



July 26, 2018

<p><b>SUBJECT</b></p> <p><b>HIGHLIGHTS OF FIRST 5 ALAMEDA COUNTY PROGRAMS</b></p> <p><b>Strategic Priority Area 3. Public Will and Investment:</b> Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities.</p> <p><b>Goal 3.1. Communication:</b> Build public will and investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.</p>	<p><input type="checkbox"/> Action</p> <p><input checked="" type="checkbox"/> Information</p>
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### SUMMARY OF THE ISSUE

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Alameda County has over 1.6 million residents and has been named the fourth most diverse county in the United States. Recognizing this diversity, First 5 Alameda has implemented programs that contribute to an equitable, school readiness based, early childhood system of care. Kristin Spanos, Chief Executive Officer of First 5 Alameda, and members of her staff, will provide four examples of how First 5 Alameda is contributing to Alameda County's early childhood system of care.

### RECOMMENDATION

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This is an information-only item. First 5 California staff is not requesting action at this time.

### BACKGROUND AND HIGHLIGHTS

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#### Alameda County Profile

Alameda County's 1.66 million residents are a diverse and multi-cultural population. Forty-four percent of the households speak a language other than English. Despite being home to many historical assets and vibrant communities, many families in Alameda County face enormous challenges due to severe poverty; in the Bay Area, life

expectancy across zip codes vary as much as 13 years. A family of four needs an income of \$98,296 per year in Alameda County to cover basic needs. One year of infant childcare is equivalent to one year of college tuition (\$15,435).

In 2016, there were about 20,000 births in Alameda County and the American Community Survey estimated that approximately one-third of the children in the County were age 0-5. Of that number, 18,000 children 0-5 live below the federal poverty level, and only 44 percent of children are fully ready for kindergarten.

## **First 5 Alameda County Highlights**

First 5 Alameda employs 68 staff with a budget of approximately \$20 million (including Prop 10 tax revenue of \$11.1 million). Investments include 10 interrelated strategies to help build an early childhood system of care: Parent Engagement and Support, Early Identification, Quality Early Childhood Education, Fatherhood, Neighborhoods Ready for School, Innovation, Policy and Evaluation, Training, Communications, and Administration, Information, and Technology. Last year, First 5 Alameda awarded approximately \$10 million in contracts to more than 100 agencies/individuals to support the 10 strategies.

A robust and coordinated early childhood system of care that uses an equity lens is needed to eliminate persistent inequalities and disparities, support preventative/early intervention strategies, and have a lasting impact on children and families. First 5 Alameda measures the impact of its investments using Results Based Accountability, which distinguishes the families directly touched by the agency from the county's overall population.

## **Four First 5 Alameda County Strategies that Contribute to Alameda County's Early Childhood System**

### **1. First 5 Impact**

With support from First 5 IMPACT, First 5 Alameda has built on longstanding local investments, like Quality Counts, which rates, supports, and rewards early care and education programs that serve children with high needs. Last year, First 5 Alameda experienced a 50 percent increase in the number of licensed early care and education programs participating in the QRIS 18-month coaching, consultation, and rating program. Currently, Quality Counts has approximately 318 participating sites, including approximately 125 state contracted centers. This equates to approximately 90 percent of the way to full saturation of all state preschool and state subsidized general childcare programs in Alameda County.

Likewise, Alameda County is at full saturation of Early Head Start and Head Start, and the remainder of licensed programs are private centers, and small and large family childcare facilities, many of whom are serving families receiving vouchers. With the support of First 5 IMPACT, First 5 Alameda is increasing the enrollment of family, friend, and neighbor providers on a quality improvement track.

Attachment A provides a one-page overview of First 5 Alameda's efforts to support quality early care and education.

Attachment B is a poster that outlines lessons learned from working with libraries and park and recreation agencies to expand neighborhood-based early childhood programs for underserved families.

## **2. Help Me Grow**

Help Me Grow (HMG) is a systems approach that works to mitigate the impacts of adversity and promote protective factors among families by increasing early identification through the use of developmental screening and other strategies, providing a central access point for child development information, care coordination, and referrals, using navigation services to ensure families are effectively and successfully linked to a range of services, and providing parent education on child development and wellbeing, and prevention services.

While many of the direct family supports are universally available to any family, outreach and training, and capacity building efforts are targeted to reach and engage low income families. As a result, 85 percent of all children served by HMG are enrolled in Medi-Cal, making it a critical component of the safety net in Alameda County.

HMG has supported over 90 percent of Alameda County pediatric providers serving a high volume of Medi-Cal patients to integrate developmental screening and follow-ups.

Attachment C provides a one-page data sheet of First 5 Alameda's early developmental identification efforts through HMG.

## **3. Neighborhoods Ready for School**

Neighborhoods Ready for School (NRFS), First 5 Alameda's Place-Based Strategy, provides funding and support to neighborhoods to build strong early learning communities. Families in Alameda County struggle with basic needs, such as obtaining diapers for their children.

NRFS works with local leaders and trusted organizations to coordinate existing services and programs, and supports strategic investments in infrastructure. Four agencies are serving as the first cohort for NRFS grantees and they are focused on launching family resource centers, developing community networks to improve health outcomes and school readiness, and enhancing their existing pipelines of supports for children and families.

In addition, First 5 Alameda has partnered with SupplyBank.org to support its Baby Hygiene Kit Program, distributing free diapers, wipes, and other resources to families.

Attachment D is a two-page description of NRFS.

## **4. Alameda County Fathers Corps**

The Alameda County Fathers Corps is a collaborative effort of First 5 Alameda County, and Alameda County's Health Care Services Agency and Social Services Agency to ensure the County's early childhood, family support, and social support

programs are equitable. The Fathers Corps provides agencies with the tools to become more intentional and effective with their engagement of fathers and father-figures. The Fathers Corps also focuses on capacity building by facilitating learning communities and trainings for male service providers.

To date, the Fathers Corps has provided 25 trainings, with over 113 male service providers attending at least three Fathers Corps trainings and a third having attended between 14 and 21 trainings. Ninety-four percent of learning community participants reported the Fathers Corps helped them to be a more knowledgeable, skillful, and/or an engaged provider.

Attachment E is an Alameda County Fathers Corps flyer, as well as a one-page description of the activities and accomplishments of the Fathers Corps from 2013 to 2017.

## **ATTACHMENTS**

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- A. Quality Counts Data Sheet
- B. Neighborhood Partnership Project Poster
- C. Help Me Grow Data Sheet
- D. Neighborhoods Ready for School Flyer
- E. Alameda County Fathers Corps Flyer



**Supporting high quality early learning environments for young children**

When families have high quality early care and education for their infants, toddlers, and preschoolers — parents are able to participate in work or school and children are more likely to enter school ready to learn, succeed in school beyond kindergarten, and graduate from high school. For low income children in particular, high quality early learning has positive health, economic and education outcomes.

**What “Quality” Early Care Means:**



**LOW TEACHER TO CHILD RATIOS AND SMALL GROUP SIZES**



**AGE APPROPRIATE LEARNING ACTIVITIES**



**ENGAGING AND SAFE LEARNING ENVIRONMENTS**



**ACTIVITIES THAT SUPPORT PHYSICAL, SOCIAL AND EMOTIONAL GROWTH**



**QUALIFIED STAFF WITH PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

**Quality Counts Program Components**

**ASSESS** and rate early childhood education sites using the CA Quality Rating and Improvement System (QRIS) quality framework and share that information with educators and consumers

**INCENTIVIZE** higher education institutions to offer coursework and advising for early educators and incentivize those educators to participate.

**PROVIDE** professional development, practice-based coaching, resources and incentives to early care and education sites around best practices like social emotional learning.

**OFFER** teachers professional development and consultation around best practices in social emotional learning.

**IN ALAMEDA COUNTY**

OF **117,000 CHILDREN 0-5**

**21,114** ARE ELIGIBLE FOR SUBSIDIZED CARE

**9,806** ARE ENROLLED IN SUBSIDIZED CARE **11,318** ARE ELIGIBLE BUT UNSERVED

**OUR REACH**



**11,086** CHILDREN AND THEIR FAMILIES SERVED BY PROGRAMS AND CAREGIVERS COMMITTED TO QUALITY

**\$208,212** DISTRIBUTED TO **84** SITES WITH **EMERGING QUALITY** (★★★, ★★, & UNRATED)

**\$1,197,676** DISTRIBUTED TO **125** SITES WITH **HIGH QUALITY** (★★★★★ & ★★★★★)

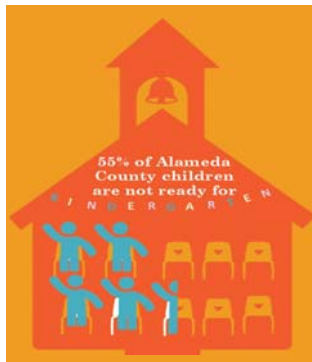
**Moving Forward**

**INCREASE** early care and education sites participating in Quality Counts, prioritizing sites serving children with the highest need.

**EXPAND** quality early learning support to include family friend and neighbor providers and community based school readiness experiences.

**SUPPORT** local, state and national Quality ECE policy to bring programming to scale.

Margaret Jerene & Jane Wellenkamp, Ph.D.  
First 5 Alameda County



**The Challenge**

School readiness is made up of four building blocks (Applied Survey Research, 2015 School Readiness in Alameda County Report):

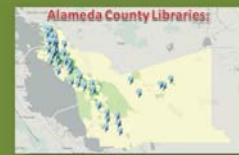


Only 44% percent of Alameda County kindergarteners were strong in all domains of school readiness.

Children who did not attend licensed child care were less likely to be ready for school.

**The Opportunity**

Alameda County kindergarten parents reported that prior to school entry:  
92% used public parks  
69% used libraries  
52% used recreation programs



Alameda County has:  
48 Library branches  
37 Recreation centers



**The Objectives**

- Expanded capacity for and commitment to sustainable early childhood programming at public institutions
- Increased knowledge and use of best practices in early childhood and parent support at public institutions
- Greater access to school readiness services for children 0-5 and their families
- Enhanced collaboration between public institutions, school districts, and community based organizations
- Children are ready for Kindergarten

**The Capacity Building Method**

Grants to Libraries and Park & Rec

Neighborhood-based public places that families trust  
Up to 2 two-year grants (4 years total)  
Range \$55K- \$130K per two-year grant

Expand Kindergarten readiness programming  
Reach underserved families with children birth to 5 years not in licensed child care, including English Language Learners

Learning Community Cohorts

Consistent participation by supervisor & program staff  
5 hours quarterly  
Peer exchange and support  
Training responsive to cohort needs (e.g., inclusion, dual language, Strengthening Families Framework)

Individual Institution Consultation

Supervisor &/or program staff, 2-6 hours monthly  
On site observation, coaching, consultation and training  
Promising Practices in K-readiness Planning Form (F5AC)

Continuous Quality Improvement

- Home Activity Survey (ASR)**  
Report on family home activities and changes in child  
Families complete 2 x per year
- Pre-Kindergarten Observation Form (ASR)**  
Observation of individual child skill development in Kindergarten readiness domains  
Program staff complete 2 x per year
- Ages & Stages Questionnaires**– replaced Pre KOF  
Families encouraged to complete initial screening  
Follow up and referrals through Help Me Grow
- Promising Practices Self– Assessment Tool (F5AC)**  
Supervisor completes with program staff annually

**Grantee Results 2010-17**

100+ Staff Trained	2,000 Hours Training & Consultation
100% Sustained Programming /Practices	5 Collaborative Presentations to Conferences and County/City Officials
2,800+ Parent-child Playgroups	800+ Developmental Storytimes

**Lessons Learned**

Park & Recreation and Library institutions can provide Kindergarten Readiness playgroups, storytimes, and parenting support services for underserved families with children not in licensed child care

Libraries like to go slow and plan thoughtfully, beginning new programs with small pilots. Libraries also value wide public access. Park & Recreation Depts tend to be flexible and eager to begin new programming, along the way adapting in response to new developments and seasonal changes in workforce needs.

Most programming takes place in shared spaces so the environment setup was one of the biggest and earliest challenges.

Children's librarians and park & recreation staff often have years of experience with children and families, and little formal child development training. Providing sequenced training that builds on prior knowledge and experience is most effective.

These programs surfaced children with unidentified developmental needs. For several reasons, we discontinued the Pre KOF and with the support of Help Me Grow Alameda County, worked with grantees to connect families to developmental screening and other resources.

For program success and sustainability, having both supervisors and program staff participate in training and consultation is needed. Staff at different levels need both time together for training and planning purposes, and separate time to focus on needs related to their position.

Parents hired as program staff, and program staff hired in permanent positions, positively affect program consistency and sustainability. Conversely, staff turnover and even more so, institutional leadership turnover, have negative effects on programs.



*"The grant has positively impacted all of our youth services staff, all of our children's programs and our...spaces."*  
Quote from Supervisor

*"We are taking more responsibility as our son's first teacher...We are also putting ourselves in my son's shoes when we see he is unhappy and try to understand him better"*  
Quote from Parent

*"...this program is giving my child a strong foundation.. I can see that she is more confident and happy. I love this playgroup!"*  
Quote from Parent



# EARLY IDENTIFICATION



## Detecting developmental concerns early and connecting families to services

Early signs of developmental, social emotional and learning concerns often go undetected until a child reaches school. The earlier a child gets support, the better their outcomes will be. First 5 Alameda County replicates a national model, Help Me Grow, to identify children birth to five who are at risk for concerns. Help Me Grow connects families to needed child development information and services.

### Program Components

**PROVIDES TECHNICAL ASSISTANCE** to health care providers, early care and education providers and other community based organizations to promote early identification, including developmental screening, referrals and providing child development information.

**SUPPORTS THE HMG** central access point which provides parents, providers and community members information, support and referrals.

**PROMOTES SYSTEM OF CARE** that is coordinated and family-centered, by supporting provider networking, resource sharing and family leadership.

**MAINTAINS** an early childhood web-based resource and uses social media and marketing for parent education.  
[www.alamedakids.org](http://www.alamedakids.org)

### Moving Forward

**INCREASE** public awareness of HMG, child development and the importance of early identification.

**ENSURE** all children are screened for developmental, social-emotional and family needs.

**PARTICIPATE** in statewide policy efforts to improve access and funding to sustain and expand HMG.

*It's a one stop shop. You can refer your patient there and Help Me Grow will find the service that best meets the needs of that unique patient.*

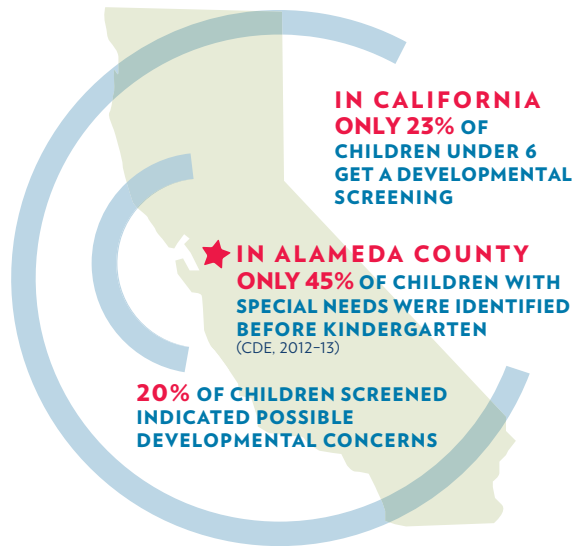
— Pamela Simms-Mackey, M.D., UCSF Benioff Children's Hospital

*"Help Me Grow made me feel like I wasn't alone and I was part of a larger community"*

—Parent



**Help Me Grow**  
**888.510.1211**  
[WWW.ALAMEDAKIDS.ORG](http://WWW.ALAMEDAKIDS.ORG)



### OUR REACH



**19,274** KIDS ARE SCREENED FOR DEVELOPMENTAL CONCERNS PER YEAR



**3,241** CALLS OR REFERRALS TO THE HMG PHONE LINE IN FY 2016/17

### RESULTS



**93%** OF FAMILIES CAN BETTER SUPPORT THEIR CHILD'S DEVELOPMENT

SURVEY OF CAREGIVERS PROVIDED WITH HMG SERVICES



**34%** INCREASE IN CALLS AND REFERRALS TO HELP ME GROW

(FY 15/16 COMPARED TO FY 16/17)



## NEIGHBORHOODS READY FOR SCHOOL

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### Overview:

**Neighborhoods Ready for School (NRFS)** is a place-based approach that promotes child and family friendly communities, strong families, and school readiness. NRFS coordinates existing services and programs, and supports strategic investments in infrastructure to enhance and create community assets like Family Resource Centers. The strategy informs First 5 Alameda County's policy agenda as well as service delivery, investments, and administrative reforms.

### Request:

Four agencies will serve as the first cohort for Neighborhoods Ready for School grantees and will receive a grant of \$470,000 with an initial funding term of March 1, 2018 through June 30, 2019. This is nowhere near what neighborhoods need to alleviate the social and economic pressure generated by long-term limited capital investment, poverty, rising housing and child care costs, and other necessary expenses. First 5 urges public systems to join us:

- Learn from our strategic investment in NRFS neighborhoods.
- Enter into data sharing agreements with First 5 that allow better understanding of the service patterns in the NRFS neighborhoods.
- Partner with First 5 around administrative reforms that fall under local decision-making authority (e.g., outreach, neighborhood-based orientations, concrete needs funds, and neighborhood-based hiring).
- Partner with First 5 on legislative requests.
- Assign staff to participate in meetings dedicated to improving and aligning service delivery in specific neighborhoods.
- Participate in blended RFP and contracting opportunities in the NRFS neighborhoods to streamline the administrative burden on community-based organizations.
- Support a collective impact framework that improves integration among systems to achieve economies of scale.

### NRFS Program Components:





- Increase family leadership and civic engagement opportunities.
- Increase neighborhood-level coordination to provide a comprehensive menu of resources to support family resilience, build upon existing community strengths, and increase school readiness.
- Build infrastructure in neighborhoods to provide places for families to learn, play, and grow.
- Build capacity for early childhood programming through a “learning community” model, access to consultations, and support with sustainability.
- Identify and sustain workforce development strategies.

Four agencies will serve as the first cohort of Neighborhoods Ready for School:

- **ALL IN** Alameda County is an innovation incubator within county government that’s designed to find new solutions and apply creative thinking to remove barriers and take advantage of opportunities for progress. As part of NRFS, All In Alameda County plans to partner with Lotus Bloom, EBAYC, and Trybe to launch a Family Resource Center in Oakland’s San Antonio neighborhood.
- **Lincoln** is a family support organization in West Oakland that provides comprehensive programming for families in the neighborhood. As part of NRFS, Lincoln plans to launch an Early Childhood Initiative and Family Resource Center, which will be designed by West Oakland residents and informed by the success of Lincoln’s East Oakland Family Resource Center.
- **Roots Community Health Center** offers affordable urgent care and primary care to cities across Alameda County. As part of NRFS, Roots Community Health Center plans to develop the East Oakland Ready for School Network, a neighborhood network of nonprofits, community members, and organizations in the East Oakland neighborhood to improve health outcomes and school readiness, particularly for African American families with children ages birth to 5. The Network will address food security and housing stability, increase access to primary care/behavioral health care, employment and training opportunities, and living wage jobs in addition to increasing the capacity of early childhood partners.
- **Union City Kids Zone** promotes “cradle to career” success by engaging and empowering children, youth, and families in the Decoto Community to achieve their full potential. As part of NRFS, Union City Kids Zone will enhance its existing pipeline of supports through its Family Center to increase resources and programing for families with young children to support school readiness. City Kids Zone will enhance its existing pipeline of supports through its Family Center to increase resources and programing for families with young children to support school readiness.

Learn more about Neighborhoods Ready for School: [www.first5alameda.org/neighborhoods-ready-for-school](http://www.first5alameda.org/neighborhoods-ready-for-school)

# ALAMEDA COUNTY FATHERS CORPS



The Alameda County Fathers Corps (ACFC) is a collaborative effort of First 5 Alameda County, Alameda County's Health Care Services Agency and Social Services Agency. The ACFC promotes and supports fathers and father-figures to be meaningfully engaged with their children and families, and advocates for family service providers to provide father friendly services and to assist fathers in strengthening their parenting skills.

In 2015, the ACFC engaged in two data gathering projects to learn more about how to support fathers and barriers to fathers' engagement with their children. The ACFC surveyed over 100 public and community based family service providers. The ACFC also conducted focus groups and one-on-one interviews with fathers who are not engaged in lives of their children. These efforts, along with lessons learned from the ACFC learning community, helped create the following policy and program recommendations:



**“Through the work of the Fathers Corps, many lives are and will be changed in a very positive way.”**

—FATHERS CORPS MEMBER

## PROGRAMMATIC AND POLICY RECOMMENDATIONS TO ADDRESS BARRIERS TO FATHER ENGAGEMENT

- ▶ **REQUIRE** Father Friendly Principles be reflected in measurable contract outcomes for family service providers in Alameda County.
- ▶ **TRAIN** family service providers to engage fathers and increase the number of male staff.
- ▶ **ENSURE** family service programs that contract with the County include a fatherhood component.
- ▶ **CREATE** an Inter-Agency Fathers and Families Council to monitor policies and practices within the family court system, Social Services Agency, Health Care Services Agency and Probation.

For complete list, visit [first5alameda.org/alameda-county-fathers-corps](http://first5alameda.org/alameda-county-fathers-corps)

2013-2017

# FATHERS CORPS ACTIVITIES AND ACCOMPLISHMENTS

## BUILDING PROVIDER CAPACITY

### LEARNING COMMUNITY FOR MALE SERVICE PROVIDERS

91 male providers from 45 agencies/programs participated

60 Father Engagement Specialist, 18 Mentors, and 12 Ambassadors

94% reported that the Fathers Corps helped them to be a more knowledgeable, skillful and/or engaged provider

94% reported that the Fathers Corps helped them to be a better father, grandparent, or caregiver

### FATHERHOOD TRAINING SERIES OPEN TO ALL PROVIDERS

10 trainings provided, attended by 268 unique providers

## ASSESSING NEEDS AND BARRIERS

### FOCUS GROUPS AND INTERVIEWS WITH DISENGAGED FATHERS

22 African American fathers and 9 Latino fathers participated

### SURVEY OF ALAMEDA COUNTY SERVICE PROVIDERS

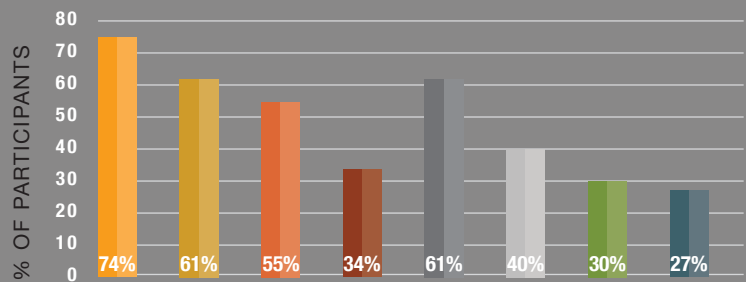
Survey completed by 111 providers

## PROVIDING FATHER FRIENDLY PRINCIPLES TRAINING

21 TRAININGS PROVIDED TO PUBLIC SYSTEMS AND COMMUNITY BASED ORGANIZATIONS, ATTENDED BY OVER 500 UNIQUE PROVIDERS

In 2014, the ACFC adopted 7 Father Friendly Principles (FFP) to ensure service providers support fathers. Since then, many of the participants in the learning community have adopted the FFP at their agencies.

### FATHERS CORPS PARTICIPANTS REPORTED FATHER FRIENDLY CHANGES AT THEIR AGENCIES



- POSTED FFP AT AGENCY
- PRESENTED FFP TO LEADERSHIP
- PRESENTED FFP TO STAFF
- FORMALLY ADOPTED FFP
- INCREASED OUTREACH TO FATHERS
- PROVIDED TRAINING TO STAFF ON WORKING WITH FATHERS
- CHANGED ENVIRONMENT
- HIRED MALE STAFF

## CHANGING THE SYSTEM

FATHERHOOD STRATEGY IN FIRST 5 ALAMEDA COUNTY STRATEGIC PLAN

EXPANDED COLLABORATION WITH ALAMEDA COUNTY'S DEPARTMENT OF CHILD SUPPORT SERVICES, HEALTH CARE SERVICES AGENCY, PROBATION DEPARTMENT, AND SOCIAL SERVICES AGENCY TO:

- ▶ Create father-specific services
- ▶ Launch media campaign to build awareness of the important role fathers play in the development of their children
- ▶ Host Fatherhood Action Summit with leaders to implement new policy and programs
- ▶ Establish Inter-Agency Fatherhood Workgroup

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WITH SUPPORT FROM:

