

Parents often benefit from information and support to meet their children's changing needs.

## We connect families to parenting resources through...

- Parent workshops focusing on positive behavioral support and parenting skills for over 1,000 parents
- FIRST 5's educational website – [www.first5kids.org](http://www.first5kids.org)
- Producing 24,000 issues of the *Take 5 Quarterly Newsmagazine* on topics that take an in-depth look at children and parenting knowledge
- Distributing 8,000 free Kit for New Parents containing the latest parenting information and tips in 6 languages – English, Spanish, Korean, Vietnamese, Cantonese and Mandarin



*FIRST 5 has played a critical role in healthy lifestyle infrastructure for young children. Its investment in promoting breastfeeding and teaching parents feeding competency will reap healthy rewards for years to come.*

–Dr. Dan Delgado, Director of the Pediatric Healthy Lifestyle Center

*FIRST 5 not only increases the number of programs available for children, but also helps to develop the capacity of community organizations so that they are more effective and sustainable.*

## We strengthen our community by...

- Partnering with the Family Wellness Court to assist parents in maintaining sobriety, increasing their parenting skills, addressing any developmental and behavioral concerns of the children and reunifying with their children
- Launching the FIRST 5 Learning Together Initiative: *A Place-Based Approach*, where community outreach staff educate parents about health, school readiness, and the importance of the first five years of a child's life
- Fighting childhood obesity through FIRST 5's Early Childhood Obesity Prevention Collaborative which is comprised of local decision-makers involved in government, health care, children's services and childcare
- Working in partnership with WestEd E3 Institute to reward and encourage educational attainment among childcare professionals through Santa Clara County's Comprehensive Approaches to Raising Educational Standards (CARES) program

*Action is the foundational key to all success...*  
~Pablo Picasso

*Picture this family...* Mom is left struggling to take care of her 3-year old son after being verbally, emotionally and physically abused by her ex-husband. Mom must now face her abuser in court regarding custody of their son.

This case, and many similar cases, are on the docket everyday in the Santa Clara County Superior Court. While this mom and others await for a judge to arrive; a FIRST 5 Court Specialist asks if they might listen to a brief presentation about FIRST 5 services that are available to help them. After a few minutes, a sign-up sheet is placed for parents if they are interested in learning more about any of the services FIRST 5 offers.

Daisy (the mom with the 3-year old) decided to sign the sheet. Her life began to change before she even stepped out of the courthouse that day.

The first immediate and tangible help she got from FIRST 5 was securing health insurance for her son through Healthy Kids. Daisy also received food stamps and assistance with court paperwork. While these services were a quick and much needed relief, FIRST 5 also helps tackle the deeper wounds that take time and more effort to heal.

Since her divorce, Daisy's little boy had been withdrawn and disruptive. After a developmental screening and in-depth assessment through KidConnections, her son was able to receive help from a home visitor who drastically improved his behavior through activities engaging both mother and son. Daisy also took advantage of parenting workshops where she received individual counseling from the instructor.

In a case of domestic violence, it is important to not only help the child but also help the parent. FIRST 5 referred Daisy to a therapist. The therapist was able to improve Daisy's self-esteem and help her feel more competent and strong as a single mother.

Approximately 8 months after home visitation services were closed, and a few months after formal therapeutic services ended, Daisy provided a follow-up interview about her well-being and the impact of FIRST 5 on her family.

"In the beginning, it was a lot about getting insurance, therapy, and dealing with the court. But in the end, it has been about getting on with our lives—and it has been well worth it. My son's behavior has improved and I have become a better parent," stated Daisy.

Daisy has just completed a semester at school, where she took 21 units and did very well in all of her classes. She plans to continue her education and work towards a degree in Sociology. Her son just completed his fall term in preschool.

A year ago...Daisy felt hopeless. After signing a FIRST 5 sheet in the courtroom one day, Daisy made a life-altering decision to utilize her resources and change her family's future for the better.



The First 5 years.  
Make them count.



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

—Emmett D. Carson, Ph.D., CEO and President, Silicon Valley Community Foundation



## Who is FIRST 5?

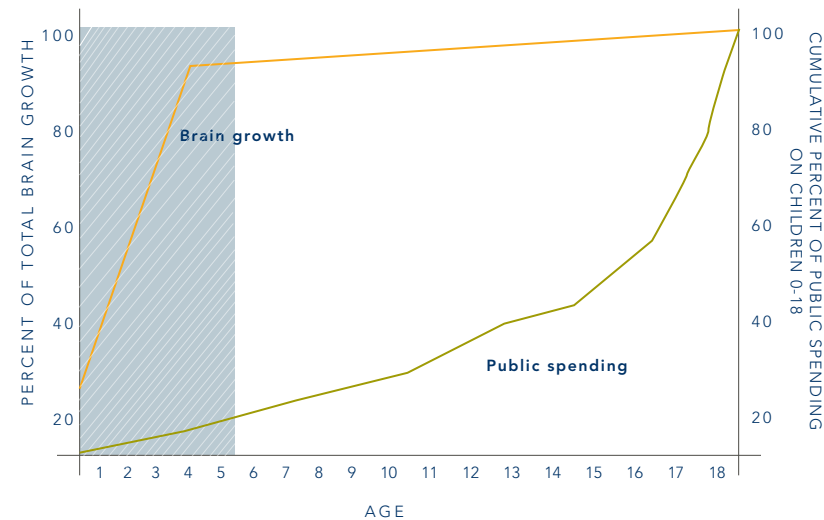
Over ten years ago, Californians voted to dedicate tobacco taxes to local health and education programs for young children ages 0-5 which created First 5 across the State. First 5 funding for children’s programs is based entirely on local planning and decision-making specific to families’ needs in the county and not on state mandates.

## Why do we serve children ages 0-5?

Research shows that a child’s brain develops most dramatically during the first five years of life. During this critical period, a window of opportunity exists to help shape how a child’s brain matures and to lay the foundation for all of the years that follow.

While the early period in children’s development is absolutely critical to their future success, it is also where public investments are lowest. Nationally, less than 10% of public investments in education and development are spent on children, ages 4 and younger.

**Figure: Brain Growth and Public Investment, A Mismatch (Children Now) 2010**



FIRST 5 provides all children ages 0-5 with programs and services that ensure children are born and remain healthy, receive more from their education, and become productive adults.

## How do we serve the community?

Santa Clara County children ages 0-5 make up 8% of our total population (146,000 children) and are racially, ethnically, and culturally diverse, speaking over 100 languages. Ninety percent of these young children live under the federal poverty level and 82% of the families served by FIRST 5 have an annual income less than \$30,000.

By working with over 40 local organizations, FIRST 5 is committed to achieving real and sustainable results towards the successful future of young children and their families.

This report highlights some of our programs that touch the lives of thousands of families throughout the county.



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

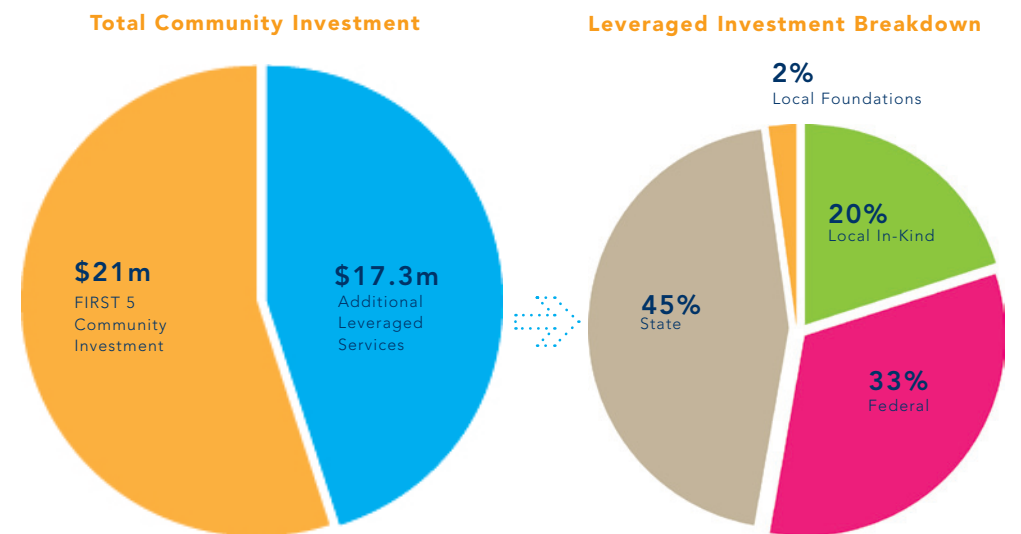
## We invest in the community....

FIRST 5 Santa Clara County programs and services are providing a proven economic benefit to Santa Clara County children and families.

FIRST 5 is highly effective at long-range program and financial planning, investing in what works, ensuring service providers are accountable to produce results, evaluating the results of investments, and getting the most value possible out of available funds.

Annually, FIRST 5 directly invests approximately \$21 million into the community. This enables leveraging of an additional \$17.3 million for local programs and services.

**In total, \$38.3 million dollars was invested in 2009-10 into the local community for programs and services.**



In FY 2009-10, FIRST 5 Santa Clara County leveraged \$17.3M for a total Community Investment of \$38.3 million.

Of the \$17.3 million leveraged, 33% were received from federal government programs, 45% from California state programs and 22% from local programs in Santa Clara County.



*Nearly every child in our County under age 5 currently has the ability to access health insurance because of FIRST 5 and the Children's Health Initiative. This success makes the program a national model for how to help uninsured kids. FIRST 5 believes that even one uninsured child is one too many.*

*—Kathleen King, Mayor of the City of Saratoga and Executive Director of the Santa Clara Family Health Foundation*

*FIRST 5 enhances the lives of young children in Santa Clara County by investing in proven programs designed to improve their health.*

### **We ensure children are healthy by...**

- Funding health insurance premiums for 1,800 children so they have a regular medical home
- Providing free dental and medical services to 1,800 children so they stay healthy and free of tooth decay
- Screening and assessing children to address developmental concerns early in childhood to prevent them from getting progressively worse – in Power of Preschool alone, over 800 children were screened
- Providing 800 children each with approximately 33 hours of home visitation support, guidance and coaching over a 6-month period so that parents/caregivers provide stable and loving homes for their children
- Providing 400 children each approximately 35 hours of therapeutic services over a 6-month period to support the behavioral health and well-being of children

*Our education programs ensure that children enter school fully prepared to succeed academically, emotionally, and socially.*

### **We prepare children for school by...**

- Offering a high quality, free, voluntary, part-day preschool program for 1,000 3- and 4-year old children in under-served communities in order to foster the intellectual, social and emotional development of children
- In partnership with The David and Lucile Packard Foundation, FIRST 5 Learning Together Initiative: *A Place-Based Approach* Family Resource Centers provide parents/caregivers with social support within the community to help prepare 3,000 children for school
- Disseminating the “*I’m Ready for Kindergarten Handbook*” to all incoming kinder families in the Santa Clara County school districts to help parents/caregivers prepare children for a successful kindergarten experience



*FIRST 5 helps families better prepare their children for success in school by providing access to the right resources and by partnering with caregivers, preschools and school districts to offer high quality early learning experiences for all children.*

*—Dr. Charles Weis, Santa Clara County Superintendent of Schools*