



STRATEGIC PLANNING BRIEFING BOOK 2022



Updated June 2023

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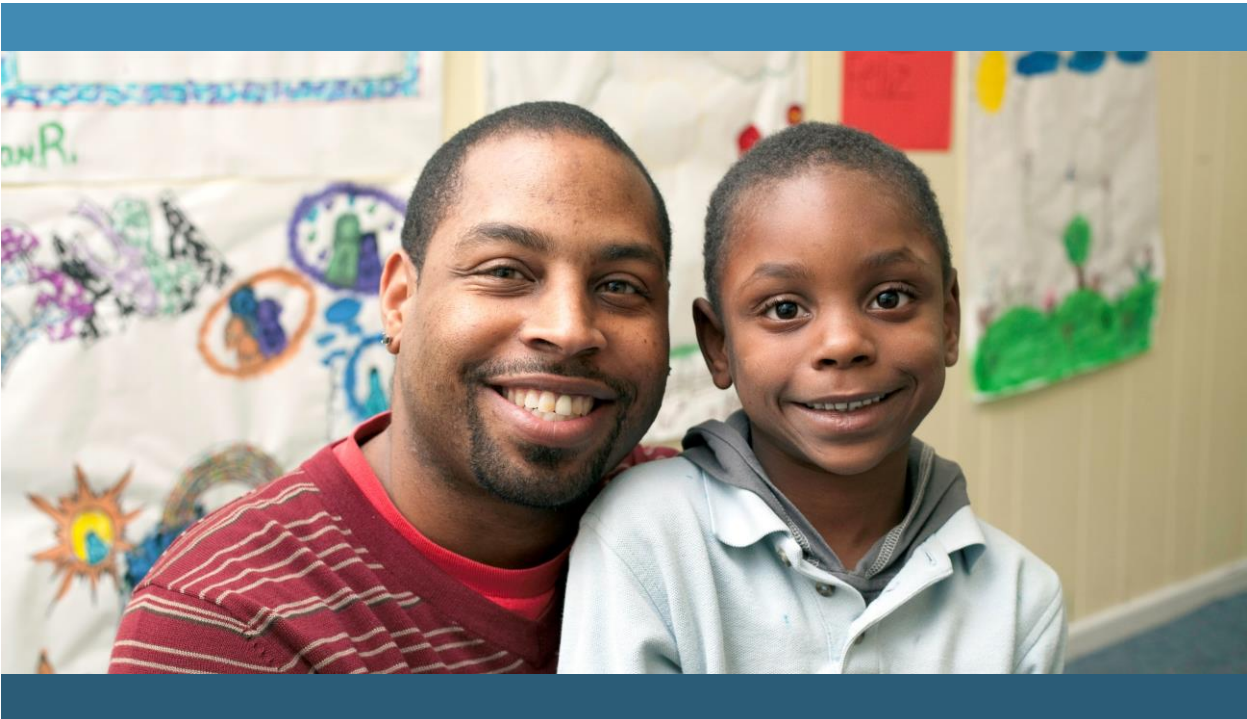
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INTRODUCTION

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 (F5CC) exists. The intent of this Briefing Book is to provide Commission members with context for the strategic discussions that will take place during the retreat in December 2022. The outcome of those strategic discussions and direction will lay the foundation for the Fiscal Year (FY) 2023-2026 strategic plan. More detailed analyses and reports of the data contained in this Briefing Book are available from F5CC staff by request.



WHO WE ARE

Proposition 10: The Birth of the First 5 Movement

In November 1998, California voters passed Proposition 10 (Prop 10), the California Children and Families First Initiative, which added a 50-cent per pack tax on cigarettes and tobacco products. The intent of Prop 10 is to **“facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.”**



Twenty percent (20%) of the tobacco tax revenues supports statewide planning, administration, initiatives, communications, and research and evaluation. The 9-member First 5 **California Children and Families Commission** is responsible for state-level administration of Prop 10 revenues. The remaining 80% of Prop 10 revenues are allocated annually to the 58 California counties to promote the early health, learning, and family support for children from the prenatal stage through five years of age. Each county has a Commission that has the legal authority to oversee its portion of Prop 10 revenue and make local decisions about how funds should be spent.

Locally, Prop 10 funds are administered by the **First 5 Contra Costa Children and Families Commission (the Commission)**, a board made up of nine members and nine alternates who are appointed by the Contra Costa County Board of Supervisors and represent county government, health, social services, early care and education, and communities across the county. Every 3-5 years, the Commission reviews and updates its strategic plan to ensure that F5CC’s investments are responsive to the community’s changing needs and are consistent with the intent of Prop 10 and the organization’s mission, vision, values, and guiding principles, described below.



Our Mission

To foster the **optimal development** of our children, prenatal through 5 years of age.

Our Vision

Contra Costa's young children will be **healthy, ready to learn**, and supported in **safe, nurturing families and communities**.

Our Core Values

Every aspect of our work is grounded in our enduring commitment to:

- **Diversity & Inclusion** – We work to ensure the diverse values, voices, and perspectives of our staff, partners, and community members are heard, represented, and reflected throughout our work.
- **Equity** – We work to eliminate systemic and structural barriers that cause or contribute to inequities so that all children and families in our community succeed.
- **Cultural Humility** – We continuously reflect on the ways in which our beliefs, cultural identities, power, and privilege influence our actions and interactions. We maintain curiosity and an openness to learning from others' lived experiences and adapting our approaches.
- **Community Partnership** – We listen to and learn from families, organizations, and policymakers. We build relationships based on shared values, shared power, trust, respect, and a collective commitment to ensuring the health and well-being of all children.

Our Guiding Principles

These principles serve as our compass, ensuring our actions and decisions are in alignment with our core values.

- We will prioritize our efforts and investments to focus on **eliminating disparities** and creating **equitable opportunities and outcomes**.
- We will contribute to strengthening and building **trauma-informed** early childhood systems that **prevent, treat, and heal trauma** and adverse childhood experiences.
- We will seek out and listen and partner with **diverse and under-represented voices**, with **shared power**, clear communication, and agreements as to roles and responsibilities, expectations, decision-making, and accountability.

FOUNDATIONAL FRAMEWORKS

For nearly 25 years, F5CC has worked alongside multiple agency and community partners to build the early childhood systems and supports needed to ensure Contra Costa’s young children are healthy, ready to learn, and supported in safe, nurturing families and communities. F5CC’s priorities and investments are informed by and articulated in our Commitment to Racial Equity, Diversity, and Inclusion (REDI), Theory of Change, Strategic Plan (FY 2020–2023), Tactical Plan (F5CC Strategy Map), and Results Based Accountability Evaluation Plan. Taken together, these frameworks form the foundation of our work, providing a common language and approach to aligning our mission-driven work with our core values and guiding principles.

Commitment to Racial Equity, Diversity, and Inclusion (REDI) ¹

F5CC is committed to centering racial equity, diversity, and inclusion (REDI) in all we do. This means we strive to:

- Recognize and value **diversity** – or all the ways in which people identify themselves, including but not limited to race, ethnicity, gender, age, national origin, religion, disability, sexual orientation, socioeconomic status, education, marital status, language, physical appearance;
- Foster **inclusion** by creating environments in which any individual or group can feel welcomed, supported, valued, and respected, and they can share their perspectives and know their voices matter and impact decisions;
- Use our resources and influence to increase **equity**, or the fair treatment and access to opportunities that all people need to prosper and reach their full potential, understanding that equity means giving everyone what they need to be successful, in contrast to **equality**, which means treating everyone the same;
- Advance **racial equity** in particular, so that opportunities and life outcomes are not predictable on the basis of race and ethnicity;
- Acknowledge the historic patterns of **racial and economic exclusion** that are embedded in the policies and systems that young children and families interact with every day, and identify the ways in which policies, practices, norms, and laws in our institutions and society have created **structural inequities**, or unfair distribution of resources and opportunities that creates differences in well-being outcomes based on race, ethnicity, gender, socioeconomic status, and other social identities;
- Understand that improving racial equity requires **increasing fairness** in procedures,

¹ Definitions adapted from Race Matters Institute (<https://viablefuturescenter.org/racemattersinstitute/about-us-2/189-2/>); County Health Rankings ([Facilitation Guide: Understand and Identify Root Causes of Inequities](#)); Government Alliance on Race and Equity (GARE); and Aspen Institute (<https://www.aspeninstitute.org/blog-posts/structural-racism-definition/>).

processes, and distribution of resources—both within F5CC and other institutions and systems that impact young children and families;

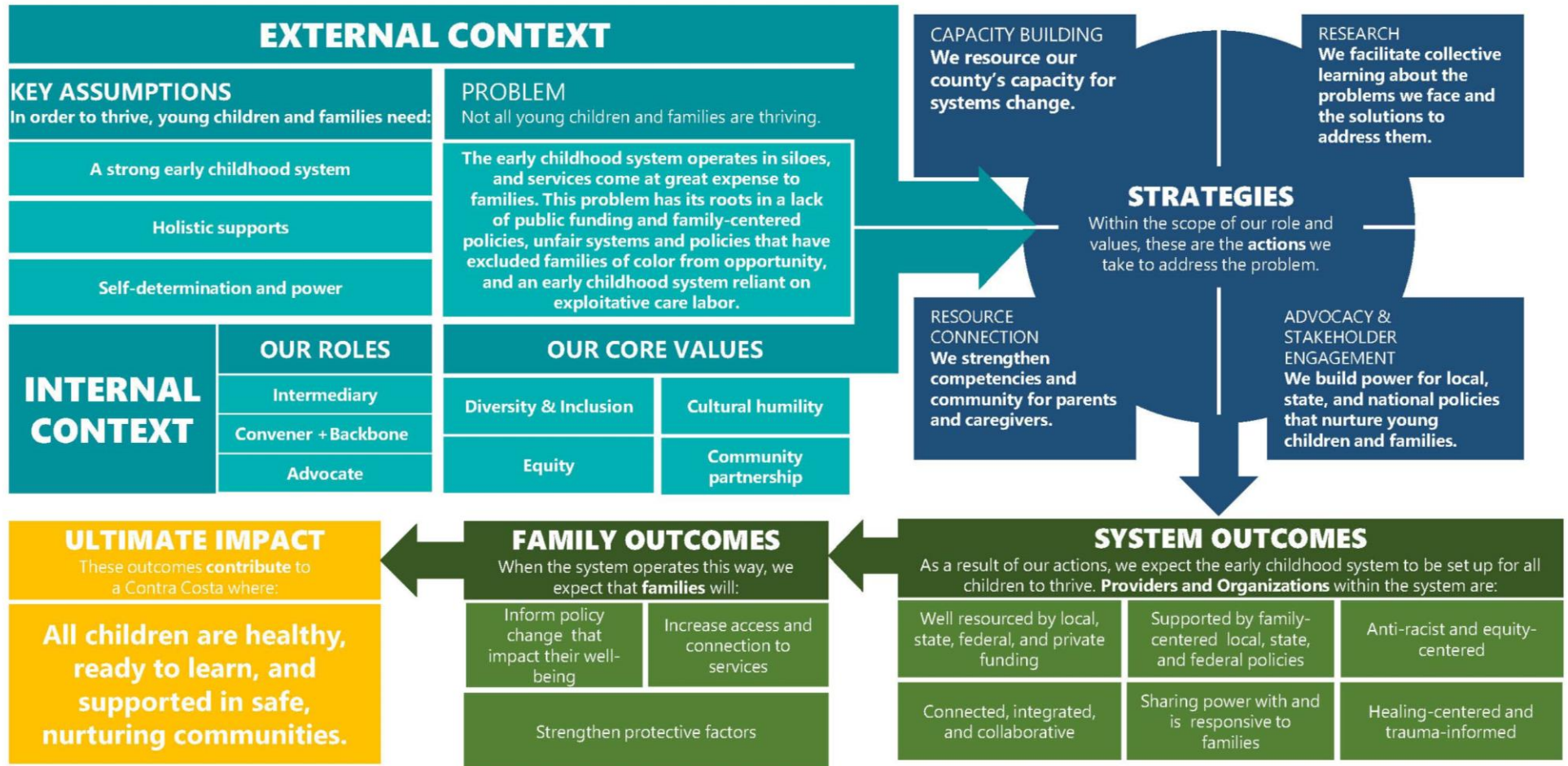
- Increase equity using a **Targeted Universalism** approach, where we set bold goals to improve outcomes for all children and families, while implementing targeted strategies to improve opportunities and outcomes for those most impacted by racial inequity. We put this commitment into action by focusing F5CC’s programs and investments on the people and places that face the greatest barriers.

Theory of Change

Developed in FY 21/22, F5CC’s **Theory of Change** defines our assumptions and beliefs about what children and families need to thrive, the root causes of inequities, and our role as a catalyst for change. Although the Theory of Change was developed recently, it does not represent entirely new concepts and approaches for F5CC. Rather, it offers a cohesive summary of our long-held beliefs that:

- In order for young children and families to thrive, we need a strong early childhood system that is grounded in a **whole child / whole family framework** and centers on families' needs and promotes self-determination and power.
- Families and the early childhood system face enormous challenges. Effective supports and resources in the early childhood system are unequally distributed, and the needs of families of color are often put last on the list.
- F5CC sits at the intersection where we can drive change. We do this by resourcing our county’s capacity for systems change, strengthening competencies and community for parents and caregivers, facilitating collective learning, and building power for local, state, and national policies that support young children and families. Together, we can have an early childhood system that supports ALL families and centers equity, anti-racism, and healing within the system in new and effective ways.
- We will know we’ve succeeded when we are able to promote family-centric policies, value the efforts of care labor in the early education workforce, and change systems that have excluded Black, Indigenous, People of Color (BIPOC) families. At that moment, we will fulfill our Vision that all children are healthy, ready to learn, and supported in safe, nurturing communities.

FIRST 5 CONTRA COSTA THEORY OF CHANGE



Strategic Plan FY 2020–2023

Every 3-5 years, the Commission adopts a new strategic plan that establishes the long-term direction for F5CC. The plan lays out a high-level “strategic roadmap” (vision, mission, values, strategic priorities, goals, and strategies) that has been informed by a “landscape analysis,” or review of the internal and external strengths, accomplishments, challenges, and opportunities that impact F5CC’s mission-driven investments and activities.

F5CC’s Strategic Plan for FY 2020-2023 called for a more intentional focus on changing systems to meet the needs of young children and their families. Adopting a systems change approach was recognized as a strategic imperative for F5CC, given the dueling realities of flat or declining Prop 10 revenue in an era of increased public and political will to invest in early childhood. Increasing F5CC’s focus on systems change enables us to sustain our achievements and use our credibility, visibility, and expertise to create positive, enduring systems change that will promote the well-being of young children and families in Contra Costa now, and for generations to come.

The FY 2020-2023 strategic plan focuses on two main priorities, each with a corresponding goal:

1. Integration of Early Childhood Systems

- **Goal:** Strengthen the integration of early childhood systems that foster equitable opportunities and outcomes for all young children and their families.

2. F5CC Contra Costa’s Impact and Sustainability

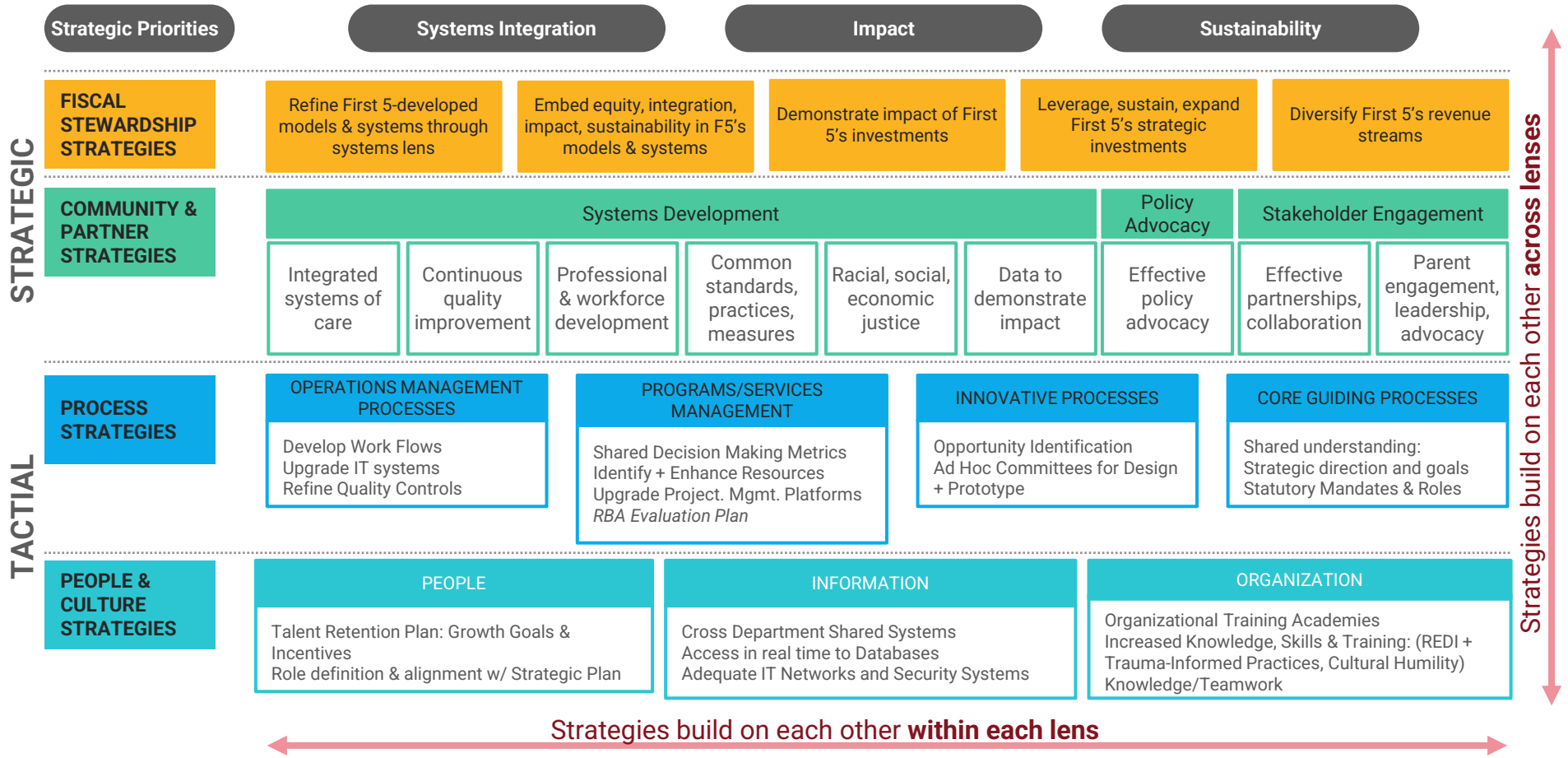
- **Goal:** Build on, sustain, and/or grow F5CC’s investments in the early childhood system.

The goals and strategies for each priority are designed to sharpen our focus on sustaining and integrating our systems work, both among F5CC’s current initiatives and the broader systems serving young children in the county. The Strategic Priorities and Goals will be revisited in the current strategic planning process but are unlikely to change significantly in the FY 2023–2026 plan, as they are still very relevant. However, the strategies will be reviewed and updated to align with the Theory of Change and reflect the trends and conditions identified in the landscape analysis.

Tactical Plan (F5CC Strategy Map)

F5CC’s tactical plan, or Strategy Map, was developed after the Commission adopted the FY 2020–2023 strategic plan. This tool is useful for identifying and communicating about the linkages between F5CC’s two strategic priorities, the strategies in the strategic plan, and internal tactics and operational strategies. The Strategy Map will also be updated after the Commission adopts the FY 2023–2026 Strategic Plan.

First 5 Contra Costa Strategy Map



Results Based Accountability (RBA) Evaluation Plan

In FY 22/23, F5CC adopted an RBA process to identify population-level indicators and program-level performance measures to capture current investments, activities, and outcomes. RBA provides a framework to organize data collection intentionally in order to better understand how F5CC’s investments impact populations and places in the county that have historically experienced the most disinvestment and disparities. It is also a continuous improvement tool to improve performance and to identify new and better data necessary to communicate outcomes and ensure equitable investments.

With F5CC’s Theory of Change as the backdrop, the evaluation plan serves as a living document to be revised as needed based on learnings and identification of data gaps. When used in this way, the RBA evaluation plan will help us hold ourselves accountable to doing what we outline in our theory of change and strategic plan, as well as inform our ongoing learning about how our hypotheses in our theory of change play out in reality.

POPULATION LEVEL INDICATORS

To understand the general conditions of residents in the county, F5CC will track population-level trends that align with the agency’s three result areas desired for all families.

DESIRED RESULTS	INDICATORS
Children are ready to learn	<ul style="list-style-type: none"> • % of children in the county demonstrating readiness for Kindergarten
Children are supported by safe, nurturing families and communities	<ul style="list-style-type: none"> • County child maltreatment rate • Number of libraries, parks and playgrounds • Neighborhood crime rates
Children are healthy and thriving	<ul style="list-style-type: none"> • % of children 0-5 years of age with access to medical care • % of children 0-5 years of age with access to dental care • % of pregnant persons accessing prenatal care

PROGRAM OUTCOMES AND MEASURES OF SUCCESS

	<p>Families inform and change policies that impact well-being</p>	<ul style="list-style-type: none"> • # of First 5 participants active in policy advocacy and community engagement
	<p>Families increase access and connection to services</p>	<ul style="list-style-type: none"> • # of families accessing local resources and services • % of caregivers reporting that they know where to go to obtain support for their needs
	<p>Caregivers and children are prepared for kindergarten</p>	<ul style="list-style-type: none"> • # of families participating in school readiness programs • # of providers engaged in First 5 quality improvement programs and services
	<p>Families have what they need to strengthen protective factors (Concrete support, parental resilience, child social and emotional competence, social connection, and knowledge of parenting)</p>	<ul style="list-style-type: none"> • # of families that access services through First 5 to address basic needs • % of families reporting reduced parenting stress as a result of First 5 services • # of children screened for developmental needs through First 5's network of providers • # of caregivers reporting increased child social or emotional functioning as a result of F5 programs and services • % of families attending First 5 programs that report an increase in social connections • % of parents reporting increased awareness/knowledge/understanding of child development
	<p>System is well-resourced by local, state, fed, and private dollars</p>	<ul style="list-style-type: none"> • # of new public local and state dollars invested in the early childhood system of care
	<p>System is supported by family-centered local, state, and fed policies</p>	<ul style="list-style-type: none"> • # of public local and state policies advancing issues important to families
	<p>System is integrated</p>	<ul style="list-style-type: none"> • # of providers connected to a trauma-informed community of practitioners • # of practitioners trained in trauma-informed practices
	<p>System shared power with and is responsive to families</p>	<ul style="list-style-type: none"> • # of caregivers providing feedback on how well F5 services are meeting their needs

	<p>System is healing-centered and trauma-informed</p>	<ul style="list-style-type: none"> • % of providers reporting their organization has become more trauma-informed • % of families reporting their experience of the system or program followed trauma-informed practices
	<p>System is anti-racist and equity-centered</p>	<ul style="list-style-type: none"> • % of providers reporting increased competency in anti-racist and equity practices from trainings or coaching sessions • % of parents reporting that services met their cultural and linguistic needs
	<p>Providers increase competency and knowledge on quality care</p>	<ul style="list-style-type: none"> • # of providers receiving training and support to increase skills and knowledge of quality early education

PROGRAMATIC STRATEGIES AND PERFORMANCE MEASURES

RESOURCING THE CAPACITY FOR SYSTEMS CHANGE SOLUTIONS

- % of organizations engaged in systems change efforts
- # systems change collaboratives where First 5 is at the table
- # of practice-based and systems change efforts funded by First 5
- # of workshops/trainings held to increase provider professional capacity
- % of providers reporting increased professional capacity after attending a training/workshop
- # of new Quality Matters programs

FACILITATING COLLECTIVE LEARNING OF SYSTEMS CHANGE SOLUTIONS

- # of system change initiatives facilitated by First 5
- # of grants received/\$ awarded to support collective systems change solutions
- # of reports produced to advocate, garner additional funding, and increase awareness of systems change issues

BUILDING POWER AND SUPPORTING POLICIES THAT NURTURE YOUNG CHILDREN AND FAMILIES

- # policies to improve parks/rec spaces
- # of families involved in community/civic engagement supported by First 5
- # of parent leaders supported by F5CC serving on local decision making boards and commissions.
- % of providers who report feeling confident on where/how to refer families
- % of parents who feel more empowered to advocate for their child's health and educational needs
- # of HUB participants reporting new relationships/connections formed
- % of families who have their child's developmental needs addressed through an ASQ referral

STRENGTHENING COMPETENCIES AND COMMUNITY FOR PARENTS/CAREGIVERS

- # of parents enrolled in F5 supported programs and services
- # of programs offered for parents to learn and practice positive parent-child interactions
- % of parents reporting increased knowledge and skills to support their child's optimal health and development

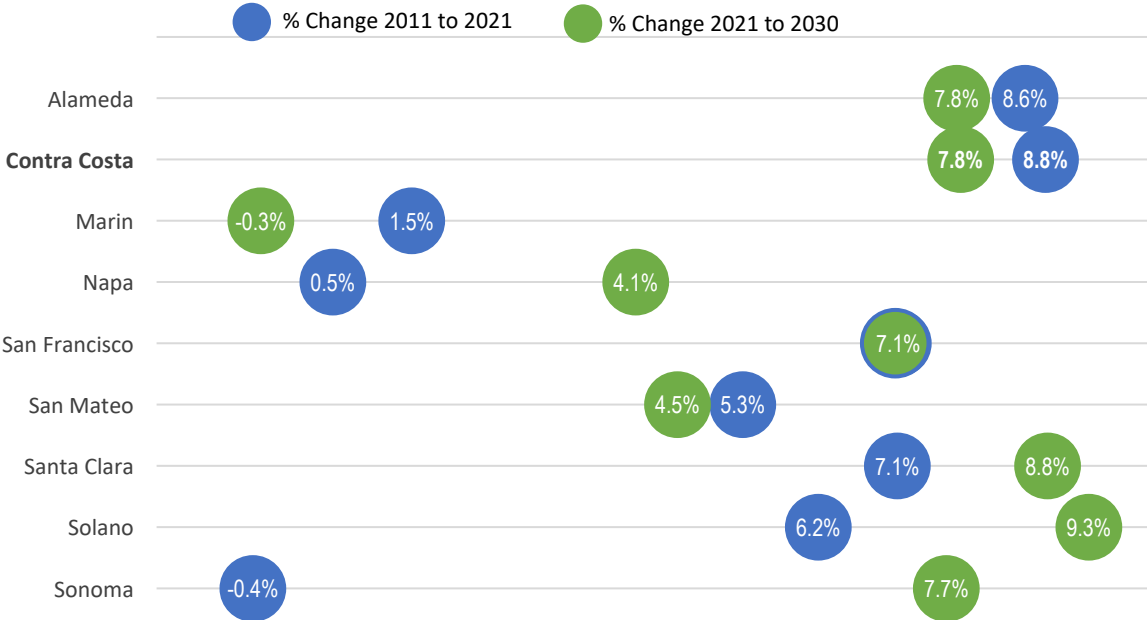
WHERE ARE WE NOW?

A Community Snapshot

POPULATION

- In 2021, Contra Costa County was home to nearly 1.2 million people, making it the 9th largest county in California by population size. Contra Costa is also one of the fastest growing among the nine counties in the Bay Area region. As shown in Figure 1, **the county population increased by 8.8%** between 2011 and 2021.
- The population is projected to **continue growing by 2030**, although at a slightly slower rate of **7.8%**, reaching a population of 1.25 million. Alameda was the next fastest growing county in the past decade, while Solano and Santa Clara Counties are projected to experience even higher population growth than Contra Costa by 2030. Meanwhile, other counties such as Sonoma and Marin have seen, or are projected to see, a decline in population. These shifts in population sizes are likely related to the cost of living, affordability, and labor markets in each county.

Figure 1: Percent Change in Population in Bay Area Counties, 2011 to 2021 and 2021 to 2030



Source: CA Dept of Finance; Demographic Research Unit Table 2: E-4 Population Estimates for Cities, Counties, and State 2011-2021 with 2010 Benchmark. May 2021.

Source: CA Dept of Finance; Demographic Research Unit. Report P-2A: Total Population Projections, California Counties, 2010-2060. July 2021.

- As shown in Figure 2 below, the largest cities in Contra Costa County are Antioch (East County), Concord (Central County), and Richmond (West County). The population of Brentwood grew over 25% between 2011 and 2021, and other cities such as Oakley, Pittsburg, and San Ramon also experienced dramatic growth in the last decade. Population projections for 2030 are not available at a city level.

Figure 2: Percent Change in Population of Cities from 2011 to 2021, by Region

Region / City	Population (2011)	Population (2021)	% Change in Population
East County			
Antioch	103,509	112,848	9.0%
Brentwood	52,248	66,097	26.5%
Oakley	36,137	42,895	18.7%
Pittsburg	64,015	74,498	16.4%
Central County			
Clayton	10,979	11,268	2.6%
Concord	123,089	129,273	5.0%
Danville	42,339	43,906	3.7%
Lafayette	24,100	25,358	5.2%
Martinez	36,159	36,827	1.8%
Moraga	16,130	16,820	4.3%
Orinda	17,760	19,078	7.4%
Pleasant Hill	33,386	34,133	2.2%
San Ramon	73,373	83,863	14.3%
Walnut Creek	64,972	71,317	9.8%
West County			
El Cerrito	23,729	24,846	4.7%
Hercules	24,232	25,864	6.7%
Pinole	18,534	19,369	4.5%
Richmond	104,792	110,130	5.1%
San Pablo	29,066	31,041	6.8%
Unincorporated	161,871	174,423	7.8%

Source: California Department of Finance; Demographic Research Unit Table 2: E-4 Population Estimates for Cities, Counties, and State 2011-2021 with 2010 Benchmark. May 2021.

- In 2021, children ages 0-5 represented nearly one-third of the child population (ages 0-17) and approximately 6% of the total county population. This was a slight decrease from 2011, as shown in Figure 3 below. By 2030, the number of children ages 0-5 is projected to increase, representing a slightly larger percentage of the 0-17 population. However, the number of older adults (ages 60+) is projected to increase at a faster rate, which means the 0-5 population will represent a smaller percentage of the total county population.

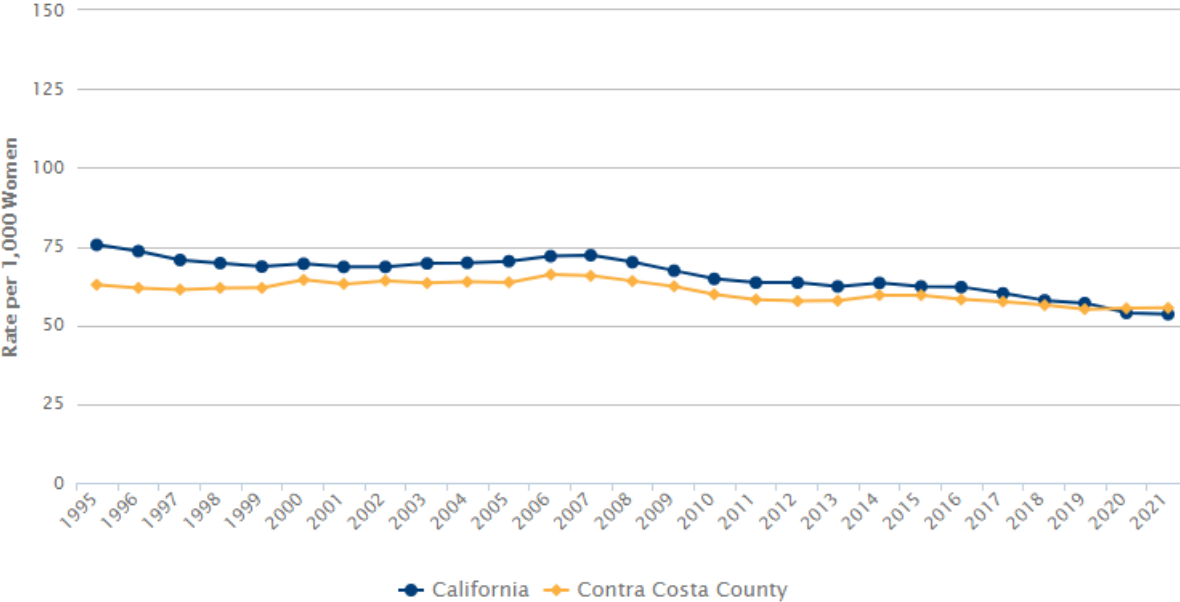
Figure 3: 0-5 Child Population as a Percentage of the Total Child Population (0-17) and Total County Population, 2011, 2021, and 2030

0-5 Child Population	2011	2021	2030 (projected)
Number of Children (0-5)	80,111	73,113	76,572
% of Child Population (0-17)	31.1%	30.5%	32.6%
% of Total County Population	7.5%	6.3%	6.2%

Source: As cited on kidsdata.org, California Dept. of Finance, Population Estimates and Projections; U.S. Census Bureau, Population and Housing Unit Estimates (Aug. 2021).

- The shifts in the 0-5 child population correspond with changes in the county’s birth rate, or the number of live births per 1,000 persons ages 15-44. Despite the overall population growth in Contra Costa, the birth rate declined 4.5% between 2011 (63.5 births per 1,000 persons) and 2021 (55.5). This decline has been occurring since the birth rate peaked in 2006 (66.1), with occasional fluctuations.

Figure 4: Birth Rate per 1,000 persons in Contra Costa County and California, 1995-2021



Source: As cited on kidsdata.org, California Dept. of Public Health, Birth Statistical Master Files & California Vital Data (Cal-ViDa) Query Tool; California Dept. of Finance, Population Estimates and Projections; CDC WONDER Online Database, Natality Public-Use Data (Feb. 2022).

ETHNIC AND LINGUISTIC DIVERSITY

- The county’s ethnic diversity shifted since 2010. Although whites represented the largest ethnic group in the county in 2020 (46%; Figure 4), the population size increased only 3% since 2011, compared to increases of over 10% among Asian, Latino, Multiracial, and Native Hawaiian/Pacific Islander populations (Figure 5).

Figure 4: 2020 Total Population by Ethnicity

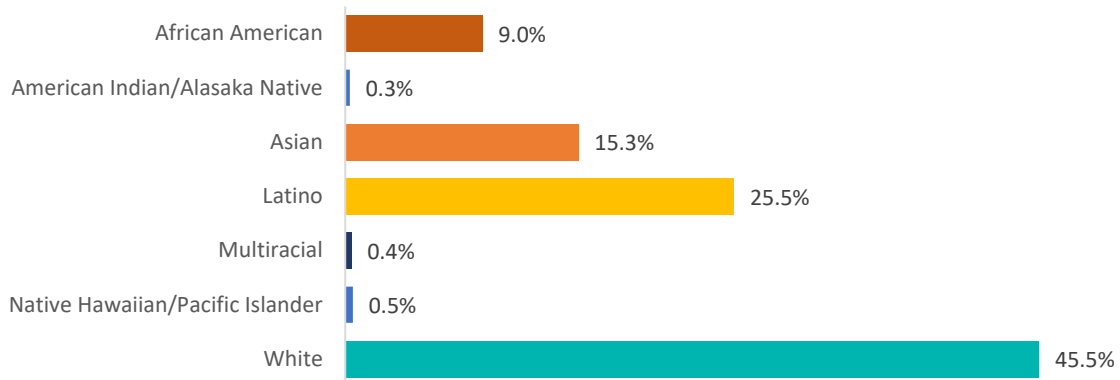
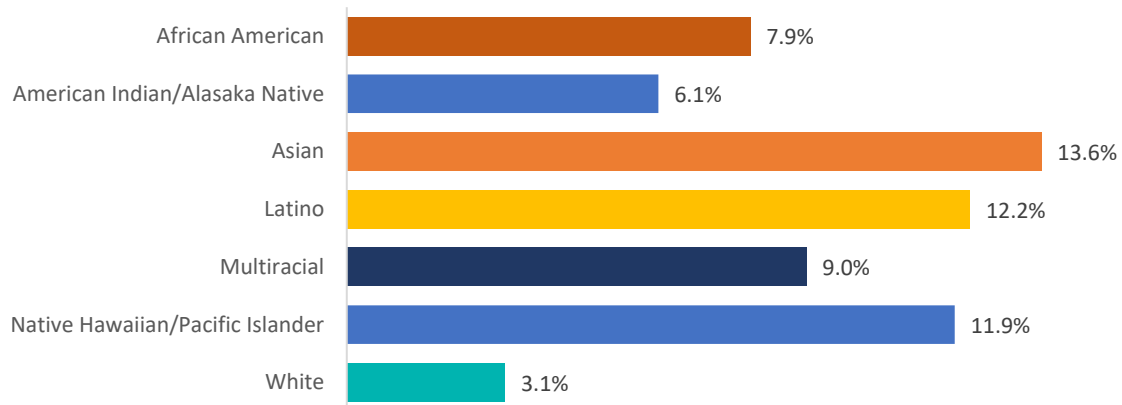


Figure 5: Percent Change in Total Population Since 2011 by Ethnicity



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

- Just over one-third (35%) of Contra Costa County residents speak at least one language other than English. The percentages vary by City and Census Designated Place (CDP), ranging from a low of 13% in Clayton to a high of 69% in San Pablo City (Figure 6).

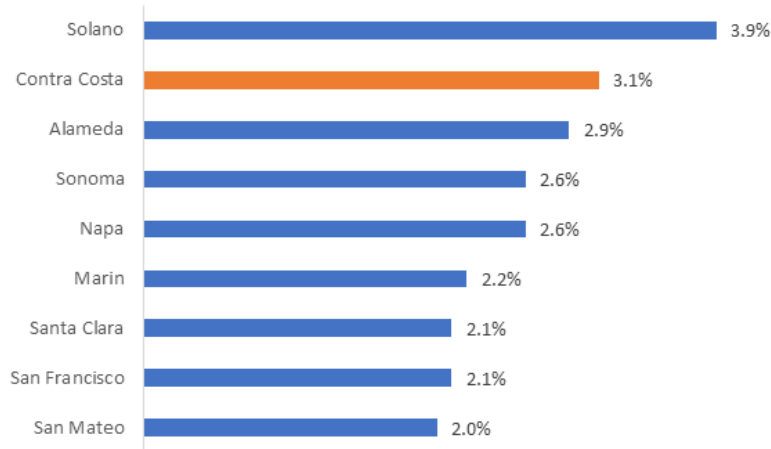
Figure 6: Percent of Residents Who Speak at Least One Language Other Than English

Contra Costa County	Clayton City	San Pablo City
35%	13%	69%

FAMILY ECONOMICS

- Contra Costa County’s unemployment rate of 3.1% (July 2022) was the second highest rate among the nine Bay Area counties (Figure 7) but represents a decrease from the spikes seen in the prior two years (9.1% in 2020 and 6.4% in 2021).

Figure 7: Unemployment Rate by County, July 2022



Source: Employment Development Department: July 2022 <https://labormarketinfo.edd.ca.gov>

CHILDREN IN POVERTY

- As seen in Figure 8, the percentage of children under age 6 in families with low incomes (at or below 100% of the Federal Poverty Level) is much higher among African American or Black, Latino, and Other (unnamed) ethnicities compared to the percentage of all children in the county under age 6 in each of those ethnic groups – e.g., Latino children make up 29% of children in the county who are under age 6, yet they represent 39% of children in the county under age 6 whose families have low incomes.

Figure 8: Children Under Age 6 in County and With Low Incomes, by Ethnicity, 2020

Race / Ethnicity	% Children in County < 6 Years, 2020	% Children < 6 Years with Low Incomes, 2020
African American or Black	6%	11%
American Indian or Alaska Native	.2%	0%
Asian	13%	7%
Latino	29%	39%
Multiracial	16%	13%
Native Hawaiian / Pacific Islander	.3%	0%
Other	11%	19%
White	25%	11%

Source: American Community Survey 5-year estimates (2016-2020) Tables B17001B through I; Ethnicity and Poverty for County Number of individual children under 6 and number in poverty

- The map in Figure 9 shows the number of children under age 6 in families with low incomes by zip code and includes markers to indicate where First 5 Centers are located (see Appendix A for a table of zip codes and number of children under age 6 in poverty).

- In this map:

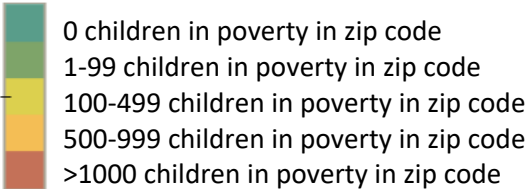
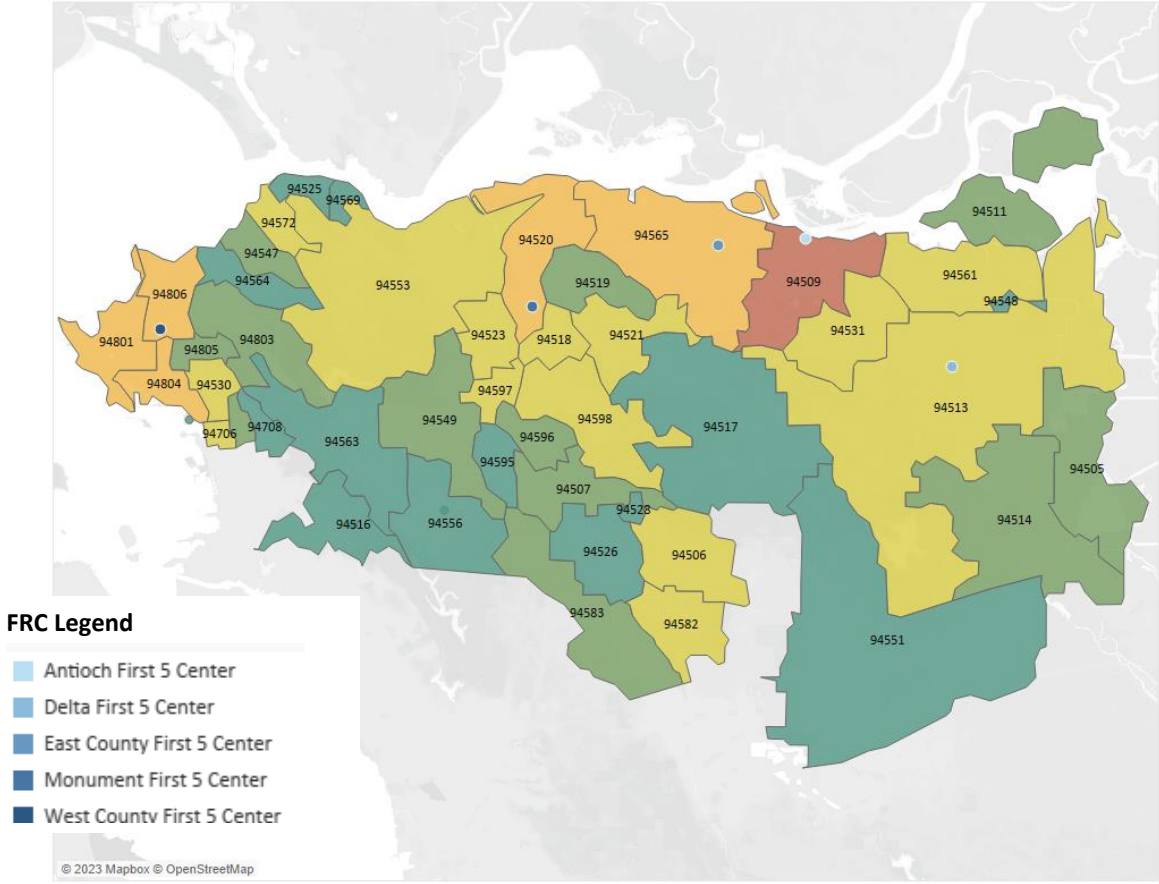


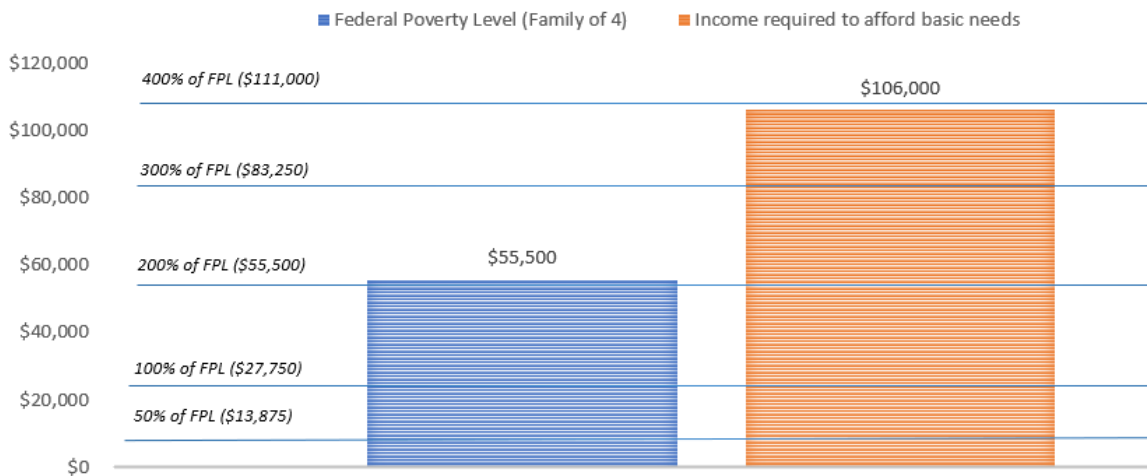
Figure 9: Children Under Age 6 in Poverty, by Zip Code, including F5CC Centers



HOUSEHOLD INCOME

- In 2020, a family of four with an annual income of \$27,750 was 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 \$13,875 for a family of four). Countywide, 9% of families with children under the age of 6 live in deep 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 10, a family of four earning \$27,750 per year (100% of the Federal Poverty Level) needs to earn four times that amount (\$106,000 per year) to afford to live in Contra Costa County.

Figure 10: Federal Poverty Levels vs. Self-Sufficiency Standard, 2022



Source: Contra Costa County, CA 2022 Income Limits | USHousingData.com

- Although the yearly median family income in Contra Costa County is 12% higher than the Self-Sufficiency Standard of \$106,000 for a family of four, seven of the 22 cities in the county fall below this threshold, suggesting over half of families in these cities are likely struggling to afford their basic needs (Figure 11).

Figure 11: Median Family Income

City or CDP	Median Family Income	
California	\$89,798	
Contra Costa County	\$119,567	
Orinda City	\$250,001	
Lafayette City	\$228,042	
Kensington CDP	\$211,750	
Danville Town	\$197,965	
San Ramon City	\$193,547	
Moraga Town	\$192,366	
Clayton City	\$162,369	
Pleasant Hill City	\$144,258	
El Cerrito City	\$133,492	
East Richmond Heights CDP	\$133,295	
Martinez City	\$130,649	
Hercules City	\$125,933	
Brentwood City	\$120,775	
Pinole City	\$113,578	
Oakley City	\$107,969	
<hr/>		
Concord City	\$105,056	
El Cerrito CDP	\$97,135	
Antioch City	\$89,430	
Pittsburg City	\$87,124	
Richmond City	\$77,971	
North Richmond CDP	\$72,989	
San Pablo City	\$64,647	

Self-Sufficiency Standard for family of 4 (\$106,000)

Source: American Community Survey 5-year estimates (2016-2020 Table B19013) Median Household Income in the Past 12 months (in 2020 inflation-adjusted Dollars)

- 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 F5CC-funded services, and it’s a systems-level challenge that F5CC cannot solve alone.

CHILDREN'S HEALTH AND WELL-BEING

Population-level indicators provide a snapshot of health and well-being among Contra Costa County's children. The indicators are aligned with F5CC's Desired Results in the RBA Evaluation Plan.

Desired Result: Children are ready to learn						
Population-level Indicator	California	Contra Costa	Countywide Change Over Time*			
			1 Year		Multiple Years	
Licensed child care by age-INFANT		1,835 (2021)	↑	23.9% (2020)	↑	26.3% (2014-2021)
Licensed child care by age-PRESCHOOL		16,731 (2021)	↑	5.3% (2020)	↑	5.5% (2019-2021)
% of children 0-5 with working parents for whom child care is available	24.5% (2019)	28.1% (2019)		NA	↓	-8.9% (2014-2019)
TK enrollment	1,848,306 (2020)	52,992 (2020)	↑	10% (2019)	↓	-0.25% (2013-2020)
Preschool Enrollment	37% (2021)	50% (2021)	↓	-6.5% (2020)	↓	-40.8% (2016-2021)
Young Children Whose Parents Read Books Daily With Them	65.2% (2017-18)	79.6% (2017-18)		NA	↓	-2.9% (2012-2016)
3 rd Grade Proficiency in English Language Arts	39.8% (2021)	47.4% (2021)		NA	↓	-3.4% (2016-2021)



Desired Result: Children are supported by safe, nurturing families and communities

Population-level Indicator	California	Contra Costa	Countywide Change Over Time*			
			1 Year		Multiple Years	
			Indicator	Change	Indicator	Change
Unemployment Rate	4.3% (2021)	3.5% (2021)	↑	-45.1% (2020)	↓	-28.6% (2016-2021)
Poverty Rate	15.5% (2021)	13.5% (2021)	↑	22.0% (2020)	↑	33.5% (2016-2021)
Food Insecurity	13.6% (2019)	10.4% (2019)	↑	-10.3% (2018)		NA
Children participating in CalFresh	1,810,547 (2020)	30,548 (2020)	↑	14.2% (2019)	↓	-7.5% (2015-2020)
Households with the high housing cost burden	41.7% (2018)	37.1% (2018)	↓	-3.4% (2017)	↓	-7.5% (2013-2018)
Substantiated cases of child abuse and neglect (per 1,000 children under age 18)	6.8 (2020)	3.3 (2020)	↓	4 (2019)	↓	4.6 (2015-2020)
Domestic violence calls (per 1,000 adults)	6.1 (2021)	4.1 (2021)	↑	2.5% (2020)	↓	-4.9% (2015-2021)
Number of parks in the county		27				



Desired Result: Children are healthy and thriving

Population-level Indicator	California	Contra Costa	Countywide Change Over Time*			
			1 Year	Multiple Years		
Babies born with 9-12 assets on Strong Start Index	65.5% (2020)	77.4% (2020)	↔	77.4% (2019)	↓	-2.1 pct pts (2016)
% Low birth rate/ healthy weight	7.0% (2016-2020)	6.8% (2016-2020)		NA	↓	-1.4% (2016, 2016-2020)
Health Insurance Coverage, Children 0-5	97.5% (2020)	97.7% (2020)	↓	-0.4% (2019)	↓	-1.0% (2015-2020)
Breastfeeding of Newborns During Mother's Hospital Stay	93.8% (2018)	96.2% (2018)	↓	-0.6% (2017)	↑	0.2% (2013-2018)
Well-child visits (children with a medical home, type of care)	43.1% (2019)	46.5% (2019)		NA		NA
Usual source of care (children 0-17 hospital/ clinic/Doctor's office/HMO - NOT urgent care, ER, no usual source of care)	89.4% (2017-18)	82.1% (2017-18)		NA	↓	-3.2% (2013-14,2017-18)



The Multi-layered Pandemic and Its Impact on Contra Costa County

The pandemic left Contra Costa communities with many complex and prolonged impacts that are still being felt.

Impact on Families

The pandemic affected not only the health and well-being of children and adults due to prolonged isolation, but also their economic stability. Many families found themselves without child care, employment, and housing.

Four months into the pandemic, F5CC partnered with Applied Survey Research (ASR) to conduct a Family COVID Impact Survey to determine how the Shelter in Place (SIP) had impacted families. Of the 412 respondents, 78% named social anxiety and overwhelm as their biggest concern, with education/early learning and social isolation of their children close behind. Fifty-nine percent indicated they had lost child care due to the SIP and 34% indicated needing support with bills and debt.

A second survey, conducted in Spring 2021 indicated that economic stability continued to challenge families, with 50% of those unemployed remaining so for over 6 months, and 39% indicating that loss of employment was due to lack of child care. More than 50% of the 533 respondents indicated that social isolation for themselves and their children, as well as screen time, remained a top concern; and more than 50% of families indicated cash support would help with their economic struggles.

“[It was a challenge] finding a job that paid what my job did prior to the pandemic, that does not require more college and degrees. Child care continues to be a struggle because I need child care to work more. However, we don’t feel it’s completely safe to put our child in care right now and therefore don’t really want to. Also, the affordability factor, as child care can cost upwards of a mortgage payment, and would cost more money monthly than I would even make from working, so ultimately would not even be worth it in the end.”

– Survey participant

Since the pandemic began, F5CC Centers maintained their role within the communities as a safety net for families suffering from these deep impacts. As soon as the pandemic hit, F5CC supported families through cash stipends and supply distribution including diapers, wipes and Personal Protective Equipment (PPE).

Impact on the Child Care Sector

The child care industry was deeply impacted by the pandemic. Amplifying an already fragile sector, nearly 2,000 Contra Costa child care spaces were lost within the first months of the SIP, adding to the existing shortage of 30,000 slots in the county.

In addition to providing tangible support to families, F5CC mobilized quickly and joined Employment and Human Services (EHSD), CoCoKids, and the County Office of Education (COE) to implement and support emergency child care services for essential workers throughout the county. F5CC supplied the child care providers with the PPE and cleaning supplies necessary to keep their doors open.

While other sectors began to recover, the child care crisis worsened with at least 10% fewer spaces available today than before the pandemic. This crisis is two-fold: in addition to the reduction in spaces available, there has been a steady exodus of child care providers. With the expansion of Transitional Kindergarten (TK), many child care programs are losing workers at a rapid pace to the K-12 system, where a TK and Kindergarten teacher can make upwards of \$16,500 more per year.

As fewer Early Childhood Education (ECE) workers enter the field and current workers continue to leave, the mismatch between the supply of ECE workers and the demand for their services creates child care shortages, which affects both families who can and cannot afford care. The pandemic contributed to a decrease in the number of available slots, but as the economy reopened, working parents were still finding it difficult to find reliable, affordable, quality care. In this way, the impacts of the ECE workforce shortage ripple throughout the economy.

Many employers across sectors have noted that disruptions in child care quickly become disruptions in labor markets. Estimates of lost income during the pandemic due to disruptions in child care are in the billions nationally, due to workers leaving or losing their jobs, cutting hours, and taking unpaid leave to care for their children.

Here in Contra Costa, F5CC and its partners in the Early Learning Leadership Group (ELLG) worked diligently to provide both immediate relief to the workforce through cash stipends to 102 family child care providers and longer-term retention strategies, such as securing nearly \$6 million in Measure X funding in slots, stipends, and support for children with disabilities. Although these efforts have made a dent, more intensive long-term strategies must continue for the child care sector to recover and thrive.

Partnering on Public Health Strategies

Deeper into the pandemic, as vaccinations became available for young children, 79% of parents surveyed indicated they were at least partially vaccinated but felt apprehension and distrust of the vaccination for their children. When vaccinations for children ages 6-12 became available in 2021, F5CC partnered with then-Contra Costa Health Officer Dr. Farnitano by offering a webinar to help families understand the facts around school safety and keeping them healthy. *The ABCs of Keeping Children Safe* yielded over 150 parent and provider participants. F5CC offered a

second webinar several months later, when vaccinations for children ages 6 months-5 years became available and the virus rate of children ages 12 and under was at an all-time high (nearly 2,100 countywide, with hospitalizations at 19 per 100,000 residents). *The ABCs of Vaccinations for Children 6 Months to 5 Years* with Health Officer Dr. Mekuria and colleagues helped untangle some of the misconceptions around vaccinations. F5CC followed up by hosting vaccination clinics at each of the First 5 Centers.

Collaborating to Address Emergent Needs

Housing stability emerged as a deep need in the county. As the federal and state tenant protections were lifted, the housing injustices within the county that continued to exacerbate as the economy worsened, primarily in Antioch, rose to the surface of our work. The F5CC Community Engagement team, in partnership with the East County Regional Groups (ECRG) and local and regional housing advocates, mobilized to address the exorbitant rent increases and high rates of landlord harassment and eviction that were leaving many families unhoused. The Antioch CHANGE initiative was born in 2021 and through months of door-to-door canvassing, surveying residents, advocacy, and organizing, the Antioch City Council passed two unprecedented key ordinances protecting tenants from evictions and rent hikes. Advocacy and organizing also led to Concord passing anti-harassment policies.

Throughout this difficult time, F5CC remained a steadfast anchor, connecting with and leveraging resources of community partners, ensuring that families received the support needed to survive. Several community coalitions were born (e.g., Community Cares West and East, East Contra Costa Community Alliance) and others were revived (e.g., Children’s Leadership Council) in an effort to streamline partnerships and support the emerging needs of families. While life as we knew it pre-pandemic is starting to return, the impacts are long-lasting, which means the strategies, partnerships, and interventions will continue.

Impact on F5CC

After over two years of remote work — and many staff working with children in the home — F5CC staff reported feeling exhaustion, isolation, and “Zoom fatigue.” This, coupled with the added stress of an office fire in 2021 and the transition of several key staff, led F5CC to develop strategies to help staff move from surviving to thriving.

- The Early Intervention Team and the managers instituted immediate intervention through a series of trauma informed sessions co-developed and facilitated by Trauma Transformed. With these sessions came agreements on how to work together as a team.
- A 2021 organizational assessment took a broad view of the organizational structure in an effort to identify strengths and gaps and determine ways to streamline our work.
- A much needed and welcomed move into the new office offered a new, bright space equipped with sit and stand stations, private offices, ample conference rooms, and a

wellness room for staff. While a hybrid modality has continued, staff are coming into the office with regularity, and in-person meetings and events are becoming more of the norm.

Our Strategic Investments: FY 2020-2023

For nearly 25 years, F5CC has directed its investments and expertise to improving the health, early learning, and well-being of young children across the county. Moreover, First 5s – not only in Contra Costa, but also across the state – have worked to raise the level of public enthusiasm and support for policies and services that help young children and their families.

During the FY 2020-2023 strategic plan, F5CC’s investments, partnerships, and activities were organized under the following initiatives: Early Childhood Education (ECE), Early Intervention (EI), Family Support (FS), and Stakeholder Engagement and Policy Advocacy. In addition, initiative activities were aligned with the core strategies identified in F5CC’s new Theory of Change:

- **Capacity Building:** We resource our county’s capacity for systems change through supporting the ongoing professional development of practitioners; and incubating, funding, and scaling initiatives that advance equity, integration, healing-centered practice, and parent voice and power in our organizational and community systems.
- **Research:** We facilitate collective learning about the problems we face and the solutions to address them, which includes researching and communicating about root causes of inequities, then measuring and communicating about the impacts of F5CC’s and others’ efforts to change systems and address root causes.
- **Resource Connection:** We strengthen competencies and community for parents and caregivers by funding programs and services that help parents build community and nurture their children’s relationships and development.
- **Advocacy and Stakeholder Engagement:** We build power for local, state, and national policies that nurture young children and families by strengthening and organizing parent leadership and advocacy; facilitating relationships, coalitions, and collaborations among early childhood agencies, CBOs, and policymakers; and communicating framing and messaging that emphasizes a narrative of collective responsibility for supporting young children and their families.

A description of each initiative, populations served, funded partners, other partners and collaborators, and key accomplishments in each core strategy during the FY 2020-2023 strategic plan period are summarized below.

Early Childhood Education

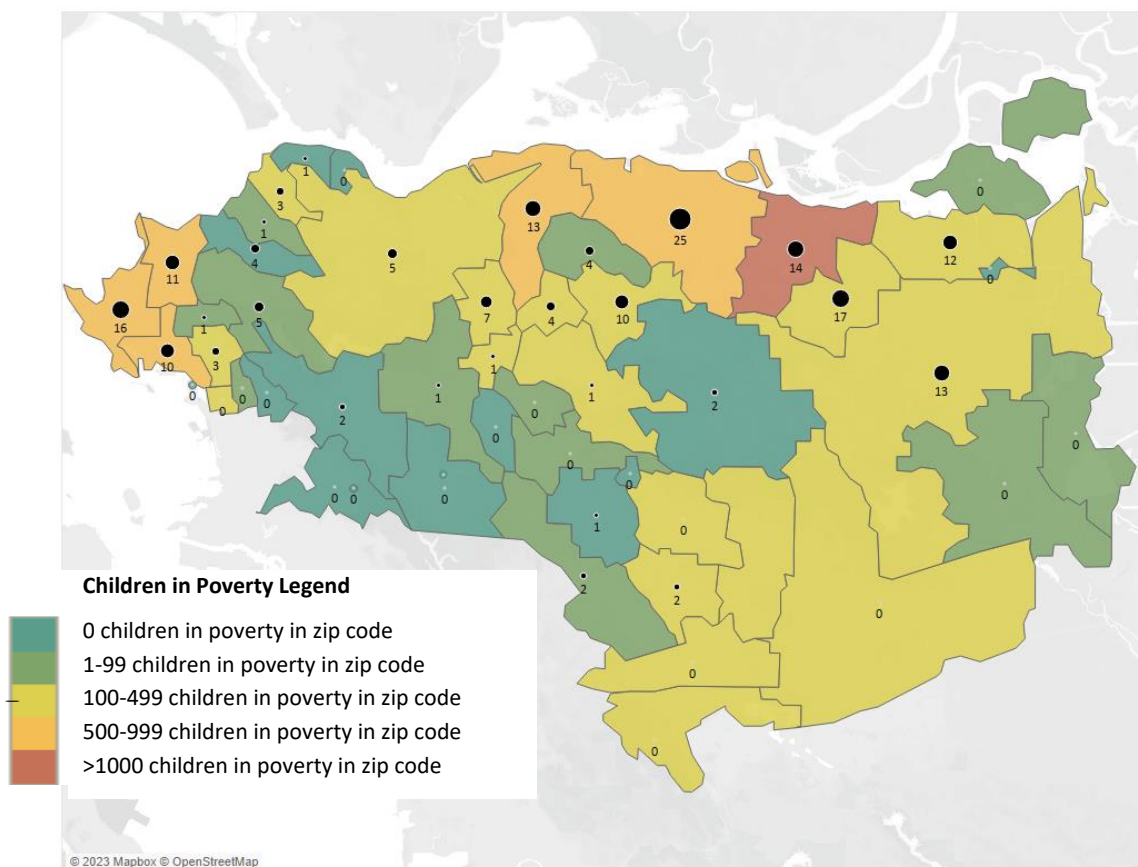
F5CC invests in Early Childhood Education (ECE) efforts that expand access to high quality preschool and child care, with the goal of helping children enter kindergarten fully prepared.

Key components of the ECE initiative include:

- Support for child care providers to advance their **education and professional development**;
- Contra Costa County's **Quality Rating and Improvement System (QRIS)** to rate, improve, and communicate preschool and child care quality;
- **Quality improvement coaching** to help providers identify and prioritize early learning program needs and advance program quality;
- **Book-lending** to foster early literacy and encourage parents to read daily to their children; and
- **Family literacy preschools** for children whose parents take English Language Learner classes (this component was sunsetted in 2021 due to new State Preschool expansion funding through the State budget).

Populations Served: **194** Early Learning Sites, reaching over **1,400** Providers annually and improving the quality of care and instruction for more than **4,500** Children annually. Figure 12 shows the number of Quality Matters sites that F5CC supports, overlaid on the map of children in poverty by zip code. Larger dots represent a higher number of Quality Matters sites. See Appendix B for a list of the number of Quality Matters sites by zip code.

Figure 12: Quality Matters sites by Zip Code



Funded Partners: Contra Costa County Office of Education; CocoKids; Contra Costa College; Diablo Valley College; Los Medanos College; Mount Diablo Adult Education; Tandem; Partners in Early Education.

Other Partners & Collaborators:

California Department of Education; California Department of Social Services; Contra Costa Employment and Human Services Department; Contra Costa County School Districts; The Local Planning Council for Early Care and Education; First 5 Bay Area Regional Hub, Region IV; Early Learning Leadership Group (ELLG); Low Income Investment Fund (LIIF); the Dean and Margaret Leshner Foundation; West Ed; Contra Costa County Public Libraries; YMCA of the East Bay; the Contra Costa Family Child Care Provider Association; Higher Education Institutions; the Rotary Club; and the My Brother's Keeper Pittsburg Initiative.

Key Accomplishments by Core Strategy

Capacity Building

- In order to more equitably support children's literacy development in the county, at **32** sites in East County, Tandem held **116** StoryCycle classrooms and **21** interactive read aloud demonstrations promoting early home literacy practices annually.
- To support Anti-Bias and Anti-Racist practices in early learning settings, **51** Providers attended Anti-Bias/Anti-Racist trainings, and participants met **89%** of all the learning objectives over two years.
- In order to more equitably support dual and multilingual learners (DLL) in the county, **64** providers participated in the DLL Pilot which included a university-level course, professional learning communities, and asynchronous learning experiences. The pilot provided **331** families with books in their home language.
- F5CC Quality Improvement Coaches support **150** sites annually in the creation of quality improvement goals and plans. The coaching team logged over 900 coaching conversations and virtual visits in two years centered on progress toward goals, professional development opportunities, classroom assessment tools including CLASS and ERS, support through the pandemic, and more.

Research

- The **Ready Kids East County** (RKEC) Initiative, designed to address the historically unmet needs of Black children, focused on elevating families' educational concerns and building community among them for increased support. Culturally centered outreach strategies were determined, and a Ready Kids Facebook group, new partnerships, and coalitions were formed to increase opportunities and access to community resources for Black children and their families.
- Based on Provider feedback and requests from the Family Child Care (FCC) Associations in

Contra Costa, F5CC launched the FCC Partner Program to support **61** new Family Child Care Homes. Each Provider is connected with an FCC Leader in the county for peer-to-peer coaching and support, thereby elevating the current FCC leaders.

Resource Connection

- The RKEC Initiative was designed to build connections to support Black and African American families and their children to increase school readiness and empower them in taking action. **Ten** Parent Cafés and **8** community gatherings engaged **68** parents of Black and African American children ages 0-5.
- In 2021, F5CC Contra Costa partnered with several philanthropic organizations and the Low Income Investment Fund (LIIF) to provide **\$797,000** in relief stipends to **102** licensed Family Child Care Homes in the county. These grants supported **8** Family Child Care Providers who were at risk of eviction or foreclosure.
- In order to more equitably support dual and multilingual learners (DLL) in the county, **64** providers participated in the DLL Pilot which included a university-level course, a Training of Trainers (TOT), professional learning communities, and asynchronous learning experiences. The DLL Pilot engagements were designed using research-based Personalized Oral Language Learning (POLL) Strategies to support young dual language learners and their families and were followed up with DLL Coaching to increase provider transfer to practice.

Advocacy and Stakeholder Engagement

- Under the leadership of F5CC, the Early Learning Leadership Group (ELLG) successfully advocated for **\$6,000,000** in Measure X funding earmarked for Children with Disabilities, child care slots and child care worker stipends.
- Also in partnership with ELLG, F5CC submitted the ***Thrive by Five: American Rescue Plan Act Funding Proposal for Young Children*** to the County Administrator's Office, asking for support for families and providers to help with pandemic recovery.

Early Intervention

F5CC invests in Early Intervention (EI) efforts that improve the health and well-being of young children through early access to prevention services that optimize children's development and advocacy for equitable early childhood systems. Key components of the EI initiative include:

- Support for early childhood **providers' professional development** to understand the needs of young children and advance equity in the early childhood system of care;
- Funding for **services and connecting families to resources** that meet the needs of their children; and
- **Coalition building** to maximize system impact.

Populations Served: **678** children, **3,285** providers and **633** parents or caregivers served through funded partnerships.

Funded Partners: COPE, Contra Costa Crisis Center; La Clinica; Trauma Transformed; Community Strengths; We Care Children Services; Baby Builders; CocoKids, VistAbility, and Early Childhood Mental Health (these three programs were sunsetted in 2021); and Lucile Packard for Children's Health (sunsetted in 2022).

Other Partners & Collaborators:

Contra Costa SELPAs (Special Education Local Plan Area); Regional Center of the East Bay; Aurrera Health Group; Trauma Transformed; Redwood Community Health Coalition; Care Parent Network; The Lynn Center; Contra Costa Health Plan; Contra Costa Behavioral Health; Health Services; The Hewlett-Packard Foundation; The Alliance to End Abuse; Employment and Human Services Department; California Office of the Surgeon General; California Office of Health Care Services.

Key Accomplishments by Core Strategy

Capacity Building

- Trauma-informed system development activities resulted in building connections among **85** organizations, **20** community presentations, training or coaching of **687** individuals and **1,900** unique visitors to the Contra Costa Network of Care hub visitors. The Contra Costa Network of Care hub's membership has grown by **22%** during this fiscal year.
- As part of our ACES grant activities, ACEs screening conducted for children at the 3 county La Clinica sites found that for children (age 0-18) showing indicators of toxic stress **93%** of these children received referrals to additional resources. Two grants were received to support this work totaling **\$2,654,969**.
- Through the Trauma and Resiliency Fellows Training Program, **14** Early Childhood providers were trained to implement trauma-informed practice and principles and to deliver an early childhood trauma and resiliency training, resulting in **163** Early Childhood providers trained and **12** trainings completed.
- F5CC worked with **47** health sites across the county to complete developmental screening for children 0-5, in order to identify developmental concerns and allow for timely early intervention support. Providers received training and support for implementation and data collection. **98%** of HMG referrals requested for developmental interventions come from physicians. **97%** of the families served reported their needs were met.

Research

- ***The Early Childhood Mental Health in Contra Costa*** white paper was developed in 2020 to provide data to support greater Mental Health Services Act (MHSA) funding for services centered on the 0-5 population.
- ***The Early Identification and Intervention Landscape*** report was developed by VIVA Social Impact Partners to conduct a broad landscape review of the early intervention service system.
- F5CC was featured in a one-page “Promising Practice” document, ***Enhancing ACE Screening Through HMG Care Coordination***, developed by the Redwood Community Health Coalition (RCHC) to share learnings from our La Clinica and HMG pilot project with RHMC member health organizations.

Resource Connection

- F5CC hosted two large Network of Care convenings and a series of Trauma Informed Leadership Team sessions to provide opportunities for cross sector collaboration and learning for **485** participants and **135** organizations (numbers are cumulative and may include duplicates).
- HMG Cafes with **307** individuals and **87** agencies involved provided an opportunity for providers to connect, exchange information and to learn about community resources; **100%** of the participants report the cafes to be useful to their work and **100%** reported they would attend another HMG cafe.
- F5CC developed an Early Childhood Resilience and Trauma curriculum targeted at health providers that was also recognized as an ACEs Aware Certified Provider Training by the Office of the CA Surgeon General, resulting in **163** individuals being trained (may include duplicates where individuals attended more than one training).
- F5CC, in partnership with County Behavioral Health, funded the Positive Parenting Program (Triple P) for parents of children 0-5 resulting in **344** parents and caregivers served. Additionally, specific focus was given to increasing access to the program for African American/Black families who have been traditionally underserved within the county. **Twenty-eight** Triple P seminars were provided for **54** African American/Black parents and caregivers.

Advocacy and Stakeholder Engagement

- F5CC is the backbone for the ***Early Childhood Prevention and Intervention Coalition*** (ECPIC) which successfully advocated with the County Behavioral Health system to obtain additional Mental Health Services Act funds to start a new mental health prevention program called “Everyday Moments”.

Family Support

F5CC invests in Family Support (FS) efforts as a primary prevention strategy, focusing “upstream” approaches that strengthen families, build supportive communities, and provide the safe, stable, and nurturing environments that children need to be successful in school and life. Grounded in the science on brain development, F5CC’s Family Support investments are grounded in the science on brain development and the belief that all members of a community play an important role in providing supportive and nurturing environments for children to thrive. Key components of the FS initiative include:

- Five **Family Resource Centers** (First 5 Centers) that offer parent education, connection to community resources and material goods, child developmental screening, child enrichment activities, parent leadership and community building events in Brentwood, Antioch, Pittsburg, Concord, Richmond (closed 1/2022), and San Pablo;
- **Home visiting programs** that offer prevention services for pregnant and parenting families (ages prenatal- 2) living in communities with greatest needs.

Populations Served: First 5 Centers served **1,714** children, **1,947** parents or caregivers; Home visiting served **497** children, **813** parents

Funded Partners: Aspiranet (Antioch/Delta F5CC Center, East County F5CC Center and Monument F5CC Center); Bay Area Community Services (West County F5CC Center); Aspiranet/EHSD Community Services Bureau (Welcome Home Baby).

Other Partners & Collaborators:

Child Abuse Prevention Council; Employment and Human Services, Children and Families Services; C.O.P.E.; Help a Mother Out; Community Financial Resources; Family Justice Center; California Family Resource Association; UC Cal Berkeley School of Social Work; West Ed Parents Infant Toddler Caregivers program; National Family Support Network; Contra Costa Health Services; Employment and Human Services, Community Services Bureau; White Pony Express; Jewish Family and Children's Services; KidPower; Supply Bank.

Key Accomplishments by Core Strategy

Capacity Building

- F5CC Centers adapted their program model to incorporate virtual programming to engage families who were not otherwise able to attend Center activities in-person or during the day. Families participated in **281** classes and **4,403** hours of virtual programming.
- F5CC’s participation in statewide advocacy efforts promoted the importance of family resource center networks and elevated the need for dedicated funding streams. This resulted in the F5CC Centers receiving two grants through the California Family Resource

Association, totaling over **\$104,000**. Funds were used to provide cash stipends to **356** families, loan **50** tablets to families, and host **3** wellness events for **24** staff.

- To increase equity in the families who benefit from F5CC Center programs and services, resources were allocated to F5CC Centers to engage historically underserved populations, specifically African American/Black families. Staff who identify as African American/Black conducted specialized outreach, recruitment, engagement, and programming designed specifically to meet the individualized needs and interests of this community. **192** African American/Black families attended **50** classes, socializations, and workshops with interests/topics specific to these families.

Research

- F5CC Center Community Advisory Councils (CACs), made up of volunteer parents and caregivers, use the 5 protective factors to complete an ***Annual Community Needs Assessment and Recommendations*** that guide the Centers to focus their work in order to best respond to the most pressing needs and interests of families. CACs were responsible for creating **40** recommendations that resulted in **180** specific corresponding activities.

Resource Connection

- F5CC Centers offer classes, workshops, support groups and community events that build social connections and strengthen families' knowledge of parenting and early child development. The F5CC Centers offered **673** Early Learning and Literacy classes and **325** School Readiness classes for **1,366** adults and children. **668** adults attended **299** Parent Education classes or Support Groups.
- F5CC Centers provided **260** children with car seats through the car passenger safety program, where eligible children receive a car seat that is installed by F5CC Car Seat Technicians.
- Home visitors conducted **16,835** home visits, with **498** children and their parents. Through home visits **1,227** ASQ-3 and **628** ASQ:SE2 screenings were administered, **860** postpartum depression screenings were conducted, and **115** parents participated in **70** (socializations) educational group activities.
- First 5 Centers conducted several PPE supplies, food, books, and diaper distribution drives for families throughout the pandemic. Centers distributed 208,144 diapers; 2,340 baby wipes; 2,160 COVID test kits, sanitizer, and children's masks during 2021. Also, food and gas gift cards were distributed to families through a collaboration with Scott's Valley Tribal TANF program and the Child Abuse Prevention Council (CAPC).

Advocacy and Stakeholder Engagement

- F5CC, in partnership with Health Services, hosted two virtual webinars with over **200** collective participants titled: ***"The ABCs of Covid 19 Vaccines: A Conversation with Dr***

Farnitano” and *“The ABCs of the Covid-19 Vaccine for Children 6 Months to 3 Years”* with Commissioner Dr. Mekuria.

- F5CC participated in the development and design of ***Contra Costa County’s Prevention Plan***, led by the Employment and Human Services Department since 2019. When completed, it will be a first of its kind system of family strengthening and support throughout the county, with multiple partners and state and federal funding from Family First Prevention Services Act and Office of Child Abuse Prevention.
- F5CC participated in the development of the ***“Contra Costa County’s Call to Action: Preventing Interpersonal Violence”*** led by the Alliance to End Abuse, Contra Costa Employment and Human Services Department, Health Services, and the Family Justice Center. Early Childhood is explicitly called out as a prevention strategy for violence prevention under goal #2 of the Blueprint.

Stakeholder Engagement and Policy Advocacy

Through the three Regional Groups countywide, F5CC’s **Community Engagement (CE)** team supports a membership base of **200** families that work together to identify and advocate for policy solutions for healthier, safer, and more equitable communities for young children and their families. The focus of the Regional Groups includes greater housing stability for renting families, park access for children with disabilities, increased health care coverage, immigrant protections, and economic security.

The Family Economic Security Partnership (FESP) is a public, private and nonprofit collaboration dedicated to increasing the income and building the assets of low-income families and individuals living in Contra Costa County. For the past twenty years, FESP has shared information and best practices and encouraged networking and skill building in order to help direct service organizations assist clients/constituents to gain economic stability. FESP has increased awareness of the root causes of poverty; increased awareness about the importance of policy/advocacy and engaging staff and clients/constituents; and informed FESP members of relevant policy and legislation impacting income and asset building.

Populations Served:

CE: **6,000** Contra Costa residents engaged to advocate for stronger policies and investments for families with young children.

FESP: Over **50** direct service organizations representing thousands of families.

Collaborative and Funding Partners

CE: East Bay Community Foundation; San Francisco Foundation; Y&H Soda Foundation; Kaiser Permanente; Sunlight Giving; Healthy & Active Before 5; Urban Habitat; Alliance for Californians for Community Empowerment (ACCE); East Bay Alliance for a Sustainable Economy (EBASE);

Monument Impact; Raise the Roof Coalition; and Contra Costa Immigrant Rights Alliance.

FESP: Includes 250 individuals and organizations.

FESP Funding Partners: For the Deeper Dive Project and CAPP: The San Francisco Foundation; Dean and Margaret Leshner Foundation; Y&H Soda Foundation; and the CA Endowment.

Key Accomplishments by Core Strategy

Capacity Building

- To promote increased knowledge of systems change, root causes of inequity, and effective parent advocacy, the CE team conducted **30** intensive training sessions and **1,400** coaching hours, reaching **240** parent leaders on topics of local government, housing, parks, voting, leadership, power building, and communication. **97%** of parents trained are low-income parents and parents of color.
- FESP convenes member organizations four times a year and provides education and resources related to voter registration and engagement, Child Income Tax Credit (*Earn It, Keep It, Save It! Campaign*), Census Completion, Public Charge education and information to immigrant families, and food security and anti-poverty advocacy strategies. A total of **80** organizations countywide benefited and attended FESP trainings and presentations.

Research

- In 2020, Regional Group members conducted a countywide, community-driven survey of parent needs and community priorities in the cities of Richmond, San Pablo, Concord, and Antioch. Regional Groups collected surveys from **1,509** residents. Survey results were used to inform Regional Group advocacy and strategic priorities for policy change goals.
- The East County Regional Group (ECRG), F5CC's CE team, and other partners led a community-based participatory housing research project, *Antioch CHANGE*, to uncover pressing housing needs and desired solutions for housing stability among Antioch families. In 2021, the ECRG collected **1,032** surveys and carried out a series of town hall events to inform a comprehensive housing equity plan for Antioch. The results and proposed policy solutions were summarized in our ***Antioch CHANGE Housing Report*** released in March 2022. ECRG launched a robust community housing campaign in early 2022 that resulted in the passage of the strongest rent stabilization policy in the County in October 2022.

Resource Connection

- Regional Groups facilitated access to much needed rental assistance funds for **135** families with young children.
- Regional Groups distributed child vaccination information to **1,500** underrepresented families in Richmond, Concord, and Antioch in 2022.

Advocacy and Stakeholder Engagement

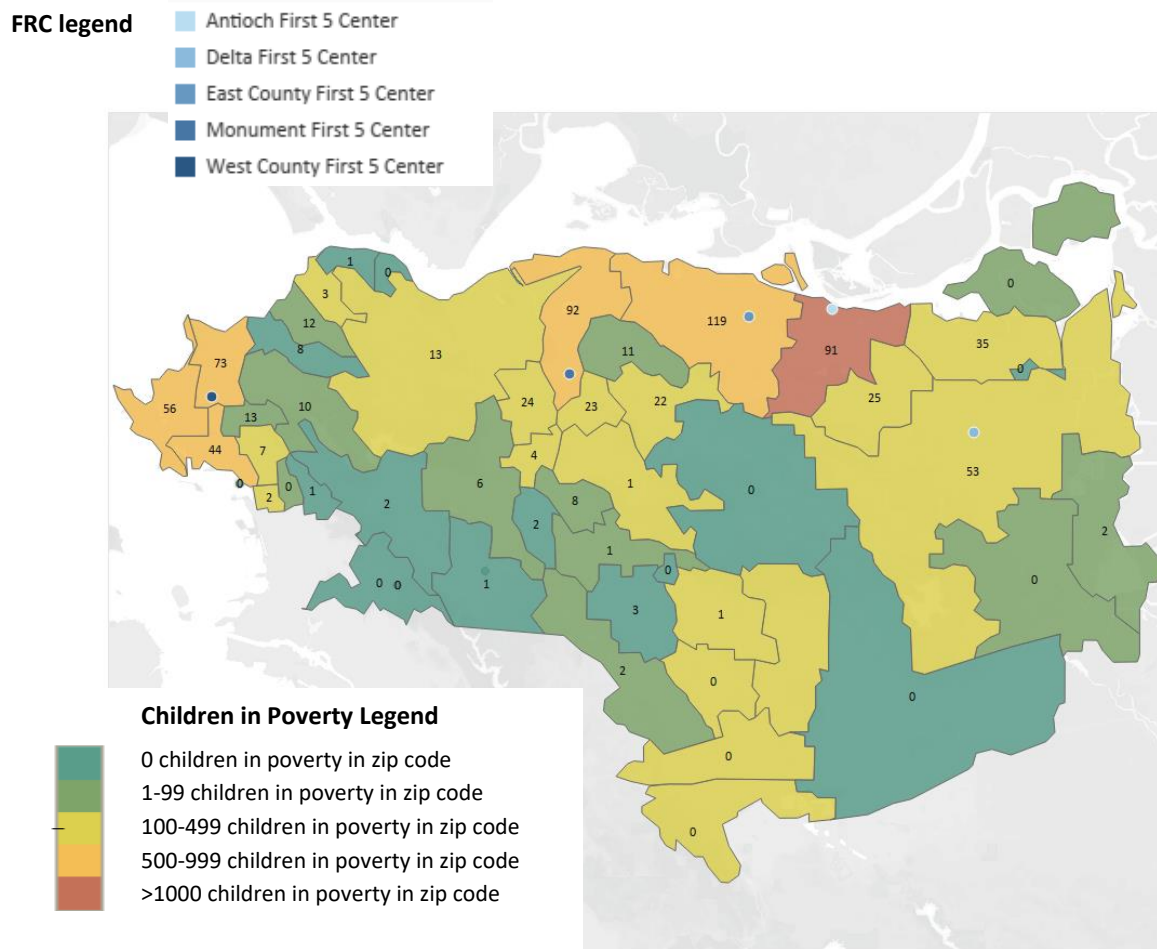
- Regional Groups engaged **6,000** residents in policy advocacy on behalf of families with young children.
- Regional Group advocacy resulted in **16** local and state policies for housing, park and racial equity; and **13** policies passed offered renting families increased tenant protections and housing stability.
- Regional Group advocacy led to over **\$11 million** of public investments for community identified park improvements in underrepresented neighborhoods in Antioch, Bay Point and Richmond.
- Regional Group voter outreach in 2020 and 2022 elections reached **31,500** households to increase voter turnout among families with young children.
- FESP was instrumental in developing, expanding, and supporting the ***Earn It, Keep It, Save It*** (EKS) Contra Costa free tax assistance campaign now operated by United Way.
- FESP participated on the Budget Justice Coalition, Cal Fresh Working Group, Ensuring Opportunity, and Measure X Community Advisory Board to bring attention to the needs of low-income Contra Costa families
- FESP co-created and staffed the **CAPP project** (Collaborative Advocacy + Power Partnership) with Ensuring Opportunity, bringing together eleven direct service agencies, nine advocacy organizations and ten residents to increase collaboration and engagement in policy advocacy.



Total Families Served By F5CC's Investments FY 20/21 & 21/22

- During the first two fiscal years of the current strategic plan (FY 20/21 and 21/22), **771** families benefitted from F5CC's investments in First 5 Centers, home visiting, Triple P (offered by First 5 Centers and other partners), and Regional Groups.
- Figure 13 shows the number of families in each zip code who participated in these services that directly reach families. These numbers are overlaid with the map of child poverty by zip code and the locations of the F5CC Centers.

Figure 13: Total Number of Families Served by F5CC's Investments by Zip Code, FY 20/21 & 21/22



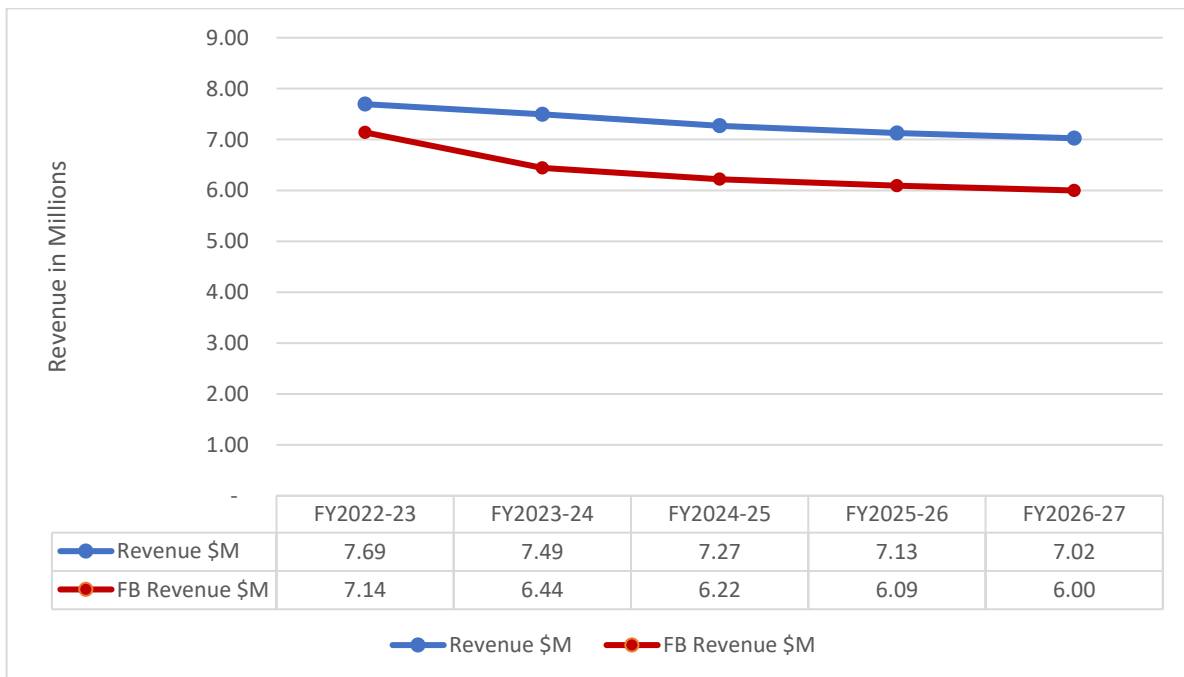
WHERE ARE WE GOING?

F5CC Contra Costa’s Long-Term Financial Plan

California Proposition 10 tobacco sales tax is the main source of revenue for First 5 Commissions across the state. Tobacco sales have continued a downward trajectory, with revenue reduced by almost half since First 5 Commissions were created and funded by the voter-approved tobacco sales tax in 1998. Prop 10 revenue is projected to decline even further due to the passing of Proposition 31, which bans the sale of flavored tobacco products, during the November 8, 2022 election.

As shown in Figure 14, preliminary state-level revenue projections forecast that the current annual rate of decline in Prop 10 revenue (1.7%) would potentially increase to a 3.2% decline rate in the coming years with the flavors ban, translating to an additional loss of approximately \$1 million in revenue per fiscal year.

Figure 14: Revenue Projections – Prop 10 & Flavor Ban (FB)

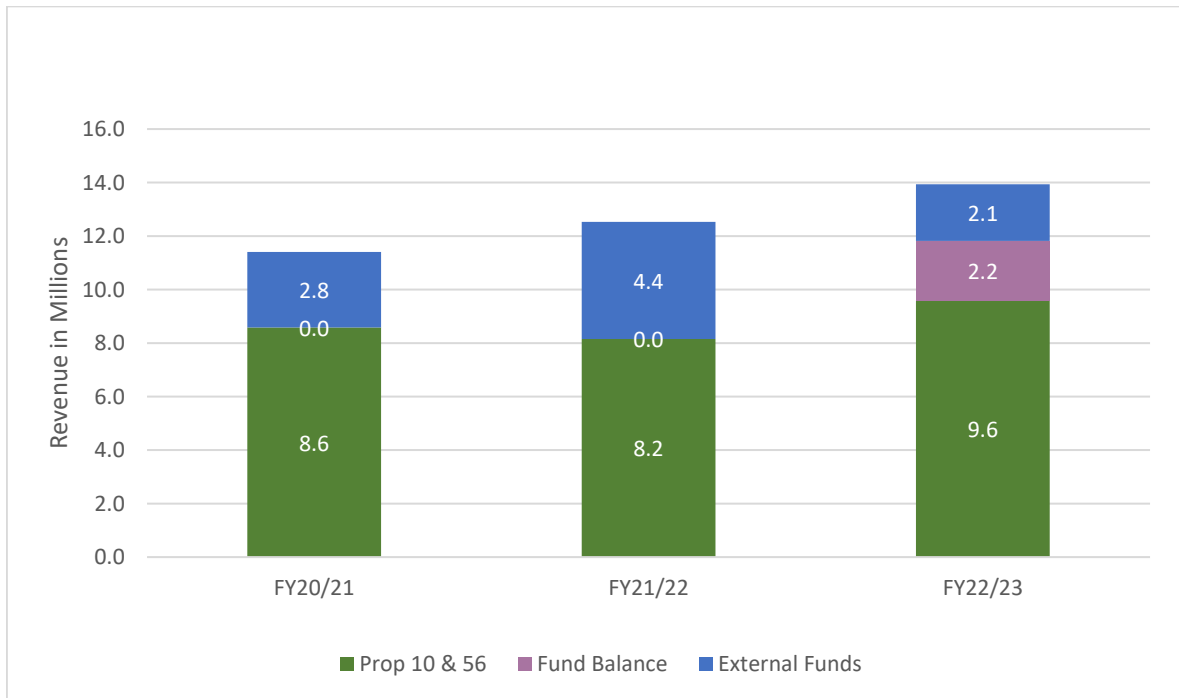


Throughout the past two decades, F5CCs have become an integral partner and leader across education, health, and human services systems in their counties. In Contra Costa County, F5CC has built strong credibility and trust among public and private entities and community partners by leading design and by funding quality service delivery and critical resources for children prenatal to age 5 and their families.

While the declining Prop 10 revenue presents sustainability challenges, F5CC has been successful in identifying innovative public/private partnerships that build on the strong relationships developed over the years, harnessing the knowledge of early childhood issues, and leveraging available Prop 10 funding.

As shown in Figure 15, the Commission’s Strategic Plan for FY 2020-2023 projected depletion of the unassigned Fund Balance by FY 23/24, based on an approximate \$3 million annual drawdown over a three-year period. However, over the first two years, FY 20/21 and FY 21/22, the Commission implemented strategic plan activities without using reserves or having to drawdown from the available Fund Balance to sustain program-funding levels. During FY 22/23, the last year in the current strategic plan, the Commission’s approved drawdown from the Fund Balance is \$2.2 million.

Figure 15: Revenue by Funding Source, FY 2020-2023



Guided by strong fiscal stewardship, F5CC has been able to prevent depletion of the unassigned Fund Balance by successfully securing multi-year state grants and philanthropic funding. More specifically, in recent years, F5CC has honed its ability to serve as an **intermediary** pathway, braiding and blending public and private funding that amplifies reach and impact in the community. One example of this blended funding approach includes close to \$800K raised for Child Care Provider COVID Relief Grants to ensure Family Child Care Providers remained open during the pandemic. This project included Prop 10, philanthropic, and private funding streams.

F5CC will also contribute \$200,000 in Prop 10 funds to the \$450,000 Measure X allocation for services for Children with Disabilities, bringing the total amount available to \$650K in the coming year. This type of blending and braiding of funding is paramount to F5CC’s fiscal sustainability approach.

As we enter the new strategic planning cycle, F5CC’s fund balance is \$11.5 million, but sustainability remains a strategic issue that must be addressed by the Commission. The remaining fund balance will potentially extend F5CC’s ability to maintain similar investment levels over the next 3-year period contingent on the fiscal sustainability strategy and approach adopted by the Commission under the new Strategic Plan 2023-2026. This fiscal imperative elevates the urgency and importance of F5CC’s efforts to build strong, sustainable systems of support for young children and their families, in order to maximize the impact of Prop 10 investments.

Key Trends & Opportunities



The early childhood landscape has shifted remarkably since the passage of Proposition 10. After a sustained effort across the state by F5CCs and many other advocates for children and families, there is now greater recognition of the urgency, importance, and impact of investing in the early childhood ecosystem. Still, as noted in the last strategic plan, the continued decline in F5CC’s primary revenue source — coupled with the ongoing and increased demand for services — heightens the need for F5CC 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. Key trends and opportunities at the local, state, and federal levels include:

County Landscape: Policies, Partnerships and Funding

With our success in building out systems in early learning and early intervention, and with its increasing prominence for its county and community advocacy, F5CC 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, **F5CC’s ability to wear multiple “hats” as a convener, advocate, backbone support, and intermediary are critical to advancing our visibility and impact in the county.** F5CC’s role in Measure X and the Children’s Leadership Council provide just two

examples of how we've used our expertise, relationships, and strategic priorities to advance systems change for the benefit of young children and families.

Measure X

In November 2020, Contra Costa County voters approved Measure X, a countywide, 20-year, half-cent sales tax that is projected to yield \$100 million in annual revenue. The ballot measure language stated the intent of Measure X as "to keep Contra Costa's regional hospital open and staffed; fund community health centers, emergency response; support crucial safety-net services; invest in early childhood services; protect vulnerable populations; and for other essential county services."

In November 2021, the Board of Supervisors established a reserve of \$20 million, approved one-time allocations of \$53 million, and approved on-going appropriations of nearly \$72 million beginning with the funding cycle of April 1, 2022 through June 30, 2023. The Board subsequently allocated \$75 million in hospital capital projects in December 2021, bringing the total one-time allocation up to \$128 million.

In February 2022, the Board approved specific funding allocations, categorized by the five goals established by the Measure X Community Advisory Board:

- **Goal #1: Mental Well-Being:** We strive to be a community that supports the mental and behavioral health and well-being of all residents through prevention, crisis response services, intersectional supports, and innovative cross-sector approaches.
- **Goal #2: Equity in Action:** We strive to be a community that prioritizes equity and removes structural barriers that cause inequities and poverty, so that all residents can thrive.
- **Goal #3: Healthy Communities:** We strive to be a community in which all residents have access to affordable, timely, culturally responsive healthcare; adequate housing; high-quality child care; and nutritious food, all of which have become more urgent as we address the ravages of the pandemic.
- **Goal #4: Intergenerational Thriving:** We strive to be a community that intentionally strengthens and provides support for all residents and for family members of all generations, including children, youth, and older adults.
- **Goal #5: Welcoming & Safe Community:** We strive to be a community where all residents feel safe and welcome and receive emergency help when they need it.

F5CC, Cocokids, and staff from the Community Services Bureau of the Employment and Human Services department co-led research, planning, and advocacy efforts that led to significant investments of Measure X funds in early childhood supports, providers, and systems, including:

- An annual, ongoing allocation of **\$1.5 million to develop and retain child care providers** through increased compensation;

- An annual, ongoing allocation of **\$4 million to support quality, affordable child care** through a voucher program for families who do not qualify for other child care subsidies; and
- An annual, ongoing allocation of **\$450,000** to provide consultation and guidance to child care providers on making service and program modifications to ensure their services are inclusive of children with disabilities.

While these Measure X allocations for the early childhood ecosystem are significant and historic, they also represent a fraction of the resources needed. F5CC must continue to play a consistent and visible role in the ongoing collaboration, planning, research, evaluation, and advocacy to ensure that early childhood remains a priority for Measure X allocations, and to demonstrate the impact of the investments on children, families, child care providers, and the broader early childhood ecosystem.

Children’s Leadership Council

In 2019, F5CC co-led efforts to establish a countywide Children’s Leadership Council (CLC) that would champion a unified vision, voice, and action plan to ensure all children and families in Contra Costa are healthy and thriving. The CLC is envisioned as a vehicle for strengthening partnerships, practices, policies, and investments that improve equitable opportunities and outcomes for children and families.

The CLC convened three times in 2019 with 109 parent leaders, service providers, policymakers, funders, and community advocates. Through those meetings, the CLC built agreement on a **Framework for Collective Action** (purpose, vision, values, guiding principles, key actions), and a **Roadmap for Collective Action** with three broad goals and strategies. Plans to convene ad hoc workgroups to further define and implement action plans were put on hold due to the pandemic.

In 2021, the CLC Leadership Team (F5CC, Employment and Human Services Department, Health Services, and Contra Costa County Office of Education) initiated efforts to resume the CLC’s work, beginning with an analysis conducted by MIG of trends and opportunities, threats and opportunities, indicators of child and family well-being, and CLC strengths and areas for improvement.

Based on the findings from this analysis, the CLC Leadership Team agreed to the following approach to revive and reconvene the CLC:

- Acknowledge the CLC is best positioned to address the conditions in which people are born, grow, live, work and age using the following collective action strategies: **Public Education & Advocacy; Community Partnership; Coordinated Investment**

- Focus on improving two initial conditions, **employment and early childhood education**. Specifically, the CLC will develop 3-year objectives for expanding access to early care and education for working families, particularly in underserved neighborhoods.
- Consistent with its values and guiding principles, the CLC will use a **co-design approach** that puts parent voices at the center of planning and decision-making.
- Develop a **shared accountability structure** with clear decision-making parameters for County agencies and extend as much influence as possible to parents and partners within those parameters.
- Establish **workgroups**, organized by the collective action strategies, each with three co-leads — a County representative, a parent, and another partner agency.

As the CLC resumes its work, F5CC will remain a key partner on the Leadership Team and in the workgroups. The collective action approach of the CLC provides opportunities for F5CC to align with and leverage its resources for greater impact.

F5CC California

F5CC California faces many of the challenges of local First 5s. Their revenues have declined at the same rate, as has their reserve fund. First 5 California continues to lead statewide communications campaigns, policy advocacy, and research and evaluation, which supports and benefits F5CC’s local system building efforts. In addition, First 5 California has traditionally allocated funding to support local implementation of statewide initiatives, such as IMPACT 2.0 (supporting quality rating and improvement, or QRIS, systems), and home visiting coordination. However, the statewide decline in Prop 10 revenue means F5CC cannot rely too heavily on grants from First 5 California as a sustainable revenue stream.

The F5CC Network

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 the First 5 Network is increasingly important in California due to the many innovative strategies developed and demonstrated by First 5s in the last 24 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.

California Legislature and Government

The Newsom administration has continued to implement the Governor's and First Partner's "Parents Agenda," proposing budgets, policies, and initiatives designed to support and stabilize families with young children by transforming the systems they interact with.

Key investments and initiatives supported by Governor Newsom and the Legislature include:

- The **ACEs Aware initiative** — a first-in-the-nation effort to screen patients for Adverse Childhood Experiences (ACEs) to help improve and save lives. ACEs Aware strives to create a better world for children, families, and communities by working together across the health, human services, education, and non-profit sectors to prevent and address the impact of ACEs and toxic stress. Initially led by the Department of Health Care Services (DHCS) and the Office of the California Surgeon General (CA-OSG), the ACEs Aware initiative is now administered by the newly created University of California ACEs Aware Family Resilience Network (UCAAN).
- **The Master Plan for Early Learning and Care: California for All Kids** — a research-based roadmap for building a comprehensive and equitable early learning and care system for young children from birth through age 8 over the next decade. The Plan incorporates past recommendations and research about the benefits of quality early learning and care and addresses five substantive, interrelated issue areas within California's early learning and care system: access, quality, universal pre-kindergarten, facilities, and financing. The Plan is organized into 4 goals (Programs, Workforce, Funding, Administration) with 14 strategies that provide direction for building a better system over time—one that partners with families, takes a whole child approach to ensure the best child outcomes, and supports the advancement of early learning and care professionals so that every family has access to quality care and learning supports.
- Investments in and progress toward implementing **Universal Preschool (UPK)** — a key strategy in the Master Plan for Early Learning and Care. Over the next few years, all four-year-olds will become eligible for **Transitional Kindergarten (TK)** offered through school districts, which represents a significant shift, since TK has been part of the state's early learning programs since 2012. Successful UPK implementation at a local level will rely on a strong mixed delivery system that is supported by coordination among and investments in universal TK, state preschool, Head Start, community-based preschool programs, family child care, Family, Friend and Neighbor (FFN) care, and expanded learning (before and after school, during school breaks).
- The **Children and Youth Behavioral Health Initiative** — intended to reimagine the systems that support behavioral health and wellness for California's children and youth into an innovative, up-stream focused, ecosystem that promotes well-being and prevents "downstream" behavioral health challenges — and the newly-released **Master Plan for Kids' Mental Health** — that outlines strategies to overhaul our state's mental health system

by boosting coverage options, service availability and public awareness so all children and youth are routinely assessed, supported, and served.

- Investments in a **community schools** strategy to connect kids and families to essential services including health screenings, meals, and more;
- Investments in a Medi-Cal initiative, **CalAIM**, to better integrate health and behavioral health services for low-income children;
- Investments in voluntary, evidence-based **home visiting** models, as classified by the U.S. Department of Health and Human Services, through the CalWORKs Home Visiting Program and California Home Visiting Program;
- The **Family First Prevention Services Program (FFPSP)** — California’s implementation of the Federal **Family First Prevention Services Act (FFPSA)**, which allows use of federal child welfare (Title IV-E) funding to cover the costs of upstream, prevention-focused services for families. The funding may be used for in-home parent skill-based programs, mental health services, and substance abuse treatment with the goal of strengthening families and keeping children from entering foster care. California’s FFPSP will go further than the federal requirements. By contributing other funding sources, California’s Title IV-E agencies — Child Welfare and Probation — will be able to offer more families a fuller array of services, including services that F5CC funds or supports, and create a comprehensive continuum of prevention services that includes primary prevention strategies. Counties that wish to access FFPSP funds from California must submit a Comprehensive Prevention Plan to the state by July 31, 2023. F5CC has been participating in prevention planning efforts led by the Employment and Human Services Department.

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 newer foundation that has been steadily providing general support grants to agencies concerned with early childhood, including F5CC, 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 F5CC Contra Costa.

Nationwide Strategies in Early Childhood

Early childhood has strong, bi-partisan appeal at the national level. The 2017 Tax Reform Act increased spending for Head Start and the Child Care and Development Block Grant, which significantly increased California's funding pool for expanding child care 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) included 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.

In 2021, the federal government released American Rescue Plan Act (ARPA) funds into local communities, and Contra Costa County received \$223,719,264. When the County began to allocate ARPA funds, F5CC was swift in developing and submitting a multi-pronged proposal to the County Administrator's Office that outlined the needs and priorities heard throughout the communities resulting from the pandemic. The Thrive by Five proposal developed in April 2021 highlighted the opportunity to build resilience across the county and to begin reimagining an equitable and accessible social safety net for families. The three-year, \$11 million ask (5% of Contra Costa County's allocation of American Rescue Plan Local COVID-19 Response Funding) included tackling the long-term effects of trauma and toxic stress on children and their families; instituting immediate support to mitigate the current mental health crisis; expanding safety net services at the First 5 centers; providing immediate relief for child care providers in crisis, and on-going support for community advocacy and organizing.

While the County's initial round of ARPA funding was distributed to the health services system in the county, F5CC continues to advocate for ARPA funds as a means to meet critical early childhood needs of the families we serve. Most recently, a \$2 million ARPA grant application submitted to the City of Concord requested one-time funds for stipends to preschool teachers in Concord to help fill the wage gap between providers and their K-12 counterparts. As the second round of county ARPA funding is anticipated in early 2023, F5CC will refine the original Thrive by Five Proposal and continue to elevate early childhood service gaps and needs amplified by the COVID pandemic. Our focus of strengthening the safety net to allow families to

move from surviving to thriving continues to be F5CC's priority as ARPA funding is leveraged as the means to mitigating the pandemic crisis.

F5CC has also adopted several nationally known and developed practices into our work, which not only brings evidence-based approaches to local programs but provides increased visibility for Contra Costa as a county on the cutting edge. These nationally-known practices include:

- **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. F5CC Contra Costa has adopted it for its Family Support activities, and other local agencies, including Children and Family Services, are also using it. F5CC 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 29 California counties that are currently official Help Me Grow affiliates; California is in turn one of 29 national affiliate states. The model is already attracting attention as a statewide policy issue, particularly for its complementarity with the ACA requirement for developmental screening.
- **Quality Rating and Improvement Systems (QRIS)** have been in development in numerous states for the last two decades. 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 F5CC California's IMPACT initiative, and now IMPACT 2.0, Contra Costa has grown its QRIS system to over 150 sites, including almost all publicly funded preschools and early learning sites. Contra Costa is 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 Centers and has been adopted in other Contra Costa education and health settings as well.

SUMMARY

For thousands of Contra Costa families, F5CC has fulfilled its goals of intervening early and effectively, supporting families in greatest need, and helping break cycles of poverty and trauma. The challenge to F5CC 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, F5CC will likely not have the fiscal resources it had in the past. To be truly strategic in its future activities and investments, F5CC must continue to consider how best to use and leverage its available resources — not only its funding for programs, but also partnerships, new opportunities, staff expertise, and the public’s trust in F5CC as a leader and convener — to carefully gauge where it can make the most impactful and sustainable difference.

APPENDIX A

Number of Children Under Age 6 in Poverty, by Zip Code

ZIP CODE	CHILDREN UNDER 6 IN POVERTY	ZIP CODE	CHILDREN UNDER 6 IN POVERTY
94505	84	94556	0
94506	144	94561	283
94507	13	94563	0
94509	1324	94564	0
94511	84	94565	896
94513	139	94569	0
94514	38	94572	286
94516	0	94575	0
94517	0	94582	245
94518	413	94583	51
94519	80	94595	0
94520	548	94596	68
94521	159	94597	238
94523	178	94598	113
94525	0	94611	0
94526	0	94706	229
94528	0	94707	2
94530	117	94708	0
94531	215	94801	674
94547	9	94803	40
94548	0	94804	852
94549	65	94805	62
94551	103	94806	775
94553	162	94850	0

Total N = 8,689

APPENDIX B

Number of Quality Matters (QM) Sites, by Zip Code

ZIP CODE	NUMBER OF QM SITES	ZIP CODE	NUMBER OF QM SITES
94509	14	94561	12
94513	13	94563	2
94517	2	94564	4
94518	4	94565	25
94519	4	94572	3
94520	13	94582	2
94521	10	94583	2
94523	7	94597	1
94525	1	94598	1
94526	1	94801	16
94530	3	94803	5
94531	17	94804	10
94547	1	94805	1
94549	1	94806	11
94553	5		

APPENDIX C

Number of Families Served through First 5 Centers, Home Visiting, Triple P Parenting Education, and Regional Groups, by Zip Code

ZIP CODE	NUMBER OF FAMILIES SERVED	ZIP CODE	NUMBER OF FAMILIES SERVED
94505	2	94561	35
94506	1	94563	2
94507	1	94564	8
94509	91	94565	119
94513	53	94572	3
94518	23	94583	2
94519	11	94595	2
94520	92	94596	8
94521	22	94597	4
94523	24	94598	1
94525	1	94706	2
94526	3	94708	1
94530	7	94801	56
94531	25	94803	10
94547	12	94804	44
94549	6	94805	13
94553	13	94806	73
94556	1		