



Working Together for Our Children

FIRST 5 Santa Clara County
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**2007-2008
Community
Impact**

“We worry about what a child will become tomorrow, yet we forget that he is someone today.”

~ Stacia Tauscher

Our Commissioners

Corazon Tomalinas, *Chairperson*
Representing Santa Clara County
Board of Supervisors, District 2

Will Lightbourne, *Vice-Chairperson*
Representing Santa Clara County
Social Services Agency

Blanca Alvarado, *Commissioner*
Member of the Santa Clara County
Board of Supervisors

Cathy Boettcher, *Commissioner*
Representing the Local Early
Education Planning Council

Margo Dutton, *Commissioner*
Representing Santa Clara County
Board of Supervisors, District 5

Akemi Flynn, *Commissioner*
Representing Santa Clara County
Board of Supervisors, District 3

Susan Mayer, *Commissioner*
Representing Santa Clara County
Board of Supervisors, District 4

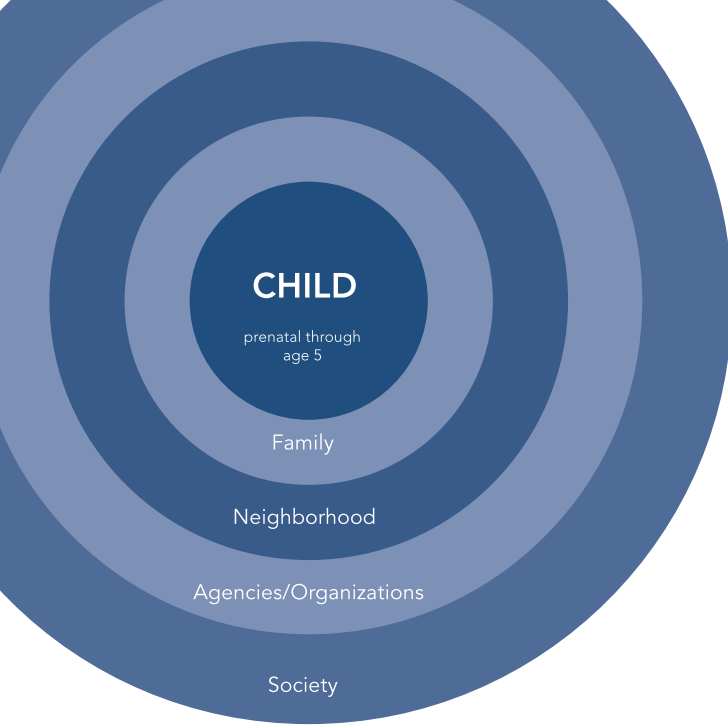
Kim Roberts, *Commissioner*
Representing Santa Clara Valley
Health and Hospital System

Eleanor Villarreal, *Commissioner*
Representing Santa Clara County
Board of Supervisors, District 1

Jolene Smith, *Executive Director*
FIRST 5 Santa Clara County



FIRST 5 Santa Clara County will be a catalyst for ensuring that the developmental needs of children prenatal through age 5 are a priority in all sectors of the community.



Why Do the First 5 Years Matter?

Research shows that a child's brain develops most dramatically during the early years of life. This is why FIRST 5 Santa Clara County is a voice and advocate for the healthy growth and development of children prenatal through age 5. FIRST 5 is making a difference for our county's youngest children by investing more than \$30 million of Proposition 10 tobacco tax money each year towards effective programs in health, education, family, and community services.

Santa Clara County children ages 0-5 make up 8% of our total population (144,000 children) and are racially, ethnically, and culturally diverse, speaking over 100 languages. 10% of these young children live under the federal poverty level and 75% of the families served by FIRST 5 have an annual income less than \$30,000.

Knowing that children do not develop in isolation, but rather within Circles of Influence, FIRST 5 Santa Clara County works with 68 local organizations and 40+ early care and education providers to provide much needed services at each of these levels.

In order to create a positive and lasting impact in our community, we must work together to provide essential support and services that shape our children's growth, fully prepare them to succeed in school and form healthy habits that last them a lifetime.



2007-2008 Notable Accomplishments

This report is only a brief summary of our programs and services. This past year included several notable accomplishments, such as:

- ❖ FIRST 5 serviced **90,835** children and **117,100** parents.
- ❖ After 6 months of FIRST 5 intensive services, there was a **34%** reduction in the number of families who reported a threat of domestic violence and **67%** decrease in children who were at-risk for poor social/emotional development.
- ❖ The FIRST 5 website (www.first5kids.org) had over **3 million** hits.
- ❖ **891** professionals from various fields and community sectors participated in professional development activities to strengthen their capacity to better serve children and families.
- ❖ **2,700** community members participated in Parent Workshops.
- ❖ FIRST 5 supported the monthly health premiums for **2,487** children 0 through age 5.
- ❖ **6 weekly** multicultural radio programs in English, Spanish, Vietnamese, Bosnian-Serbo-Croatian, and African languages were broadcasted to educate the entire community on the importance of the first 5 years.
- ❖ **1,185** children received developmental screenings.



Children are Healthier

Children experience optimal health and development which reduces the cost for health care treatment and use of emergency rooms plus increases the likelihood that parents will make appropriate decisions about seeking health services.

Santa Clara County children are insured

With the goal to achieve 100% health insurance coverage among children living in Santa Clara County, the Children's Health Initiative (CHI) expanded its outreach and enrollment in federal, state, and local health insurance programs such as Medi-Cal, Healthy Families, and Healthy Kids.

FIRST 5 helped enroll **743** children in health insurance

Fragile babies are transitioning to home

In partnership with the Public Health Department and community-based organizations, FIRST 5's High Risk Infant Follow-Up Program (Let's Go! Let's Grow!) improved developmental, emotional and social outcomes for at-risk infants and their families in Santa Clara County, with particular focus on very low birth weight and medically fragile infants.

FIRST 5 Health Programs and Services

- contributed towards:
- **99%** of FIRST 5 families having health insurance for their children
 - The number of children who had never seen a dentist dropping by **31%**

Children are receiving developmental screening

KidConnections' coordinated system of screening, consultation, and assessment helped detect developmental delays in children birth through age 5, providing children and their families appropriate guidance and referrals. A mental health or developmental specialist then consults with the family to discuss the results, suggests school and/or home developmental and behavioral supports, and refers for further assessment and services as needed.

- **1,185** children received developmental screenings
- A high proportion of assessments resulted in referrals — **45%** to Home Visitation, **25%** to Therapeutic Services, and **15%** to Early Start or special education services



Families are Receiving Support

When families provide stable, loving, and stimulating homes, they become a role model for positive behavior and reduce incidences of child abuse and neglect.

Over a period of 6 months, a FIRST 5

- family receives an average of:
- 41 hours of Home Visitation Services
 - 27 hours of Therapeutic Services
 - 14 hours of Family Partner Services
 - 10 hours of Parent Workshops

Therapeutic services are reducing parental concerns

Intervention and treatment services are designed to support children and their families who display social, emotional, and behavioral concerns.

- 508 children and 361 parents received Therapeutic Services
- Parental concerns about children's behavior decreased by 18%

Awareness is being raised on the impacts of child trauma

FIRST 5's Child and Family Wellness Forum brought together experts in the field of child trauma to present their research and clinical experiences on the powerful effects of trauma on a child's brain, the linkage between trauma and culture, and best practice interventions.

Parents are better informed on raising children

Parent Workshops helped parents and guardians manage the challenges associated with raising children at various ages and stages.

- Workshop attendees showed a 66% increase in reading with their children and a 69% increase in singing songs
- 51% showed a decrease in spanking and 52% in scolding/yelling
- 87% felt more informed about how to be a better parent

Needs are being identified by Family Partners

Family Partners are multilingual and multiethnic professionals trained to identify family needs and help secure necessary services, such as early care and education programs, free or low-cost health insurance, Parent Workshops, basic necessities, Home Visitation, and Mental Health Services.

Family Partners served **3,658** children, **3,189** parents, and more than **1,200** other family members

Families are receiving support through home visits

Home Visitation Services involve a trained professional in parent-child relationships who visits the child's home to provide support through education about child development and parenting skills.

94% of participants felt more informed about how to be a better parent and 100% believed they had a better understanding of child development



Children are Prepared to Enter School

Children enter school fully prepared to succeed academically, emotionally, and socially which helps reduce absenteeism and increases children’s imagination and creativity as well as language and literacy skills.

Through FIRST 5 Early Education

- Programs and Services:
- Children enrolled in Early Care and Education programs increased by **21%**
 - Parents regularly reading to their children increased from **56% to 66%**
 - Parents reported significantly fewer concerns about their children’s development in speech, learning, and emotional well-being (between **27-31%** reduction)

Educators and parents are working together

FIRST 5, in collaboration with the Santa Clara County Partnership for School Readiness, has developed the “I’m Ready for Kindergarten Parent Handbook” which includes useful tips and resources to help parents prepare preschool-aged children to succeed in Kindergarten and beyond. This handbook is also a valuable tool for teachers as they work with parents to help children effectively transition from preschool to Kindergarten.

8,500 Parent Handbooks were distributed in English, Spanish, Vietnamese and Chinese languages

Children are in high quality early learning programs

Power of Preschool (PoP) offered high-quality, free, and voluntary preschool programs for 3 and 4 year-old children living in underserved communities.

PoP preschools served **787** children across **20** sites

Families are preparing for kindergarten

FIRST 5 Family Resource Centers helped prepare children, and their parents, for Kindergarten through a variety of activities geared towards physical well-being and motor skills, language development, early academics, and social/emotional development.

2,310 children attended FIRST 5 Family Resource Centers throughout Santa Clara County

Preschoolers are learning about the environment

The Preschool Gardens Native Plant Restoration project raised children and parents’ awareness about the environment through hands-on planting activities.



Our Community is

Coming Together



FIRST 5 connects with the community by helping to make neighborhoods places where children are safe, families are connected, and all cultures are respected. This results in reduced stress, fewer symptoms of depression, and more positive youth behavior.

Resources are available online

The FIRST 5 website is a visually appealing and interactive resource for parents, caregivers, media and policy makers. Website hits increased this year by **300%**.

The public is learning about the importance of the first 5 years

Parents can receive a Kit for New Parents for free. This all-in-one Kit, available in English and Spanish, is valued at \$75. It contains the latest parenting information, advice, and useful tips on nutrition, safety, quality child care, health, discipline, and early learning. FIRST 5 distributed **26,437** Kit for New Parents.

New and expecting parents are feeling more confident

Community Engagement Partners distributed **62,000** FIRST 5 themed educational materials as well as **48,000** giveaways (i.e. books, toothbrushes, magnets) in English, Spanish, Chinese and Vietnamese languages.

Our county is coming together for our youngest

FIRST 5 proudly hosted the first Santa Clara County Mayor's Summit. Over **100** attendees, including Mayors, Superintendents, community leaders, and the County Board of Supervisors, discussed ideas for leveraging resources and strengthening partnerships to support the healthy development of children prenatal through age 5.

Large-Scale Community Awareness is Occurring

Systems are responsive to the needs of children and families which results in cost efficiency of services and greater likelihood that children and families will achieve better outcomes.

At-Risk children are being referred

Alternative Response Services are provided to families who are referred to the Department of Family & Children's Services, but do not meet legal definitions of abuse and neglect. This voluntary program provides services which will help keep the families together and the children safe.

454 families received Alternative Response Services

Community Partnerships are growing

FIRST 5 increases its community reach and effectiveness through 9 culturally-responsive regional Partnerships. The Partnerships seek community input and share the common goals: to enrich the lives of families and their communities, and advocate for the healthy development of children.

100% of the community members participating felt that the Partnership addressed important community needs

Agencies are working together to prevent early childhood obesity

FIRST 5's Early Childhood Obesity Prevention Collaborative, co-chaired by Dr. Dan Delgado, *Director of the VMC Pediatric Healthy Lifestyle Center*, is comprised of local decision-makers involved in government, health care, children's services, and child care. A Strategic Plan was produced that addresses 6 key goals to fight childhood obesity:

1. Increasing healthy food access in low-income communities
2. Increasing breastfeeding
3. Improving eating practices of young children
4. Increasing opportunities for physical activity
5. Reducing screen time and marketing of unhealthy food
6. Facilitating treatment strategies for overweight children

A subgroup of policy makers, chaired by Santa Clara County Supervisor Ken Yeager, are working together on initiatives that will create a healthier living environment in our community.

15,000 families received Rethink Your Child's Drink brochures to encourage the reduction of children's soda and juice consumption

Community services are a phone call away

In partnership with United Way, FIRST 5 is proud to sponsor United Way 2-1-1, which is a free, non-emergency telephone service that connects the community to hundreds of community services.

2-1-1 received **19,160** calls (an average of 52 per day) from Santa Clara County residents, and the online referral database documented **208,859** hits on their website

Family Wellness Court is helping parents reunite with their children

Family Wellness Court for Infants and Toddlers (FWC) is a \$5 million federal grant countywide collaborative between the Social Services Agency, Department of Family & Children's Services, Superior Court, Dependency Advocate Center, Department of Alcohol and Drug Services, Mental Health Department, District Attorney's Office and FIRST 5.

FWC is for parents with children 0 to 3, whose abuse of methamphetamine and other substances have placed their children in or at-risk of out-of-home placement. FWC assists parents to maintain sobriety, overcome personal obstacles, become better parents, and reunify with their children.

- 73% of the families' annual incomes total **\$20,000** or less
- 67% of the children are less than **12** months old

Best practice models are implemented

Dr. T. Berry Brazelton, a nationally recognized pediatrician with over 60 years of infant research and practice, addressed commissioners, partners and FIRST 5 staff about his Touchpoints Approach. Touchpoints has developed new ways of working across cultures, engaging fathers as caregivers and serving families of children with special needs. Plans are underway to integrate this as a best practice model in the Family Wellness for Infants and Toddlers Court and with other FIRST 5 services.

Our Financial Statement

This financial report is derived from the Annual Financial Report for fiscal year 2007-2008, prepared by Burr, Pilger & Mayer LLP. The operations of FIRST 5 Santa Clara County were audited and found to be in conformity with generally accepted accounting principles. To review the audit report, please visit www.first5kids.org/about_us/finance.

STATEMENT OF NET ASSETS

Assets

Cash and investments	\$90,459,937
Interest receivable	310,162
Grant and other receivable	3,645,586
Prepays and other assets	900
Capital assets, net of depreciation	6,037,037

Total Assets **\$100,453,622**

Liabilities

Account payable	\$7,202,416
Accrued salaries and benefits	409,888
Other accrued liabilities	66,927

Total Liabilities **\$7,679,231**

Net Assets

Invested in capital assets	\$6,037,037
Restricted for sustainability	35,076,882
Other restricted assets	51,660,472

Total Net Assets **\$92,774,391**

Restricted for sustainability: \$35,076,882
The intent of Proposition 10 is to create sustainable programs for young children and families that will continue even as tax revenues decline. In 2004, FIRST 5 Santa Clara County developed a financial sustainability plan, which provides for continued funding for our **Strategies over a ten year period**. The sustainability plan is updated annually as part of the strategic planning process.

STATEMENT OF ACTIVITIES

Revenues

Proposition 10 taxes	\$21,408,616
Other grants	3,655,627
Investment income	5,992,985
Other income	462,208

Total Revenues **\$31,519,436**

Expenditures

Community investments	\$27,209,890
Salaries and benefits	4,471,044
Supplies and services	2,410,777
Depreciation	231,204

Total Expenditures **\$34,322,915**

Changes in net assets (2,803,479)

Net Assets, beginning of year 95,577,870

Net Assets, end of year **\$92,774,391**

Community Investments: \$27,209,890
Based on extensive research and community input, the FIRST 5 Commission allocates resources under two funding strategies: Community Engagement & Awareness and Direct Impact Services.



Home Visitation Services *Hands-on support for families*

Steve and Michelle Romero are separated and have a 1½ year old son, Joey. Michelle and Joey live with her extended family. They were referred to a FIRST 5 Home Visitor, a trained professional in parent-child relationships who visits the home and provides support through education about child development and parenting skills.

In the beginning of the home visitation services, Steve was uninvolved. However, once he saw the positive effects the sessions were having on Joey, he began participating. Steve was particularly motivated to learn how to parent in a more positive way than his father parented him.

Week after week, Steve and Michelle asked many questions about parenting, discipline, and specifically nutrition since Joey resisted eating healthy food. The home visitor found that Steve and Michelle frequented fast food restaurants in order to spend time alone with Joey, without extended family. Unfortunately, the result was that Joey began preferring soda, french fries, and other fast food.

The home visitor provided education on nutrition and empowered Steve and Michelle to set small, achievable goals to help Joey eat healthier. The goals included: discontinuing Joey's bottles, enrolling Joey in daycare where the caregiver provides nutritious home cooked meals, and serving pre-packaged toddler meals so that Joey could taste different types of foods.

These goals are working and Joey is no longer drinking from a baby bottle. Michelle and Steve are making healthier choices for the whole family. They also feel more confident in their parenting abilities because of their newfound knowledge, willingness to try new things, and motivation to make lifestyle changes.



FIRST 5 Santa Clara County supports the healthy development of children prenatal through age 5 and enriches the lives of their families and communities.