeless children attended a therapeutic childcare program while their parents secured safe housing and looked for work
- ✿ 1,219 families received home visiting services addressing issues such as child health and development, breastfeeding, domestic violence, post-partum depression, and substance abuse
- ✿ 5,624 expectant and new parents received a *free* "Kit for New Parents," a comprehensive guide on child development, parenting, and community resources

Helping Families During Difficult Times

Families with young children in San Mateo County are not spared from the current economic crisis. In fact, Shelter Network has experienced a record number of requests for help from newly homeless families. 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. Knowing that their children are in a safe and supportive environment allows parents time to find housing and look for employment.

"From early infancy, children develop best when caring adults respond in warm and stimulating ways. In contrast, when the environment is impoverished, neglectful, or abusive, the result can be a lifetime of increased risk for impairment in learning, behavior, and health."

Neurons to Neighborhoods





Improving our Community for Children and Families

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 well-being for all of San Mateo County's youngest children. In the past year, results of our community strengthening efforts include:

- ❁ **Increasing the number of licensed child care spaces in underserved areas.** Over 325 licensed child care spaces were created through the SmartKids program. Since 2003, SmartKids has created 1,538 child care spaces.
- ❁ **Furthering the education of preschool teachers and early care providers.** Almost 2,000 child care providers and preschool teachers enhanced their professional skills through workshops, textbook loans, tutoring, support for English language learners, business planning, and stipends.
- ❁ **Increasing the ability of health professionals to identify and serve children with special needs.** More than 175 health, mental health, and dental professionals learned how to identify and work more effectively with children who had special needs.
- ❁ **Collaborating with multiple organizations to ensure that services are integrated and not duplicated.** The Watch Me Grow program facilitated a countywide network of agencies that met regularly to improve and integrate services for children with special needs. This collaboration resulted in a 40% increase in the number of agencies reporting good communication and collaboration when they worked together.
- ❁ **Implementing “The Bill of Rights for Children and Youth.”** First 5 San Mateo County joined Peninsula Partnership Leadership Council, the San Mateo County Board of Supervisors, city councils, school districts, United Way, and the Youth Council to implement a Bill of Rights for Children and Youth. The Bill of Rights is the first of its kind in California and the second in the nation.
- ❁ **Partnering with other Bay Area First 5 Commissions to affect policy change for a deeper and longer lasting impact on the lives of children throughout the Bay Area and State.** First 5 San Mateo County partnered with 11 other Bay Area First 5 County Commissions to develop a Policy Platform to identify key policy goals and strategies that support children ages zero to five and their families. Policy briefs are available at: <http://www.first5kids.org/BAY>.

“How wonderful it is that nobody need wait a single moment before starting to improve the world.”

Anne Frank



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Loving, Learning, Growing.

Diana's Story

My two-year-old daughter Diana has a very complicated medical history and my family was struggling to make ends meet. We also had safety concerns about our apartment that were not being taken care of by the landlord. A friend of mine told me that I could go to Our Second Home, a program funded by First 5, for help. They were great in getting services to help my daughter and my family. The Care Coordinator referred Diana to Golden Gate Regional Center because I was concerned about her development. It turned out that she did have delays and is now getting treatment and making progress. We are also getting financial assistance from Social Security to help care for my daughter. In addition to everything else, I was referred to Second Harvest to help feed my family. I have been getting food from them once a month ever since. Legal Aid of San Mateo has worked with us to address the safety concerns about our apartment and now they have been fixed.

We never would have known about all of the available community resources and support if it were not for the care coordination. As you can see, Our Second Home and First 5 have really helped my daughter and my entire family.

- Isabelle, mother of Diana and First 5 program participant

“First 5 does a really good job of providing services to families without precondition. Screening for delays is one example. We know that if we detect children who are going a little off track early in their lives, it is very easy to give them developmental and behavioral support to get them back on track.”

*Heidi Feldman, MD - Medical Director
Development and Behavior Unit, Lucile
Packard Children's Hospital at Stanford*

Spotlight on Excellence: Jeanie McLoughlin

First 5 San Mateo County is pleased to recognize the outstanding work of Jeanie McLoughlin with our first annual Spotlight on Excellence. This award will be given to individuals who have had extraordinary impact on the lives of children zero to five in San Mateo County.

Jeanie has dedicated over 20 years to improving the quality and availability of child care and preschool services in San Mateo County. Jeanie's outstanding leadership and communication skills, along with her knowledge of early care and education, enabled her to successfully implement the first "Preschool for All" program in the State of California. When First 5 San Mateo County redefined its preschool focus, Jeanie was at the forefront of the design and implementation of the innovative Early Childhood Quality Improvement Project (EQulP). Jeanie serves as the EQulP Director at the San Mateo County Office of Education.

Through building meaningful and lasting relationships, Jeanie has helped improve both the quality and network of services. Jeanie demonstrates a rare ability to integrate systems-level thinking and on-the-ground implementation. Talk with Jeanie and she will tell you "it is all about relationships."

First 5 San Mateo County proudly takes this opportunity to shine a Spotlight on Excellence on Jeanie McLoughlin 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

Revenues

Tobacco tax	\$ 8,475,777
Federal grant	267,539
Investment earnings	(1,053,246)
Securities lending income	28,356
Private grants	16,520
Other revenue	3,242
<hr/> Total Revenues	<hr/> \$ 7,738,188

Expenditures

Salaries and benefits	\$ 1,027,743
Services and supplies	889,907
Securities lending expenditures	21,937
Contributions to local projects	9,287,888
Total Expenditures	11,227,475

Net Change in Fund Balance	\$ (3,489,287)
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Fund Balance - Beginning	\$ 35,845,204
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Fund Balance - Ending	\$ 32,355,917
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Financial information is derived from the Annual Financial Report covering July 1, 2008 through June 30, 2009 and prepared by an independent auditor. Visit www.first5sanmateo.org to view the entire audit and the list of 20 projects that received funding in 2008-2009.





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

Richard Gordon	Board of Supervisors
Jean Fraser	Health System Chief
Beverly Beasley Johnson, J.D.	Human Services Agency Director
Jean Holbrook, Ed. D.	County Superintendent of Schools
Harvey Kaplan, M.D.	Chief of Pediatrics, Retired
David Mineta	Public Member
Angel Barrios	Public Member
Laura Walker	Public Member
Jorge Glascock	Public Member

First 5 San Mateo County Staff

Debby Armstrong	Executive Director
Cynthia Alvarez, MPA	Administrative Services Specialist
Michelle Blakely, MA	Program and Planning Director
Jenifer Clark, MA	Evaluation Program Specialist
David Fleishman, MA	Early Childhood Education Program Specialist
Jason Gordon	Fiscal Office Specialist
Karen Pisani	Family Support Program Specialist
Emily Roberts, MSW/MPH	Health Program Specialist
Chonne Sherman	Communication & Operations Liaison
Maricela Watt	Finance & Administration Manager
Mey Winata	Fiscal Office Specialist

