



BRIEFING BOOK 2019



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1485 Civic Court, Suite 1200,
Concord, CA 94520
(925) 771-7300
www.First5CocCo.org

 /First5CoCo

 @First5CoCo

 /First5CoCo



EXECUTIVE SUMMARY

Like many Bay Area counties, Contra Costa County has experienced rapid demographic changes over the past decade, in after-effects of the 2008-2009 recession, and in the ongoing effects of the rapid economic boom that continues to ripple throughout the region. Moreover, within that economic context, the needs of young children and their families continue to intensify. The Newsom administration has introduced a new state focus on early childhood that has the potential to radically change conditions for families and children in the next decade and beyond. What are the implications for First 5 Contra Costa as it enters a new strategic planning interval in 2020?

Against this backdrop, young children in Contra Costa County are faring well in some crucial areas of development: most (97%) are insured, most (96%) are breastfed to some degree (and 81% are breastfed exclusively), 76% of parents read to their young children every day, and teen birth rates have dropped steadily, following national trends. Other indicators continue to warrant our attention, even when they appear to be moving in the right direction. But the gains are uneven. Children in some areas of the county are vastly less likely to be ready for kindergarten than children in other communities.

By now, the basis for First 5's focus on the earliest years of life has been firmly established in study after study. Despite this scientific and policy consensus, funding and policies have not aligned with the evidence that intervening early averts both costs and suffering. Along with its investments in key programs and initiatives, First 5 continues to devote resources to making this case, with the help of local, state, and national partners.

For thousands of Contra Costa families, First 5 has fulfilled its goals of intervening early and effectively, helping to break cycles of poverty and dysfunction that are otherwise perpetuated. The challenge is to extend these interventions more fully so that all Contra Costa children, whether they live near a First 5 Center or preschool or not, can benefit equally until the indicators of progress are solid, not fragile, and far outweigh those that continue to be cause for concern.



INTRODUCTION

This Briefing Book provides a series of “snapshots” about the needs of young children and families in Contra Costa County and the changing landscape in which First 5 Contra Costa (First 5) exists. The intent of this Briefing Book is to provide Commission members with a context for the strategic discussions

that will take place during their retreat in July 2019. The outcome of those strategic discussions and decisions will lay the foundation for the 2021-2023 strategic plan. More detailed analyses and reports of the data contained in this Briefing Book are available as appendices or from First 5 by request.





COMMUNITY SNAPSHOT

Contra Costa County is one of the fastest-growing counties in the Bay Area. The population growth rate has generally exceeded the Bay Area’s average growth rate every decade since 1940. The county is diverse in both population and geography, with a mix of urban, suburban, industrial and rural areas.

Key trends in **population, ethnic diversity, and indicators of child well-being** are highlighted below, as they have significant implications for First 5’s strategic direction over the next 3 years.

POPULATION

- In 2018, Contra Costa County was home to nearly **1.14 million people** — a **2.5% increase** since 2015. By 2030, the county’s population is projected to reach nearly 1.3 million.
- Contra Costa is the **9th largest** county by population, and 11th in births (11,993 in 2018).
- As shown in Figure 1, the four largest cities in Contra Costa are Concord (Central County), Antioch (East County), Richmond (West County), and San Ramon (South County).
- Cities such as Brentwood, San Ramon and Oakley have experienced **dramatic growth** since 2000 (Figure 2). Moderate growth (26-35%) can be observed in Pittsburg, Antioch, and Hercules as well.
- In 2018, there were **75,349 children under the age of 6** living in Contra Costa County, representing 7% of the total population.
- Despite the population growth, the **number of births in Contra Costa declined by 3%** between 2010 and 2018. In fact, the number of Contra Costa births is at its lowest since the early 1990s, after peaking in 2006.

Figure 1: Population of Cities, 2019

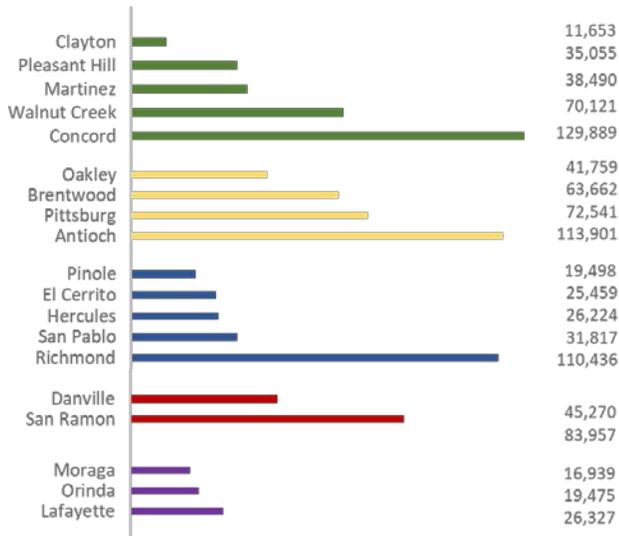
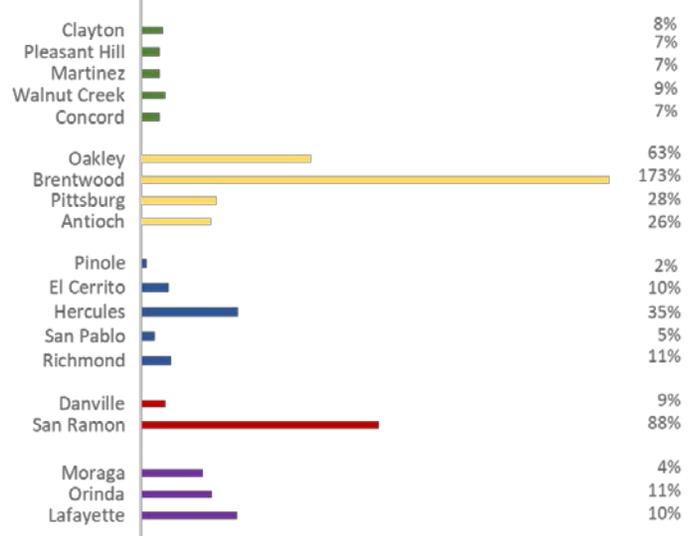


Figure 2: Percent Increase in Population since 2000

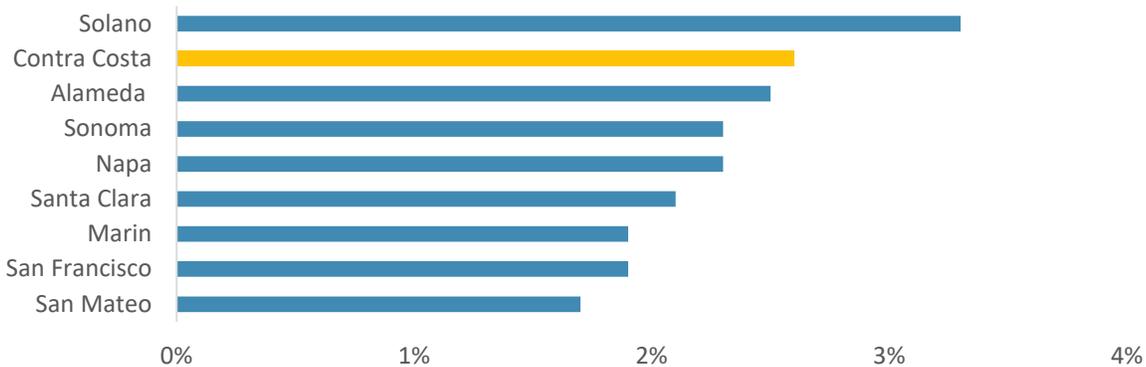


Source: California Department of Finance; Demographic Research Unit Table E-1 (2019 estimates) and Table 2 E-4 (2000)

FAMILY ECONOMICS

- Contra Costa County's **unemployment rate**, currently at 2.6%, has **declined steadily and significantly** since it peaked at 11.3% in 2010.
- As of May 2019, Contra Costa County has the second highest unemployment rate among the nine Bay Area counties (Figure 3).

Figure 3: Unemployment Rate by County, 2019



Source: Employment Development Department Labor Market Information Division, May 2019

ETHNIC DIVERSITY

- The county's **ethnic diversity has also increased** since 2010. Whites represent the largest ethnic group (46%) in the county (Figure 4), but the overall percentages of American Indian/Alaskan Native, Multiracial, Latino, and Native Hawaiian/Pacific Islander residents have all increased by more than 10% (Figure 5).

Figure 4: 2018 Total Population by Ethnicity

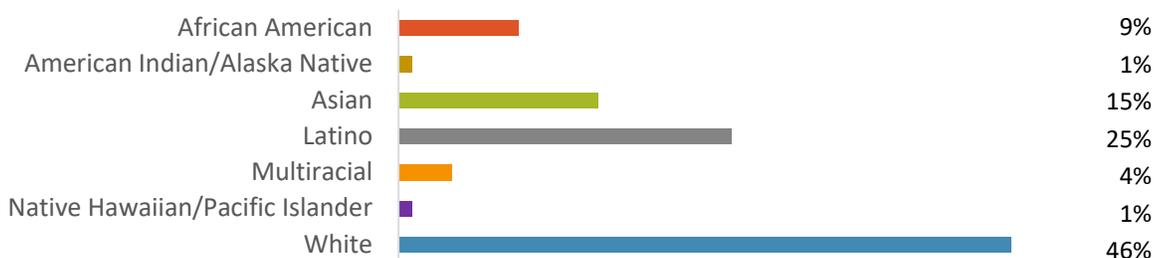
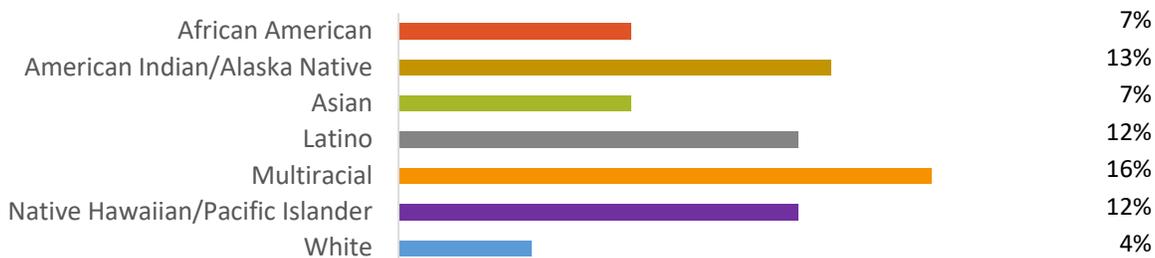


Figure 5: Percent Change in Total Population Since 2010, by Ethnicity



Source: California Department of Finance Data Files Table P2. Percentages may not add up to 100 due to rounding.

CHILDREN IN POVERTY

- Young children of color represent a **disproportionately high percentage of children** under the age of 6 living in poverty (at or below 100% of the Federal Poverty Level) in Contra Costa.
- While there is a nearly equal percentage of Latino children (34%) and White children (31%) under the age of 6 in Contra Costa County (Figure 6), **Latino children make up over half (53%) of all children under the age of 6 who live at or below 100% of the Federal Poverty Level** (Figure 7).

Figure 6: Percent of All Children < 6 Years Old, by Ethnicity, 2017

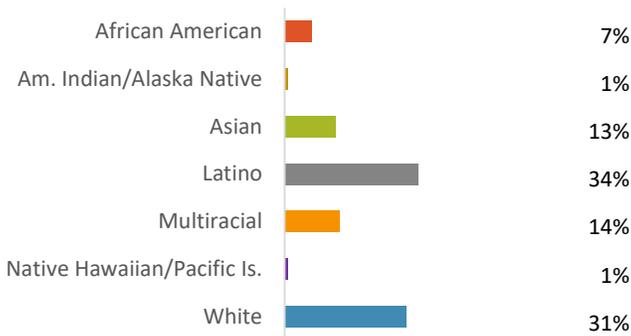
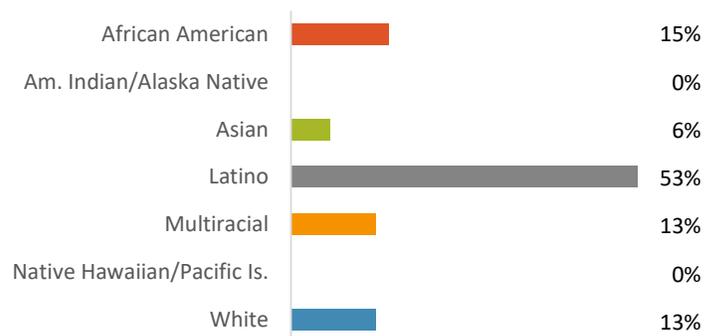


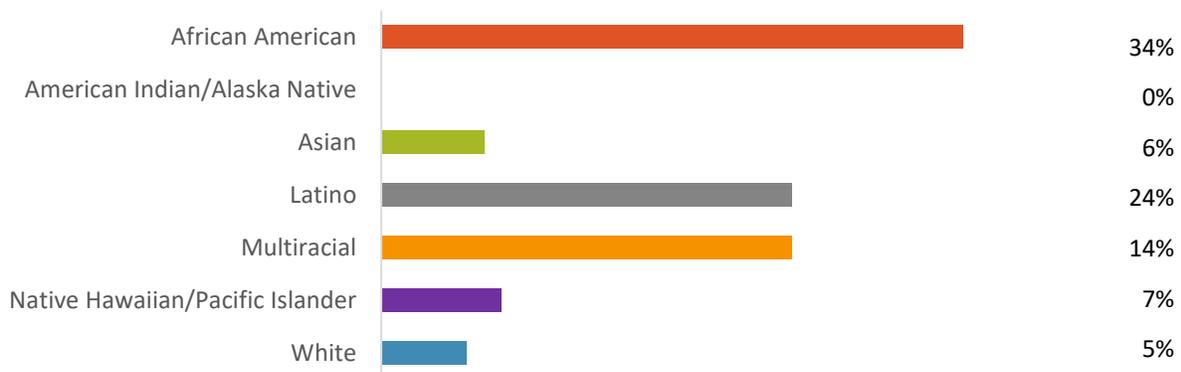
Figure 7: Percent of All Children < 6 Years Old in Poverty, 2017



Source: American Community Survey 5-year estimates (2009-2013) Tables B17001B through I; Ethnicity and Poverty for County Number of individual children under 6 and number in poverty

- Within ethnic groups, there is an alarmingly high percentage of African-American children (34%) and Latino children (24%) under 6 years old who live in families that have incomes below 100% of the Federal Poverty Level (Figure 8). Many families who live in poverty are also at greater risk for experiencing social stressors and isolation that negatively impact children’s health, learning and development.

Figure 8: Percent of Children <6 Within Ethnic Groups Living Below 100% of the Federal Poverty Line, 2017

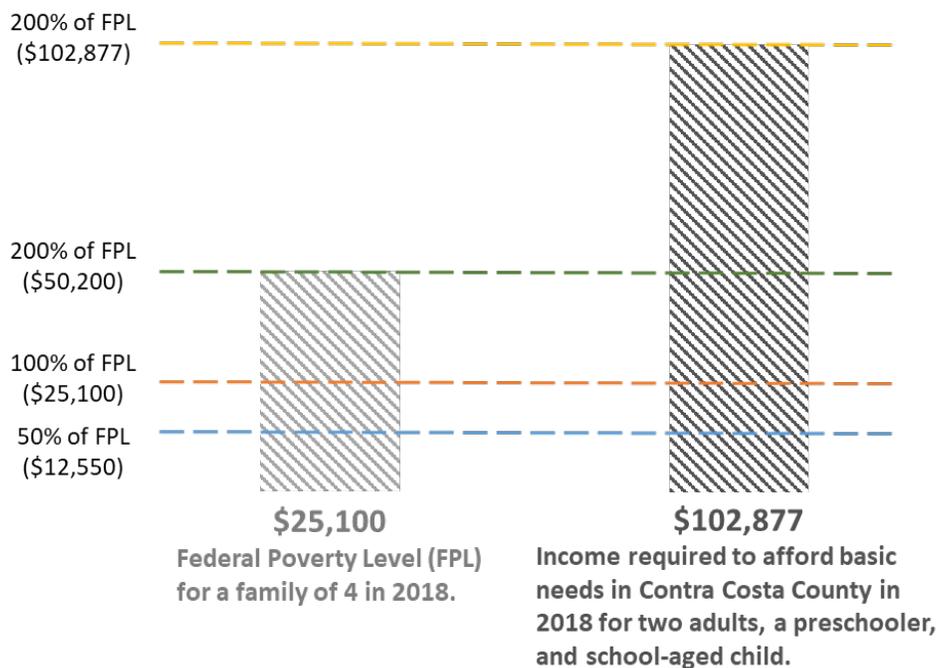


Source: American Community Survey 5-year estimates (2013-2017) Tables B17001B through I; Ethnicity and Poverty for County Number of individual children under 6 and number in poverty

CHILDREN IN POVERTY *CONTINUED*

- In 2018, a family of four with an annual income of \$25,100 was considered to be living at 100% of the Federal Poverty Level. While it may seem impossible for a family to make ends meet with this level of income, the stark reality is that many Contra Costa children live in deep poverty, defined here as **50% of the Federal Poverty Level** (i.e. an annual income of \$12,550 for a family of four). Countywide, 16.2% of families with children under the age of 6 live in deep poverty, and in 22 of the county's census tracts, between 25-49% of households with children younger than 6 live in this deep level of poverty.
- While Federal Poverty guidelines are used to determine eligibility for public assistance programs, they do not necessarily provide a full picture of economic need. When taking the cost of living in Contra Costa into account, there is a **tremendous gulf between poverty as defined by the Federal Poverty Level and the Self-Sufficiency Standard**, or the actual amount of income needed to meet basic needs such as food, housing, employment, child care, health care, and transportation. As shown in Figure 9, a family of four earning \$25,100 per year (100% of the Federal Poverty Level) **needs to earn four times that amount** (\$102,877 per year) to afford to live in Contra Costa.

Figure 9: Federal Poverty Levels vs. Self-Sufficiency Standard, 2018



- Given these data on family economics, it is no wonder that **families' struggle to meet their most basic needs**. This persistent gap between needs and available resources often impacts families' readiness and ability to engage in First 5-funded services, and it's a systems-level challenge that First 5 cannot solve alone.

CHILDREN’S HEALTH AND WELL-BEING

County-level indicators from kidsdata.org (funded by the Lucile Packard Foundation for Children’s Health) provide a snapshot of health and well-being among Contra Costa County’s children. These highlighted indicators reinforce First 5’s mission of supporting children and families during the earliest years of life, in which health, learning, supportive family environments, and financial stability have such profound influences for a child’s later trajectory — and for breaking the cycle of adverse experiences for generations to come.

As shown in Figure 10, some trends are promising; the high percentage of parents reading to children and decreasing teen pregnancy rates are particularly encouraging. In other cases, the data show that many of Contra Costa County’s children, particularly in low-income or ethnically diverse families, continue to experience adversity in health, safety, and education — painful corollaries of the generational cycle of poverty and adversity. For example, one in five Contra Costa children experienced food insecurity (not having reliable access to enough affordable, nutritious food). And although it’s encouraging that nearly 56% of 3- and 4-year old children in the county are enrolled in preschool, it’s equally concerning that **over one-third** of Contra Costa’s children are **not enrolled** in preschool.

Similarly, a Kindergarten Readiness Assessment commissioned by First 5 Contra Costa in 2018 revealed that **only 44% of Contra Costa children are fully ready for kindergarten.**

The data indicates that children who are well-fed, well-rested, visit a library with a caregiver, attend preschool or Transitional Kindergarten (TK), or have parents who are confident and knowledgeable about parenting are more prepared to enter kindergarten ready to learn. Additionally, preschool attendance was found to have two kinds of effects on a child’s readiness: children learn skills and

socialization from the school setting, and in addition, parents of children in preschool were more likely to get involved with school preparation activities.

As a whole, these indicators show that while much progress has been made to foster the optimal development of young children in Contra Costa, there is still work to be done to ensure that all children in the county get a strong start in life and enter school ready to achieve to their full potential.



Figure 10: Indicators of Child Health & Well-being

Indicator	California	Contra Costa	Countywide Change Over Time*			
			1 Year		Multiple Years	
HEALTH						
Health Insurance Coverage, Children 0-5	97.7% (2016)	99.3% (2016)	↑	+ 0.9%	↑	+ 5.5% (2012-2016)
Breastfeeding of Newborns During Mother's Hospital Stay	94.0%	96.8% (2017)	No change		↑	+ 0.8% (2013-2017)
Prenatal Care in First Trimester of Pregnancy	83.3%	86.9% (2016)	Data not available		↑	+ 0.8% (2013-2016)
Teen Birth Rate (per 1,000 teen females)	17.6	10.9 (2016)	Data not available		↓	- 3.2% (2012-2016)
EDUCATION						
Preschool Enrollment ²	48.7%	55.9% (2017)	↑	+ 1.5%	↓	- 1.6% (2013-2016)
Young Children Whose Parents Read Books Daily With Them	63.5%	73.3% (2016)	↓	- 5.9%	↓	- 2.9% (2012-2016)
3 rd Grade Proficiency in English Language Arts	42.0%	49.0% (2016)	↑	+ 3.0%	↓	- 4.0% (2013-2016)
FAMILY ECONOMICS						
Food Insecurity ³	18.1% (2017)	15.0% (2017)	↓	- 0.6%	↓	- 2.3% (2015-2017)
FAMILY SUPPORT						
Substantiated cases of child abuse and neglect (per 1,000 children under age 18)	8.2	4.3 (2015)	↓	- 1.0%	↓	-0.8% (2013-2015)

Source: All data retrieved from kidsdata.org unless otherwise noted.

1 Population Reference Bureau: data from the National Survey of Children's Health and ACS

2 American Community Survey (ACS) 5-year estimates 2013-2017, Table S1401

3Feeding America: Map the Meal Gap. Child Food Insecurity in Contra Costa, 2017.

*For data that are quantities or rates (e.g. teen birth rate), change over time is calculated using a percent change. For data that are already percentages (e.g. health insurance coverage), change over time is calculated using a net change in percentage points.

FIRST 5 CONTRA COSTA TODAY

For nearly 20 years, First 5 Contra Costa has directed its investments and expertise to improving the health, early learning and well-being of young children across the county. Moreover, First 5 – not only in Contra Costa, but also across the state – has worked to raise the level of public enthusiasm and support for policies and services that help young children and their families.

First 5 Contra Costa continues to be valued for its expertise and leadership in engaging community partners and building coalitions, attracting new funding to local efforts for families, focusing on high-quality that will make a change for children and families; and advocating for local and state-level changes that support children.

The past five years have seen significant developments for children and families in Contra Costa, and for First 5. Among the many highlights:

- We examined the placement of East County First 5 Centers sites in East County, resulting in new sites in downtown Antioch and Pittsburg.
- We expanded quality improvement efforts to over 160 childcare and preschool providers serving over 5,000 young children across the county, including nearly every-publically funded provider.
- We continued to build out the Help Me Grow system by launching a countywide public awareness campaign; ensuring that virtually every pediatric provider serving MediCal families is screening children according to established guidelines; establishing the HMG call center at the Contra Costa Crisis Center; and holding HMG provider “cafes” across the county.
- Our community resident Regional Groups were instrumental advocates in securing over \$2.6 million for local parks improvements in Richmond, San Pablo, Bay Point, Pittsburg, Concord, and Antioch.
- We conducted the first countywide Kindergarten Readiness Assessment, including 1,154 students across ten districts, and determined that less than half of Contra Costa’s children are fully ready on the first day of kindergarten.
- We developed a trauma curriculum for providers serving young children, that has been adopted by a cohort of 14 individuals representing 12 agencies serving families with children.
- We co-sponsored AB 435 (Thurmond) a bill to add local flexibility to State early education contracts in Contra Costa in addressing local childcare market conditions.
- We sponsored the “Take Action for Immigrant Children” Forum” in April 2017, in response to heightened community fears under the new federal administration.
- We initiated the annual “Coffee and Kids” Policy Breakfast in 2018, addressing necessary and upcoming ideas that can change young children’s lives.
- Within First 5, we shifted our evaluation program to one centered on “strategic information” that could further support our expanding advocacy and policy change activities.
- The East Bay Leadership Council named First 5 Contra Costa its “Grantmaker of the Year” in 2018.

STRATEGIC FRAMEWORK FROM 2016-2020 STRATEGIC PLAN

During the past 5 years, First 5's priorities and investments have been guided by the strategic framework laid out in the 2016-2020 plan. This framework, described below, will be updated during the Commission's strategic planning process to reflect First 5's future priorities in light of the community's changing needs and the funding landscape.

VISION

Contra Costa's young children will be healthy, ready to learn, and supported in safe, nurturing families and communities. *This statement has been consistent throughout all of the Commission's strategic plans.*

MISSION

To foster the optimal development of our children, prenatal through 5 years of age. *This statement has been consistent throughout all of the Commission's strategic plans.*

STRATEGIC INITIATIVES

The 2016-2020 plan laid out its priorities according to three initiatives and one-over-arching set of strategies for systems change.



Strategic Initiatives	Goals and Long-Term Impacts
<p>Early Childhood Education</p>	<p>Goal: All Children have access to high-quality, affordable child care and early learning</p> <p>Long-Term Impacts</p> <ul style="list-style-type: none"> ▪ Children enter school prepared to succeed socially, emotionally and academically. ▪ The early learning workforce is sufficiently educated and trained to successfully meet standards of high quality ▪ Standards, policies and funding for ensuring access to high-quality ECE are institutionalized.
<p>Early Interventions</p>	<p>Goal: All children will achieve their optimal development.</p> <p>Long-Term Impacts</p> <ul style="list-style-type: none"> ▪ All parents have the knowledge, confidence and skills to nurture and support their children ▪ Children have access to prevention and early intervention supports and services that foster optimal development. ▪ Standards, policies and funding to meet children’s developmental and behavioral health needs are institutionalized.
<p>Family Support</p>	<p>Goal: All children are raised in supportive and nurturing families.</p> <p>Long-Term Impacts</p> <ul style="list-style-type: none"> ▪ Parents and caregivers have the knowledge, confidence and skills to develop positive parent-child relationships. ▪ Families have strong and supportive connections in their communities. ▪ Parents access needed services for themselves and their children ▪ Families achieve financial stability and security. ▪ Standards, policies and funding that strengthen the family support system are institutionalized
Overarching Strategy	Strategic Directions
<p>Drivers of Systems Change</p>	<ul style="list-style-type: none"> ▪ Advocate for policies, funding and systems change ▪ Support community advocacy and leadership ▪ Engage in social marketing and public education ▪ Convene and engage in partnerships and public education ▪ Develop strategies to effectively reach and engage marginalized families ▪ Identify high-quality practices ▪ Support efforts to boost family economic security and reduce poverty



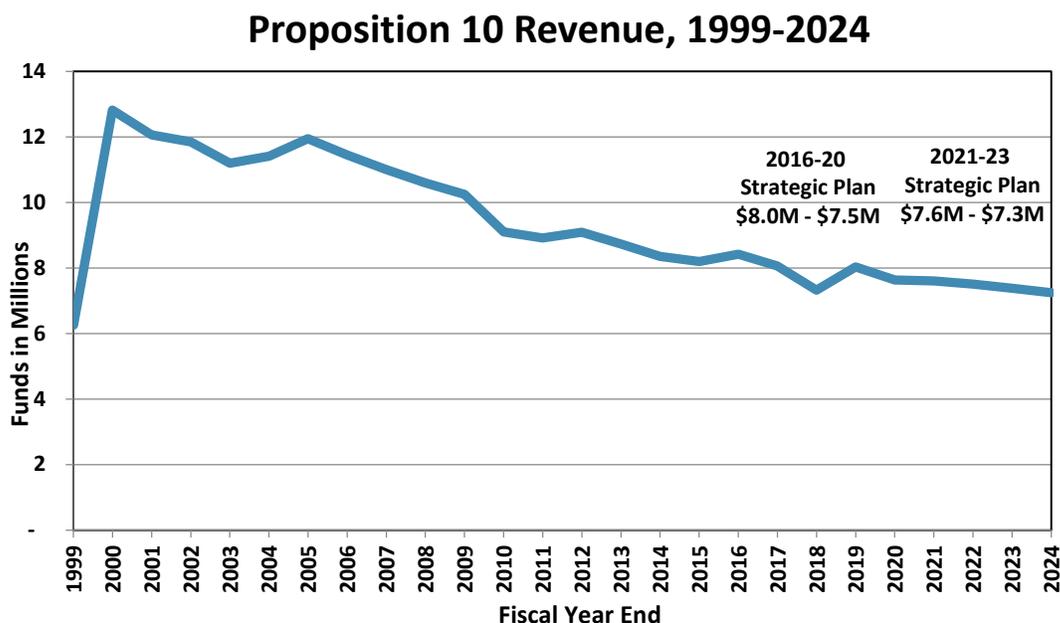
THE CHANGING LANDSCAPE

As First 5 enters its third decade, the statewide landscape has shifted remarkably. After a sustained effort by First 5s and many other advocates for children and families, the Newsom administration has launched the state of California in a new direction, one that seeks to support and stabilize families in multiple ways. The first Newsom budget included commitments to work toward universal preschool, expanded childcare and paid family leave, full-day kindergarten, developmental and trauma screening, and expansion of the state earned income tax credit, including a first-ever state child tax credit. Ironically, this remarkable change comes at a time when First 5s around the state have seen their revenue drop considerably as tobacco consumption has plummeted. At a time when we

might be considered the “ground troops” to implement the Governor’s agenda, First 5s are forced to make difficult decisions about how best to use their remaining resources, which will continue to decline in the coming years.

While First 5 Contra Costa remains at the forefront of systems change for children, we also cannot escape the fact that our fiscal resources continue to diminish. Our prudent fiscal stewardship, combined with our fortunate ability to attract external funding has extended the life of the reserve funds set aside by the Commission in our earliest years. Even so, the remaining unassigned funds in the Commission’s fund balance will not suffice to support all of our current activities, as current external funding ends or declines.

Figure 11: Proposition 10 Revenue — Actual and Projected (1999-2024)



FEDERAL AND STATE LANDSCAPE: POLICIES, INITIATIVES AND FUNDING

As we noted in the last plan, the continuing reduction in First 5's resources — coupled with the ongoing demand for services — heightens the need for First 5 to keep building its sustainability strategies in order to ensure its investments create an enduring impact for Contra Costa's young children and their families. These could be new or expanded revenue sources, partnerships, and leveraging opportunities, as well as our own ongoing advocacy for increased funding in early childhood activities generally.

CALIFORNIA'S FIRST 5 MOVEMENT

Disparaged early on by legislators and media figures who did not understand the potential for early childhood investment, and challenged three times at the ballot box, the 58 county First 5s have steadily worked in their communities to support parents and children, develop key partnerships and collaborations, and educate local policymakers on the need to support young children. Even as tobacco taxes declined, First 5s have demonstrated the effectiveness of such strategies as home visiting, early developmental screening and intervention, family strengthening, and professional development for developing local systems supporting children.

CALIFORNIA LEGISLATURE AND GOVERNMENT

For the first time in First 5's history, the Governor and the Legislature are enthusiastic supporters of early childhood. The Governor's 2019 budget proposal, his first, was breathtaking in the scope and speed at which his administration seeks to address young children's needs. The legislature includes in its leadership elected officials who have prior experience in early childhood and who understand how providing high-quality support and interventions from the earliest ages can change the trajectories of children's lives. Many in the

legislature either have served on local First 5 Commissions or are intimately knowledgeable about what First 5s do. Many have also expressed interest in supporting new funding for the work that First 5 does. On the other hand, among the new and expanded funding for early childhood programs in the Governor's first budget, none was specifically directed to First 5.

FIRST 5 CALIFORNIA

First 5 California faces many of the challenges of local First 5s. Their revenues have declined at the same rate, as has their reserve fund. For the past five years, First 5 Contra Costa has received funding through First 5 California's IMPACT initiative to support local QRIS and early education quality improvement efforts. First 5 California's next strategic plan will include a new initiative, "IMPACT 2020", that will continue to support quality improvement activities, but at approximately half the funding level of IMPACT.

THE CALIFORNIA FIRST 5 ASSOCIATION

In 2016, the California First 5 Association, the statewide membership organization representing the county First 5s, undertook a two-year effort to strengthen the policy priorities and commitments among the 58 counties. These efforts resulted in renewed commitment across the state to a "First 5 Network" that advocates for the needs of young children and families at local, regional and state levels. The voice of First 5 is increasingly important in California due to the many innovative strategies developed and demonstrated by First 5s in the last 20 years. As a whole, the First 5 Network has a deep bench of expertise in a broad array of practices for supporting children, parents and families in their healthy development and learning, all of which should be brought to bear as the state increases its attention to the needs of young children.

OTHER STATEWIDE ADVOCACY ORGANIZATIONS

Over the recent past, **California has seen a growth of advocacy organizations addressing early childhood issues.** Many of them are local in the Bay Area and work in partnership with the First 5 Association and local First 5s. Many of them are part of the statewide Early Childhood Education Coalition that streamlines policy development in order to be most effective in Sacramento. The most active among these are The Advancement Project, Early Edge, Children Now and the Bay Area Council.

PRIVATE FOUNDATION AND FUNDER INTEREST

The Bay Area is also home to many of the state's leading private funders in the early childhood area. The David and Lucile Packard Foundation has been a longtime early childhood funder, particularly in the South Bay. The Heising-Simons Foundation has supported a number of statewide and national advocacy efforts around young children and early learning. Sunlight Giving is a new foundation that has been steadily providing general support grants to agencies concerned with early childhood, including First 5 Contra Costa, since 2015. Our Community Engagement activities have attracted the attention of several local funders, including the San Francisco Foundation, the Y and H Soda Foundation, Sunlight Giving and, most recently, the East Bay Community Foundation. The Dean and Margaret Leshner Foundation, located in Walnut Creek, has recently added early childhood as a funding area and has made a multi-year grant to First 5 Contra Costa. The Thomas J. Long Foundation, which was a generous supporter of First 5 in both Contra Costa and Alameda Counties, spent down its remaining funds and shut its doors in 2018.

NATIONWIDE STRATEGIES IN EARLY CHILDHOOD

Early childhood has strong, bi-partisan appeal at the national level. The 2017 Tax Reform Act included increases in spending for Head Start and the Child Care and Development Block Grant, which significantly increased California's funding pool for expanding childcare and raising the quality of early learning. The Act also expanded the child tax credit to \$2,000 per child.

The Affordable Care Act (ACA) includes several provisions to improve children's health, particularly the **requirement for early developmental screening for children.** The availability of insurance for all families (except for the undocumented) also increases children's access to care and therefore to screening and immunizations. Oral health is not addressed in the ACA and remains a significant health issue for low-income families in particular.

First 5 Contra Costa has adopted several nationally known and developed practices into our work, including

- *Strengthening Families*, based on the "Five Protective Factors" identified in research by Center for the Study of Social Policy, is a framework for building effective programs and systems to support families. First 5 Contra Costa has adopted it for its Family Support activities, and other local agencies, including Children and Family Services, are also using it. First 5 staff have also been active in the statewide Strengthening Families Network to promote and coordinate its use across California.
- *Help Me Grow* (HMG) is a national effort to **build local systems for early identification of children's developmental challenges and navigating parents to appropriate services.** Contra Costa is one of over 25 California counties that are currently official Help Me Grow

FEDERAL AND STATE LANDSCAPE: POLICIES, INITIATIVES AND FUNDING *CONTINUED*

affiliates; California is in turn one of 23 national affiliate states. The model is already attracting attention as a statewide policy issue, particularly for its complementarity with the new ACA requirement for developmental screening.

- *Quality Rating and Improvement Systems (QRIS)* have been in development in numerous states for the last decade. **These systems set objective standards for quality in early learning settings, then rate sites on their progress toward the standards.** QRIS came to California with the Race to the Top Early Learning Challenge grant in 2013. Contra Costa was included in the first 17 participating programs in California, because of the work invested in the Preschool Makes a Difference program, a QRIS precursor. With subsequent funding through First 5 California's IMPACT initiative, Contra Costa has grown its QRIS system to over 160 sites, including almost

all publicly-funded preschools and early learning sites. Contra Costa is now considered a state leader in implementing QRIS.

- The *Positive Parenting Program (Triple P)* is an internationally implemented program with a very strong evidence base for reducing challenging child behaviors, **increasing parents' competence and confidence, and reducing child maltreatment.** Triple P is one of the offerings at each of the First 5 Centers and has been adopted in other Contra Costa education and health settings as well.

Adopting such strategies has the advantage not only of bringing evidence-based approaches to local programs, but provides increased visibility for Contra Costa as a county on the cutting edge.



TAKE-AWAYS FROM THE CALIFORNIA AND NATIONAL LANDSCAPES

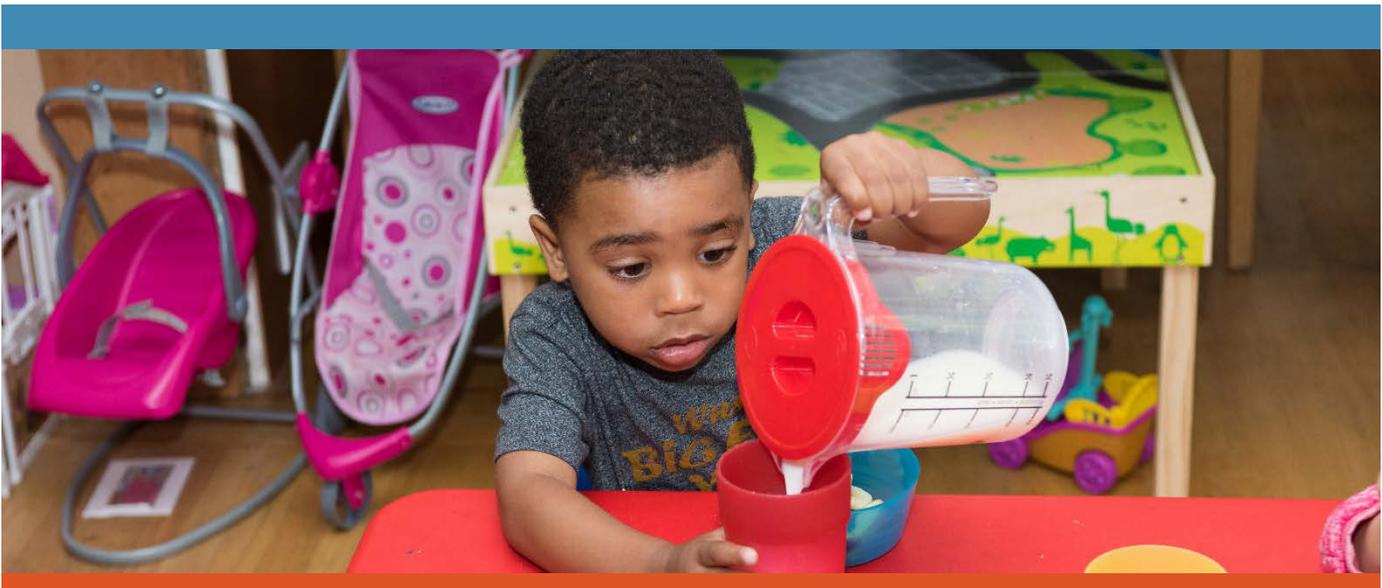
We are now in a time when county First 5s can be highly influential in the implementation of California's growing education and health systems for young children. First 5 will continue to be a strong advocate for advancing policy and policy reform, based on the two decades of local experience that First 5 has accumulated. As tobacco tax revenues decrease, First 5 will need to be proactive in its partnerships with other funders and agencies addressing families with young children. Long time sustainability for much of what First 5 does will rest in the state and federal policies to be adopted in the coming years.

COUNTY LANDSCAPE: POLICIES, PARTNERSHIPS AND FUNDING

With First 5 Contra Costa's success in building out systems in early learning and early intervention, and with its increasing prominence for its county and community advocacy, First 5 has gained a high degree of credibility and legitimacy for its leadership in the county. This record of accomplishment bodes well for continued partnerships and collaborations, in early learning, mental health and family support. Furthermore, First 5's broadening advocacy work, through efforts like the Coffee and Kids policy breakfast and the Kindergarten Readiness Assessment, is critical to advancing our visibility in the county.

First 5 Contra Costa's continuing relationships with local funders, as both collaborator and grantee, has increased the number of Bay Area foundations interested in our work. Local foundations have also renewed and increased their interest in early childhood as a result of ongoing First 5 education and advocacy. Continuing these relationships, and developing new ones, will be key to ensuring that programs, initiatives, and innovations influencing early care and education receive the focus and support they warrant in Contra Costa County.





BRIDGING THE PAST TO THE FUTURE

To date, First 5 has invested nearly \$27 million in programs and systems designed to help children grow up healthy, nurtured and ready for school under the 2016-2020 strategic plan.

These investments have been organized into three broad initiatives:

- Early Care and Education (ECE)
- Early Intervention
- Family Support

As well as significant strategies to drive systems change:

- Advocacy and community engagement
- Social marketing and public education
- Partnerships and collaborations

This section provides a description of each initiative and its key accomplishments and results, a funding overview, a list of 2018-19 funded partners, and results from a midpoint analysis of the 2016-2020 strategic plan indicators.



EARLY CARE AND EDUCATION INITIATIVE

Goal	Long-Term Impact	Strategies
<p>All children have access to high-quality, affordable child care and early learning</p>	<ol style="list-style-type: none"> 1. Children enter school prepared to succeed socially, emotionally and academically. 2. Early learning workforce is sufficiently educated and trained to successfully meet standards of high quality. Standards, policies and funding for ensuring access to high-quality early learning opportunities for children are institutionalized. 	<ol style="list-style-type: none"> 1. Support education and professional development necessary for ECE providers to meet standards of high quality. 2. Continue to build the ECE quality rating and improvement system (QRIS) to foster ongoing improvement of early learning program quality

INITIATIVE DESCRIPTION

First 5’s Early Care and Education (ECE) Initiative helps children enter kindergarten fully prepared by expanding access to high quality preschool and child care. ECE Initiative activities include:

- Support for child care providers to **advance their education and professional development** and to earn associate degrees in child development (Professional Development Program);
- **Quality Rating and Improvement System (QRIS)** to rate, improve, and communicate preschool and child care quality;
- **Coaching** to help providers identify and prioritize early learning program needs and advance program quality;

- **Family literacy preschools** for children whose parents take English Language Learner classes; and
- The **StoryCycles** book-lending program to foster early literacy and encourage parents to read daily to their children

ECE Initiative Services Reach (2015-2019)

- 8,232 children
- 2,864 providers
- 395 early education sites

Numbers include duplication between years unless otherwise noted

KEY ACCOMPLISHMENTS AND OUTCOMES (2015-2019)

SYSTEMS

- Enhanced the **quality of early childhood education field** in Contra Costa County through educational advancement and professional development, coaching, academic advising, early literacy, and other supports.
- Built and expanded Contra Costa *Quality Matters*, a **Quality Rating and Improvement System (QRIS)** system to rate, improve and communicate about child care quality.
- Provided **comprehensive coaching visits** to help providers prepare for their quality ratings and improve their scores. **Coaches each help 20-25 providers meet their QRIS goals** through support in developing Quality Improvement Plans, promoting professional development, and mastering QRIS elements such as child screening, child observation and assessment, as well as classroom assessment tools like CLASS and ERS, among others.
- Provided **more than 30 professional trainings to 400 early childhood service providers** across Contra Costa County.

ECE PROVIDERS & SITES

- Out of the current 190 Quality Matters participating programs, we have engaged 144 family child care homes, private child care centers, and publicly-funded preschool programs in Contra Costa's QRIS, improving the quality of care and instruction for **more than 5,000** children (See Appendix A for a map of participating QRIS sites). **86% of participating sites had QRIS ratings that met or exceeded quality standards.** Of these sites, 19% have reached the highest rating level.

- Our Professional Development Program (PDP) helped over 600 early educators annually become **more qualified teachers** by offering college advising, tutoring, training and support to advance their education and knowledge in early childhood education. Since 2016, **236 PDP participants obtained a new child development permit or degree.**
- **Provided 7,949 StoryCycles programming and early literacy materials to 791 classrooms at 198 early education sites.** Child care providers also received training while children and families were connected to local libraries and given read-aloud demonstrations.
- Coordinated curricula for parents and children at family literacy preschools helped **support early learning beyond the classroom for 230 Contra Costa families.**

Funded Partners (2018-19)

- *Contra Costa Child Care Council (QI Coaching)*
- *Contra Costa College*
- *Diablo Valley College*
- *Los Medanos College*
- *Contra Costa County Office of Education*
- *Mt. Diablo Adult Education*
- *Tandem StoryCycles*

Other Key Partners

- *Bay Area Regional QRIS Partnership*

STRATEGIC FRAMEWORK AND INDICATORS (FROM THE 2018 MIDPOINT REPORT)

Goal: All children have access to high-quality, affordable child care and early learning.

Strategy 1: Support education and professional development necessary for ECE providers to meet standards of high quality.

What percent of early learning professionals advance in their education and permit pathways?

600+

Early learning educators participate in community college advising programs each year

Colleges participating in PDP

Contra	Diablo	Los
Costa	Valley	Medanos
College	College	College

21%

obtained a child development permit or degree

Most common teaching permits and degrees obtained, in order

Permits

1. Associate Teacher
2. Teacher
3. Assistant Teacher

Degrees

1. Associate of Science
2. Associate of Arts
3. Associate of Science for Transfer

Strategy 2: Continue to build the ECE quality rating and improvement system (QRIS) to foster ongoing improvement of early learning program quality.

What percent of all QRIS sites are high-quality?

67%

are at rating tiers 4 or 5

Approximately **two-thirds** of Contra Costa child care sites participating in Quality Matters are rated as high quality sites.

A **quarter** of these high-quality sites have reached the highest rating level possible, and are exceeding quality standards.

What percent of QRIS sites improved on individual rating elements?

92% of QRIS child care sites improved their score for any of the 7 QRIS rating elements.

76% of sites improved their score for **two or more elements**.

Providers who voluntarily join our QRIS program, *Quality Matters*, receive training, coaching, support and advice along the way. The process is continuous and providers can reapply for a rating every two years.

QRIS Rating Elements Include:

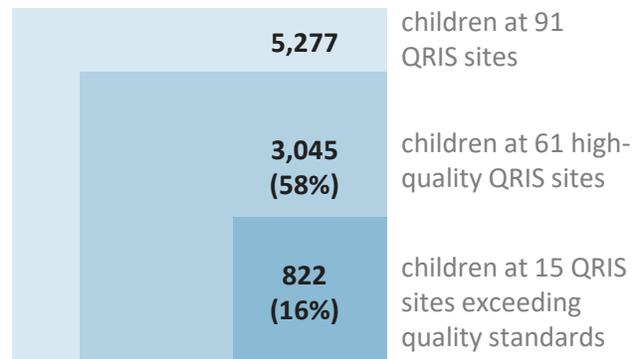
-  Environment
-  Health & Development
-  Teacher-Child Interactions
-  Ratio and Group Size
-  Child Observations
-  Teacher Qualifications
-  Director Qualifications

How many children do these high-quality QRIS sites serve?

3,045

children are attending QRIS child care sites rated 4 or 5. This is 58% of all children attending QRIS child care sites in the county.

High-quality child care has been shown to benefit children’s long term academic achievement.



EARLY INTERVENTION INITIATIVE

Goal	Long-Term Impact	Strategies
<p>All children will achieve their optimal development</p>	<ol style="list-style-type: none"> 1. Parents and caregivers have the knowledge, skills, and resources they need to support their children’s optimal development. 2. Children have access to prevention and early intervention supports and services that foster optimal development 3. Standards, policies and funding to meet children’s developmental and behavioral health needs are institutionalized. 	<ol style="list-style-type: none"> 1. Develop the Help Me Grow system to expand and enhance the system of early screening and access to services that meet children’s developmental needs. 2. Support effective practices to improve children’s early mental health

INITIATIVE DESCRIPTION

Build systems to support children’s optimal development, including:

- **Help Me Grow**, including developmental screening, a central referral center, developmental playgroups, and provider cafes and training;
- The **Triple P-Positive Parenting Program**, an evidence-based parenting curriculum that builds capacity for service providers, families, and individual parents;

- **Consultation for early education providers** in special need inclusion and early mental health;
- **Training and curriculum development for trauma-informed practices** in early childhood settings

Early Intervention Initiative Services Reach (2015-2019)

- 2,645 children
- 4,118 parents or caregivers
- 1,517 providers
- 390 early education sites

Numbers include duplication between years unless otherwise noted

KEY ACCOMPLISHMENTS AND OUTCOMES (2015-2019)

MENTAL HEALTH THERAPEUTIC SERVICES

SYSTEMS

- Continue to provide “**wraparound services**” to families with early childhood mental health needs or complex situations.
- Supported implementation of **Triple P services** in a variety of sites, including First 5 Centers, preschools, shelters, and teen programs.
- Established and supported the **Early Child Mental Health Leadership Group** to increase collaboration.

CHILDREN AND FAMILIES

- More than **500 families participated in Triple P parenting classes** with 47 Triple P providers.
- **Parents reported a decrease in the number and intensity of child behavior problems** (as measured by the Eyberg Child Behavior Inventory) as a result of participating in Triple P.
- **Parents improved their parenting styles** as a result of participating in Triple P, particularly those who reported the highest levels of laxness, over-reactivity and hostility at the start of the program.
- **Parents’ emotional well-being improved** after participating in Triple P. Pre- and post-intervention scores on the Depression Anxiety and Stress Scales show a reduction in the percentage of parents who were at risk for depression, anxiety, and stress.

ECE PROVIDERS & SITES

PROVIDERS

- Each year, **approximately 500 child care providers** receive consultation on how to serve children with mental health issues or special needs.

- **Increased ECE providers’ confidence, skills and competence** to care for and teach children with social, emotional, behavioral, or physical issues.

CHILDREN AND FAMILIES

- **Increased parents’ skills and ability** to understand their children’s signals and needs, and their overall ability to care for their children.
- **Improved the social, emotional, behavioral and physical health of children** in ECE programs, as reported by ECE consultants, providers and parents.

SUPPORT SERVICES TO MEET CHILDREN’S DEVELOPMENTAL NEEDS

SYSTEMS

- Continued to train and support First 5-funded programs, pediatric providers, and community partners on the use of the **Ages and States Questionnaire 3 (ASQ-3)** and **Ages and Stages Questionnaire-Social Emotional (ASQ: SE-2)** as the standard for developmental screening in Contra Costa.
- Built the Contra Costa Help Me Grow system to support parents and families in early screening, referral, and intervention for young children.
- Helped over 700 families get connected to services and provided approximately 600 referrals through the Help Me Grow 211 phone line
- Formed a Help Me Grow Steering Committee and held quarterly Help Me Grow Cafes to increase opportunities for countywide networking under the Help Me Grow framework.
- Launched a Help Me Grow media campaign to raise community awareness and deepen local understanding of existing Help Me Grow resources.

KEY ACCOMPLISHMENTS AND OUTCOMES (2015-2019) *CONTINUED*

PROVIDERS

- Trained **395 service providers and early educators from 59 agencies** to conduct developmental screening using the ASQ-3 and ASQ: SE-2.
- Help Me Grow Contra Costa engaged, trained, and supported **295 pediatric providers from 23 low-income clinics** across the county.
- Supported the networking, professional development, and collaboration of **168 service providers and 10 different Help Me Grow Cafes**, ranging in topic from vicarious trauma to race and early childhood.

CHILDREN AND FAMILIES

- **Funded partners screened over 4,500 children** for developmental concerns, providing an opportunity to offer interventions that alter the course of children's development before more costly treatment is required.
 - Of the children who were in the referral or monitoring zones at their first ASQ screening, **56% were on schedule by their last screening.**
- Provided **developmental playgroup services to 453 children** with mild to moderate delays, preventing them from falling further behind in their development. Last year, most playgroup participants made significant improvements, registered much better screening scores, and no longer needed services.
- Provided **mentoring and support to caregivers of children with special needs** to help them advocate for their child, navigate the system, and ease the stress and impact of isolation. Volunteer mentors are highly trained, and half of all mentors speak Spanish.

SUPPORT FOR CHILDREN AFFECTED BY STRESS AND TRAUMA

SYSTEMS

- Supported **two family shelters** through the recession years and **increased their capacity** to address the needs of families with young children by implementing developmental screening, offering Triple P, introducing a child development specialist and supporting environmental improvements.
- Supported **counseling services** at two **teen parent** high school programs where 91% either completed or continued their education **OR** where teen parents demonstrated a significant increase in parenting knowledge.

PROVIDERS

- **Trained over 300 professionals in trauma-informed care through a three-part trauma training. 88%** of participants rated their training experience as excellent and **two thirds** felt that their organization could still be more trauma-informed.
- Using a train-the-trainer model, **14 professionals from 12 agencies became Trauma Fellows;** professionals who are prepared to help increase knowledge, awareness, and the community-wide capacity of Contra Costa's trauma-informed system of care.

Funded Partners (2018-19)

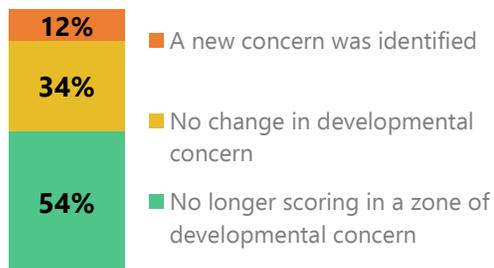
- CoCo Kids
- Contra Costa Crisis Center
- Childhood Options & Parent Education (COPE)
- Baby Builders
- We Care Services for Children
- Early Childhood Mental Health (ECMHP)
- Contra Costa ARC/Lynn Center

STRATEGIC FRAMEWORK AND INDICATORS (FROM THE 2018 MIDPOINT REPORT)

Goal: All children will achieve their optimal development.

Strategy 1: Develop the “Help Me Grow” system to expand and enhance the system of early screening and access to services that meet children’s developmental needs.

What percent of children improve in one or more developmental domain?



All Since 2013

Of children whose first Ages and Stages developmental screen identified a concern and were screened more than once since 2013 (n=812), **56% were no longer scoring in a zone of developmental concern.**

What percent of parents access parenting and developmental referrals given to them?

286
adults called 211 for
Help Me Grow support



68%
of HMG-211 callers
received a referral



29%
of HMG-211 callers accessed one
or more referral

211 operators ask all families with children ages 0-5 who call the general resource line if they have any questions or concerns about their child and **invite them to receive ongoing support and referrals** as a HMG-211 client.



HMG-211 clients most frequently called from:

1. Richmond
2. Antioch
3. Pittsburg
4. San Pablo
5. Concord

What percent of parents increase their awareness of their children’s developmental stages?

93%

of parents know more about what to expect about their child’s growth and development after participating in a developmental playgroup.

“Me ayudó a mí y a mi familia entender y saber paso a paso el desarrollo y crecimiento de mi niña.”

“This helped me and my family to understand and know the development and growth of my daughter step-by-step.”

Strategy 2: Support effective practices to improve early children’s mental health.

What percent of parents are aware of the importance of screening and early intervention?

We see First 5 parents prioritizing early intervention in various ways.

By learning about how to assess their child’s development with the Ages and Stages Questionnaire (ASQ), participating in Developmental Playgroups, and seeking out digital Help Me Grow resources, parents are building awareness of the importance of screening and early intervention.

More than 1,400

Help Me Grow Parenting Resource Guides are downloaded annually



5,600+

parents completed an ASQ for their children between 2016 and 2018

What percent of children are improving in key behavioral domains?

Approximately **three quarters of children** whose parents participated in a

Triple P parenting class showed a decrease in their number or intensity of behavioral problems.

Parent participation	Number of child’s behavioral problems decrease	Intensity of child’s behavioral problems decrease
FY16-17 470 parents	81% of children experienced decrease in #	82% of children showed a reduction in the intensity
FY17-18 585 parents	74% of children experienced decrease in #	75% of children showed a reduction in the intensity

What percent of parents improve their parenting skills after completing a parenting class?

AFTER TRIPLE P...

40% of parents were **less hostile**

61% of parents were **less lax**

68% of parents were **less over-reactive**

More than 3/4 of parents felt less **depressed, anxious and stressed**

What percent of training participants report increased knowledge as a result of training?

68% of nearly 700 professionals reported an **increase in knowledge** as a result of a training hosted by First 5

89 professional trainings were hosted by First 5 between 2016 and 2018

86% of training participants felt ready to implement what they had learned

FAMILY SUPPORT INITIATIVE

Goal	Long-Term Impact	Strategies
<p>All children are raised in supportive and nurturing families</p>	<ol style="list-style-type: none"> 1. Parents and caregivers have the knowledge, confidence and skills to develop positive parent-child relationships. 2. Families have strong and supportive connections in their communities 3. Parents access needed services for themselves and their children. 4. Families achieve financial stability and security. 5. Standards, policies and funding that strengthen the family support system are institutionalized 	<ol style="list-style-type: none"> 1. Provide and expand the availability of place-based family support services. 2. Provide home-based family support services.

INITIATIVE DESCRIPTION

Support services focused on children and families, including:

- **First 5 Centers** providing center-based parent education, support services, and child enrichment activities in Antioch, Bay Point/Pittsburg, Brentwood, Concord, Richmond, and San Pablo;
- **Home visiting county-wide services for expecting and new parents** living in communities with greatest needs.

Family Support Initiative Services Reach (2015-2019)

- 4,722 children
- 5,047 parents or caregivers
- 133 providers

Numbers include duplication between years unless otherwise noted

KEY ACCOMPLISHMENTS AND OUTCOMES (2015-2019)

SYSTEMS

- Maintained five **high-functioning First 5 Centers** with expertise in early childhood and a strong community presence. First 5 Center staff who are experts in child development lead workshops and classes to make parenting easier and help raise healthy, happy children.
- **Purchased a new site** in Pittsburg for the East County First 5 Center and relocated the Antioch First 5 Center.
- Funded a **voluntary home visiting program that provides parenting education, developmental screening, and support to pregnant and new mothers.** Through a partnership with the Community Services Bureau, Contra Costa County EHSD, and Aspiranet, the Welcome Home Baby home visiting program serves parents with very low income in high-needs areas of the county.

COMMUNITY

- Supported the work of approximately **50 Community Advisory Council members as they ensure that planning and delivery of First 5 Center services is reflective of community needs.** CAC members are local parents, caregivers, community members, and agency representatives who volunteer their time to assess and communicate the needs of their communities.

PROVIDERS

- **Trained 102 providers** on the Strengthening Families Framework, Five Protective Factors, and other family support frameworks.

CHILDREN AND FAMILIES

- Served approximately **1,900 families per year at the First 5 Centers**, many of which are new each year. 88% of the children served by First 5 Centers are ages 0-3.

- **Provided home visits to nearly 900 adults** across Contra Costa County, including many fathers, with the option to receive visits from a male home visitor.
- **Engaged more fathers** in both home visiting and First 5 Center services and activities, including programming developed through feedback from attending fathers.
- Provided early literacy programming and materials to First 5 Center families and **saw an increase in frequency in reading with children after a year of participation in First 5 Center activities.**
- Continued to provide and expand upon **no-cost classes in the First 5 Center core service areas** of parent education and support, evidence-based parent education, early learning and literacy, and school readiness.
- Parents who took First 5 Center parenting classes **significantly improved in the five following parenting skills:** knowledge of child development, confidence in parenting, ability to identify and respond to needs, quality time with children, connection to others.
- Over half of First 5 Center and Home Visiting parents say that they have **social connections in their communities** and have people to talk to in times of need.
- First 5 Centers also play an important role in **supporting parents in learning how to use ASQ screening results** to access other services and understand the unique needs of their children.

Funded Partners (2018-19)

- Aspiranet
 - First 5 Centers: Antioch, Delta, East County, and Monument
 - Welcome Home Baby
- Bay Area Community Resources
 - West County First 5 Center

STRATEGIC FRAMEWORK AND INDICATORS (FROM THE 2018 MIDPOINT REPORT)

Goal: All children are raised in supportive and nurturing families.

Strategy 1: Provide and expand the availability of place-based family support services.

What percent of parents improve their parenting skills after completing a parenting class?

FIRST 5 CENTERS

Parents who take First 5 Center Parenting Classes significantly improve in 5 parenting skills:

1. **Knowledge** of child development
2. **Confidence** in parenting
3. **Ability** to identify and respond to needs
4. **Quality Time** with children
5. **Connection** to others

AFTER TRIPLE P...

40% of parents were **less hostile**

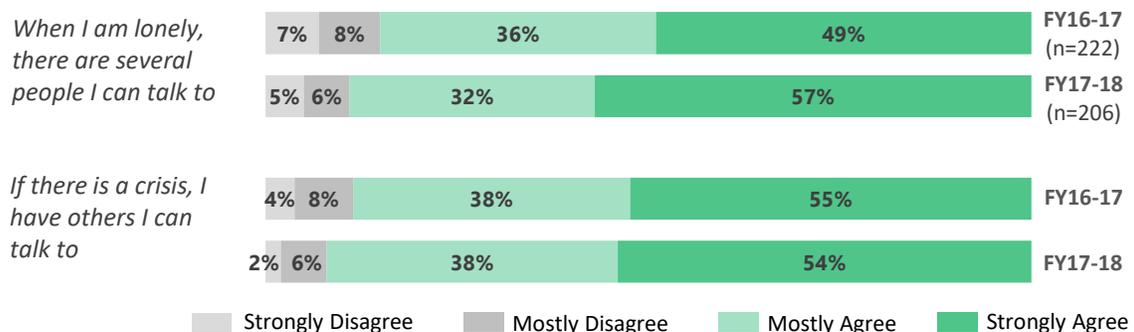
61% of parents were **less lax**

68% of parents were **less over-reactive**

More than 3/4 of parents felt **less depressed, anxious and stressed**

What percent of parents have social connections in their communities?

Parents participating in Family Support programming reported the following:



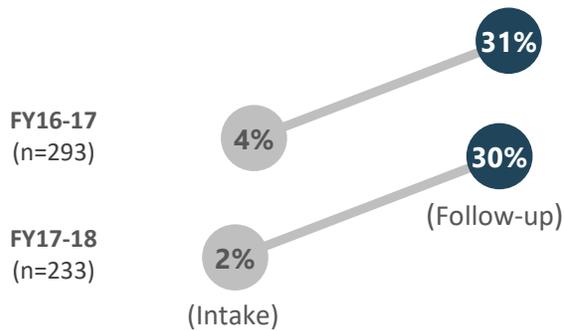
How many parents and community members gain capacity for leadership?

509

parents and other community members participated in leadership-building activities during the first two years of the Strategic Plan.

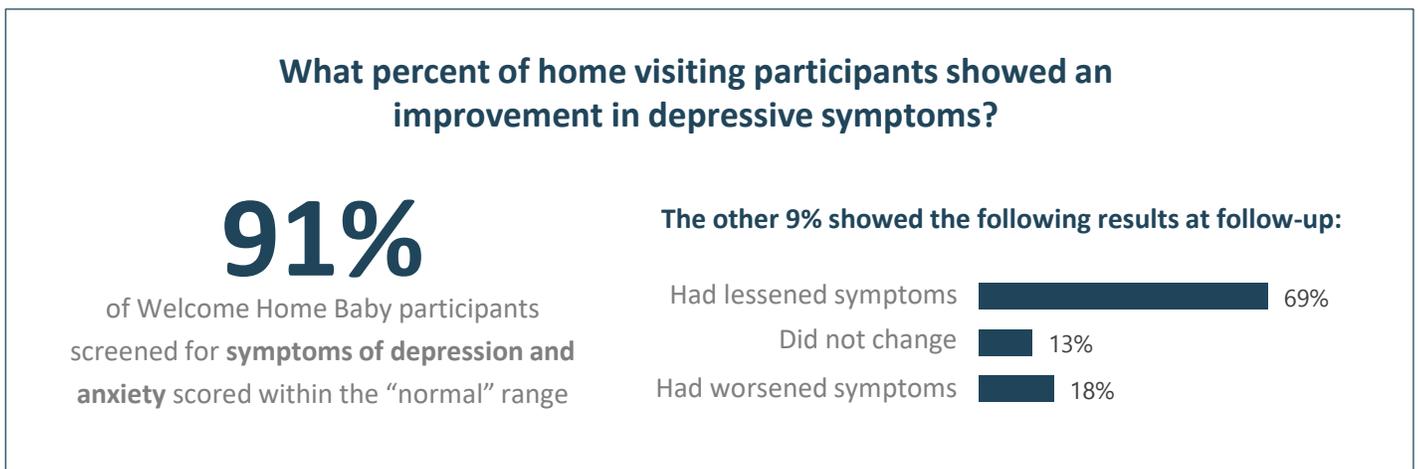
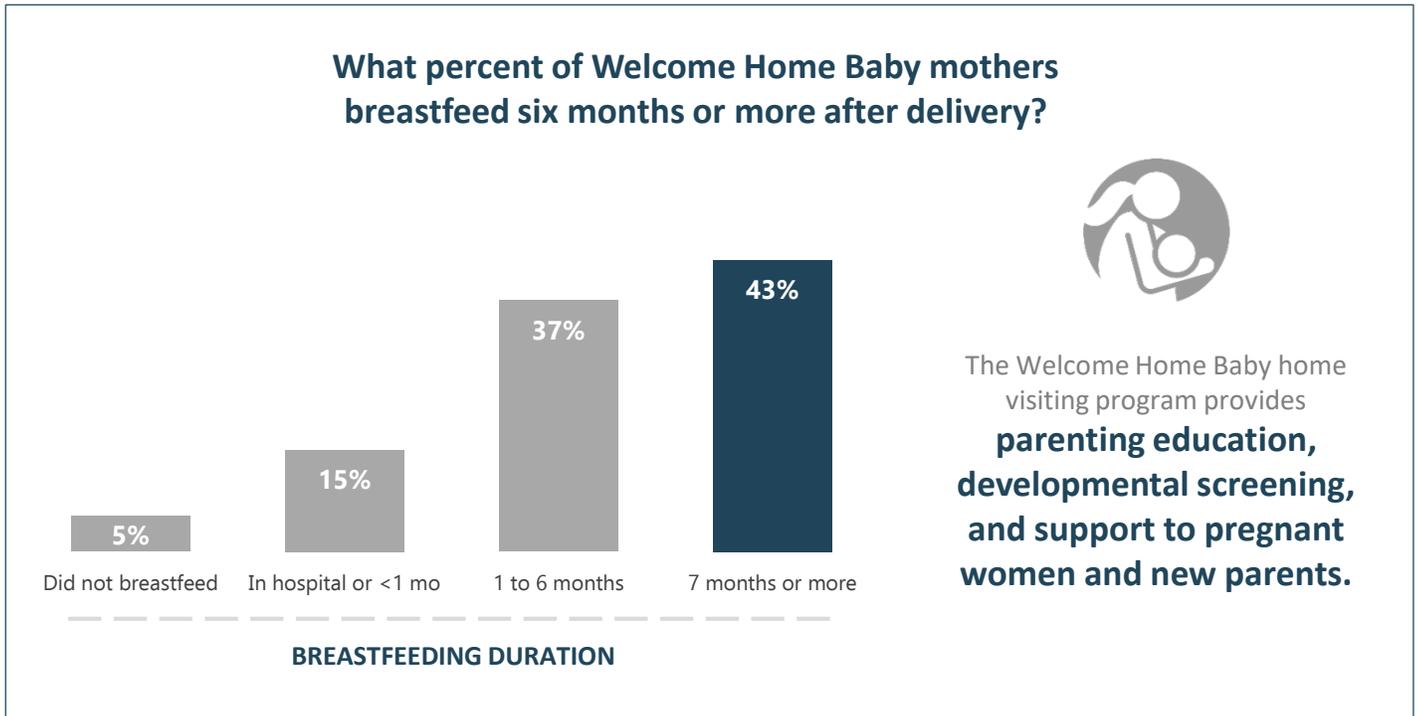
	CAC Members
FY 16-17	48
FY 17-18	55

What percent of families read to their children daily?



Approximately **one-third** of First 5 Center and Home Visiting families were **reading to their children daily** after an average of 24 months of participation.

Strategy 2: Provide home-based family support services.



DRIVERS OF SYSTEMS CHANGE: ADVOCACY AND COMMUNITY ENGAGEMENT

Overarching Strategy	Strategic Directions
<p>Convene partners and engage in education and advocacy for policies that promote the optimal health and education of young children and their families.</p>	<ul style="list-style-type: none"> a. Advocate for policies, funding and systems change b. Support community advocacy and leadership c. Engage in social marketing and public education d. Convene and engage in partnerships and public education e. Develop strategies to effectively reach and engage underrepresented families f. Identify high-quality practices g. Support efforts to boost family economic security and reduce poverty

INITIATIVE DESCRIPTION

- As part of the **Community Engagement** initiative, **approximately 200 parents participate annually in three Regional Groups** to build leadership and advocacy among underrepresented families for healthier, safer, and more equitable communities.
- The **Family Economic Security Partnership (FESP)** promotes family economic stability and works to reduce poverty in Contra Costa County and beyond.

Community Engagement Reach (2015-2019)

- 1,074 children
- 200 parents each year

Numbers include duplication between years unless otherwise noted

FESP Reach (2015-2019)

- 45 provider organizations each year

Numbers include duplication between years unless otherwise noted

KEY ACCOMPLISHMENTS AND OUTCOMES (2015-2019)

SYSTEMS

- Parent leaders from the three Regional Groups **increased representation** for low-income families, immigrants, and families of color by **successfully advocating for new voting districts** in two Contra Costa cities.
- The Regional Groups' advocacy led to **passage of 6 sanctuary policies** (4 cities and 2 school districts) to increase protections and belonging for thousands of immigrant families and families of color.
- The Regional Groups **advocate for safe and equitable park access in Contra Costa communities**. Regional Group members have conducted **100 comprehensive assessments** at parks throughout Richmond, San Pablo, Bay Point, Pittsburg, Concord, and Antioch and **secured over \$2.6 million in funding** for park improvements, including **7 renovations** of the county's most neglected parks.
- Regional Group advocacy led to **stronger housing protections and city processes** for renting families.
- The Community Engagement initiative is **part of a broad coalition —Raise the Roof—to promote housing security for young children and families**. They are also a member of the Executive Committee with Healthy & Active Before 5 to promote health and well being for young children and families.
- FESP continued to **promote family economic stability and reduce poverty** through the following activities, among others:
 - **Earn It, Keep It, Save It campaign:** Played a major role in launching and now supports the Earned Income Tax Assistance campaign, one of the most effective anti-poverty strategies in the country.
 - **CalFresh Working Group:** Participates in the CalFresh Working Group to help ensure that families have access to CalFresh benefits and food supports.
 - **Budget Justice Coalition:** Works with partners to ensure greater transparency in the county budget and to direct resources to those most in need.
 - **Ensuring Opportunity Campaign to End Poverty:** Participates on the Leadership Team of the Ensuring Opportunity Campaign, a collaborative effort to end poverty in Contra Costa County by addressing structural causes at the policy level.
 - **Rise Together:** Participates on a nine-county coalition of over 250 partners working together to coordinate efforts to end poverty and advocate for change that will allow every individual the opportunity to thrive.

KEY ACCOMPLISHMENTS AND OUTCOMES (2015-2019)

COMMUNITY

- **Two annual Policy Breakfasts have brought together more than 200 community partners,** advocates, and policymakers to share research and collaborative visions for improving the outcomes of Contra Costa children through policy and advocacy.
- Parent advocates helped **mobilize 700 families, 6 marches, and 15 legislative visits to advance immigrant protections** and keep children and parents together.
- Regional Groups planned three May Day marches and rallies **mobilizing over 1,000 families to promote housing security** for young children and families.
- Advocates in the Regional Groups organized the first Monument Community Candidates Forum, **engaging over 100 underrepresented families with young children in the democratic process** to select their next council representative.
- Contra Costa parents were **trained in anti-racism and cultural humility approaches** to promote multicultural movement on behalf of children and families. Other training topics include media and communications, community organizing, advocacy, power building, and systems change including housing, parks, transportation, land use and public decision making.
- Hundreds of Regional Group members **travel to Sacramento each year to voice the needs of low income families of color and immigrant families** to state legislators.
- Regional Group leaders **co-authored a report revealing the impact of housing insecurity and engaged 1,700 families in 18 advocacy activities** to promote affordable and safe housing for kids.

- Each year, **FESP convened over 45 agencies and educated staff and constituents on topics important to families,** including: 2018 ballot initiatives, the 2020 Census, ethical storytelling, voting rights, and more.
- FESP sponsored a deeper dive pilot project to **demonstrate how direct service providers can incorporate policy advocacy** into their agencies.

CHILDREN AND FAMILIES

- Over **1,000 Contra Costa children received low-cost sports classes** to promote physical activity, good nutrition, and healthy habits.



SUMMARY

For thousands of Contra Costa families, First 5 has fulfilled its goals of intervening early and effectively, supporting families in greatest need helping to break cycles of poverty and dysfunction that are otherwise perpetuated.

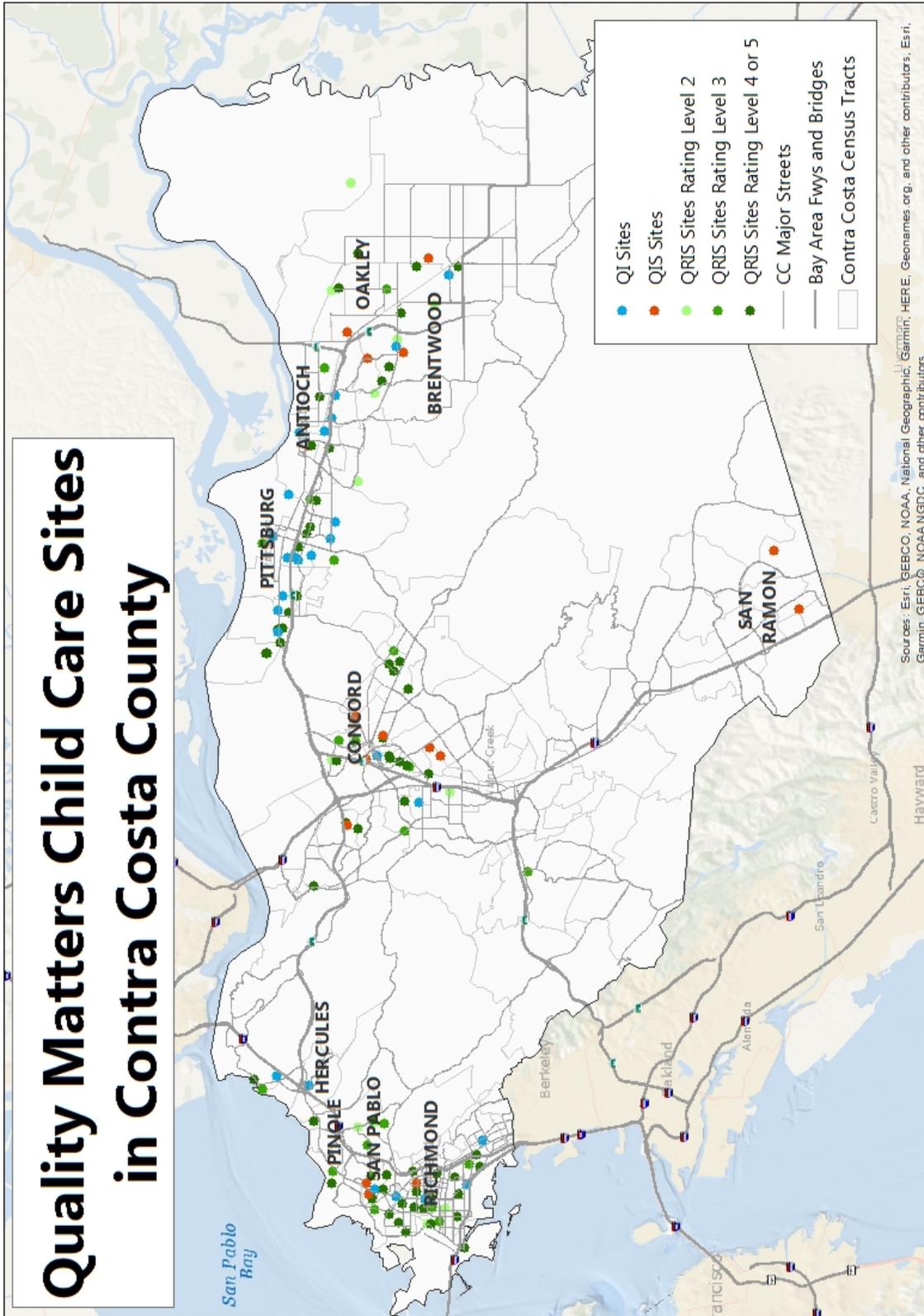
The challenge to First 5 is to extend these interventions more fully so that all Contra Costa children and families have access to the supports and services they need for health early development and readiness for school and life.

In the years to come, First 5 will likely not have the fiscal resources it had in the past. To be truly strategic in its future activities and investments, First 5 must consider how best to use its available resources including not only funding but also partnerships, new opportunities, staff expertise, and First 5's convening and leadership roles to carefully gauge where it can make the most needed, worthwhile difference.



Appendix A:

Contra Costa Child Care Sites Participating in Quality Matters, 2018







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