



COMMUNITY IMPACT REPORT

July 1, 2022 to June 30, 2023

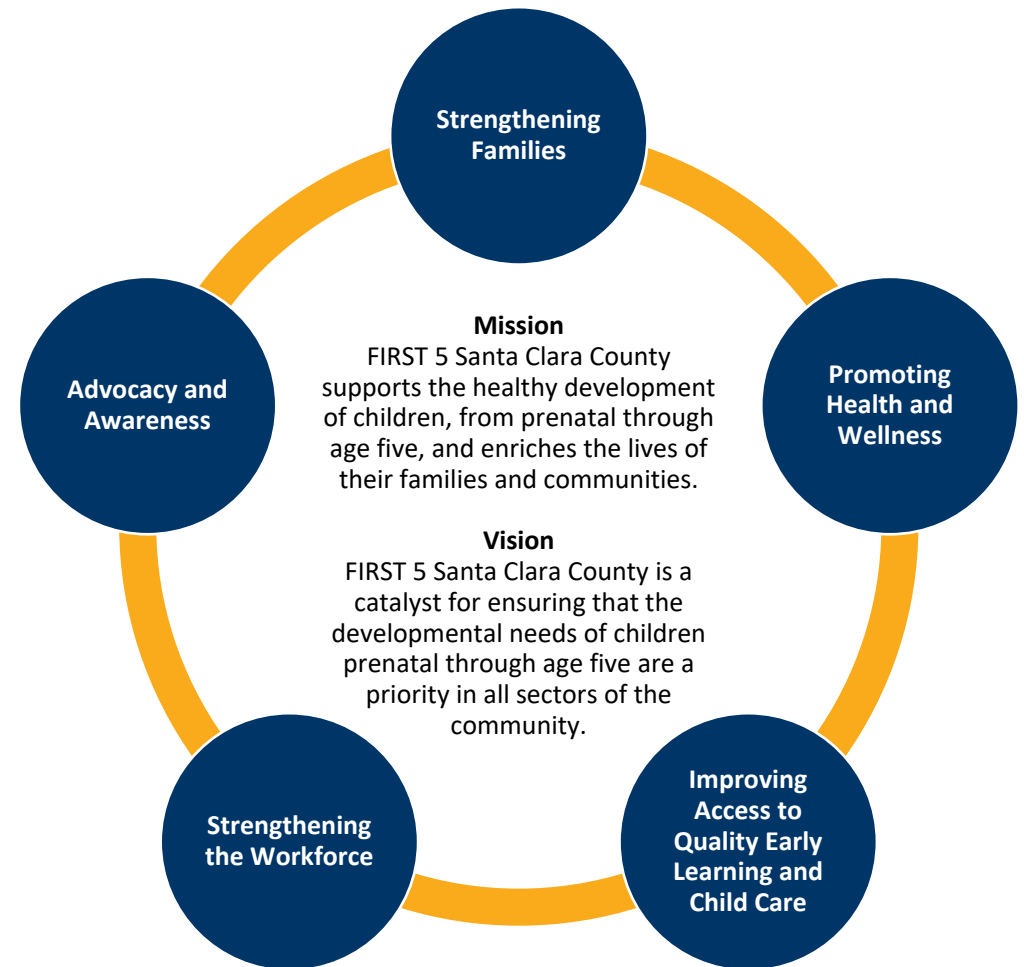
A Summary of FIRST 5's Evaluation Report, produced
in partnership with Applied Survey Research.

OUR FOCUS

FIRST 5 Santa Clara County continues to be a catalyst for change.

California voters approved a 50-cent tax increase on tobacco products by passing Proposition 10, the Children and Families First Act, in 1998. Each county created a local FIRST 5 Commission, and receives annual revenue based on birth rates to support the development of young children, prenatal through age five. FIRST 5 Santa Clara County is governed by nine Commissioners consisting of: a member of the Santa Clara County Board of Supervisors, the Executive Director of the Santa Clara Valley Health and Hospital System (or designee), the Director of the Social Services Agency (or designee), a member of the Santa Clara County Local Early Education Planning Council, and five at-large members of the community appointed by the Santa Clara County Board of Supervisors.

Research shows that children develop within a set of interconnected social systems including their family, neighborhood, community, learning environment, peer network, and health care providers. The child benefits when there is integration across this ecosystem. Aligned with its mission and vision, FIRST 5 promotes five key strategies that center the healthy development of children, prenatal through age five, as well as their families and caregivers. FIRST 5's Annual Evaluation Report presents data for each of these key strategies, alongside related community indicators.



STRATEGIC PLANNING



The 2024-2027 Strategic Plan reflects the collective input from community partners, parents, and staff, shaping the organization's work for the next three years.

FIRST 5 spent ten months engaging with our Commissioners, community partners, early educators, parents, and staff to design our new Strategic Plan. The process included key interviews, listening sessions, community retreats, an internal strategic planning committee representative of all staff, and a community survey that elicited more than 2,800 responses in English, Spanish, and Vietnamese. Participants' valuable insight and feedback shaped the development of a strategic plan that will guide the organization for the next three years ([2024-2027 Strategic Plan](#)). The updated Strategic Plan includes new core values, identification of priority populations, and four key areas that frame our work:

1. Connecting families to affordable, quality supports and services that meet children's basic needs and safety.
2. Engaging families in the work of FIRST 5, including advocacy and leadership opportunities.
3. Promoting diversity, equity, inclusion, and belonging at FIRST 5.
4. Strengthening the diverse workforce that supports young children and their families.

FIRST 5 Santa Clara County also identified priority populations based on those disproportionately impacted by poverty, racism, and trauma.

FIRST 5 aims to support all families with young children, with a specific emphasis on those disproportionately affected by poverty, systemic and institutional racism, and trauma. They acknowledge the intersecting identities some families may have and commit to working with the following priority populations over the next three years to dismantle racist policies and systems that harm children's well-being and learning. The priority populations include:

- ✓ Children with disabilities and behavioral health needs.
- ✓ Immigrant families - prioritizing new arrivals, those without documentation or mixed documentation.
- ✓ Under resourced families including low-income families and "gap" families who are not eligible for government funded programs.
- ✓ Court-impacted families with contact or interactions with the justice and child welfare systems, including but not limited to, incarceration, court-monitored programs (including those on probation and parole), and child and family reunification processes.
- ✓ Families with unstable housing.

Our Core Values

COLLABORATION

We co-create in partnership with others, prioritize lived experience, and develop strategies that advance the well-being of families with young children.

CREATIVITY

We approach our work from a place of curiosity, joy, innovation, and openness to new ideas.

EQUITY

We advocate for fair access to opportunities and seek solutions that disrupt systemic oppression, close gaps, and remove barriers that harm families with young children.

INCLUSIVITY

We center diverse perspectives to ensure the representation and participation of marginalized individuals throughout our work.

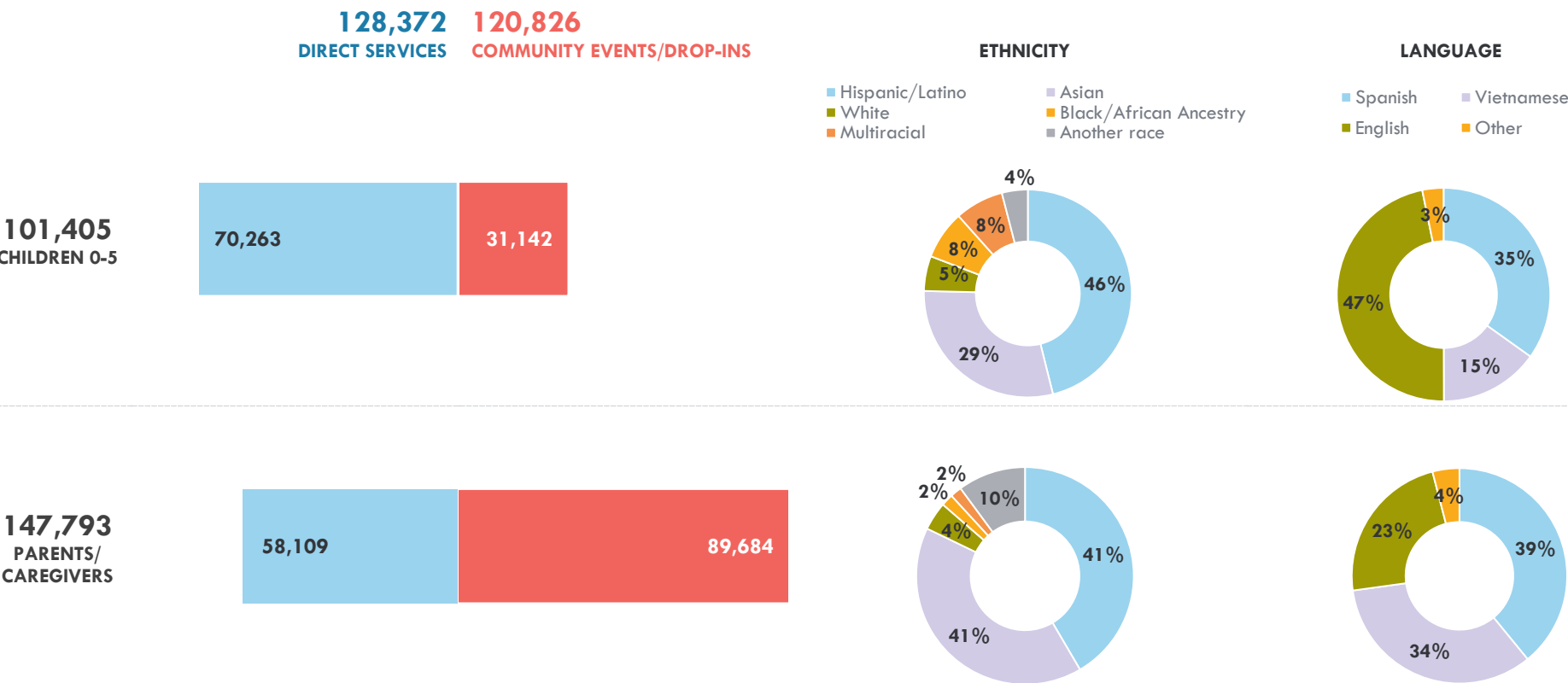
INTEGRITY

We are accountable for our actions and the outcomes of our work, striving for transparency with the community, our partners, and each other.

OUR IMPACT

FIRST 5 Santa Clara County provided services to nearly 147,800 parents/caregivers and 101,400 children.

FIRST 5 Santa Clara County serves children, families, providers, and community members through a combination of direct services, as well as community events. In FY 2022-23, FIRST 5 reached 147,793 parents/caregivers and 101,405 children (duplicated). Among families who received direct services and provided race and language information, 41% of parents/caregivers and 46% of children served identified as Latino, followed by Asian (41% of parents/caregivers and 29% of children). Spanish was the most common language spoken by parents/caregivers and children, followed by English and Vietnamese. About one-third of parents/caregivers (34%) and 15% of children reported Vietnamese as their home language.



Strengthening Families

FIRST 5 Santa Clara County strives to connect families to essential services that meet the basic needs and safety of young children, including specialized parenting resources and support. FIRST 5 achieves this by connecting families to local essential services, improving parenting skills, and offering specialized support for justice-impacted families.

Family Resource Centers (FRCs) provided more than 3,200 parents/caregivers with essential services and support.

In 2022-23, there were 26 FRCs across the county that provided resources, referrals, programs, volunteer opportunities, and other **direct services** to 3,236 families. Additionally, FIRST 5-funded Family Resource Centers (FRCs) organized multiple community events throughout the year, attended by more than 93,000 parents/caregivers and more than 35,000 children.

FRCs continued to offer **evidence-based parent education classes** that were attended by 1,512 parents/caregivers, including BabyCare, a comprehensive overview of newborn development and care, SEEDS of Learning, focused on developing children's early literacy abilities, Triple P Positive Parenting Program, supporting parents and caregivers to more deeply understand and modify expectations and management of children's challenging behaviors, Abriendo Puertas, emphasizing the importance of advocating for their child's education, and 24/7 Dad, focused on the important and unique role that fathers play in their children's lives.

FRCs also engaged families in the **Talk, Read, Sing Initiative**, an early childhood development campaign from First 5 California that encourages parents and caregivers to engage in meaningful interactions that promote a child's cognitive and language development. Last year, FRCs provided essential supplies for families engaged in the Talk, Read, Sing initiative, including 14,419 diaper kits and 11,928 cans of formula.



HOW MUCH?

3,236 families were served at Family Resource Centers

HOW WELL?

1,512 parents engaged in parenting education workshops

813 parents engaged in "CORE" parenting education workshops

BETTER OFF?

Up to 95% of caregivers report increased knowledge and parenting skills after participating in "CORE" workshops

Families impacted by the court system received intensive support to strengthen family cohesion with the goal of reunification.

FIRST 5 Santa Clara County invests in a number of programs that directly serve families impacted by the court system. **Resource Specialists in the Family Law Treatment Court (FLTC)** supported 35 parents and 68 children to strengthen parent-child relationships and promote family cohesion. These trained experts help parents and caregivers maintain their sobriety, connect them to a **Court Care Coordinator at Gardner Health Services**, and facilitate supervised visitation services. Last year, 50% (10 out of 20) of parents/caregivers were granted increased frequency of visits, and 45% (9 out of 20) were granted unsupervised visitation time or joint custody. Nearly half (45%) of parents graduated from the program during the year.

In addition, FIRST 5 continued its partnership with **Child Advocates of Silicon Valley**, which provides consistent adult mentors and advocates for children in the court dependency system. Court Appointed Special Advocates (CASAs) worked to ensure that basic needs were met for 112 children under the age of six in the dependency system, while also connecting their families and caregivers to essential health and education services.

HOW MUCH?

112 children and infants in the dependency system were supported by an advocate



Promoting Health and Wellness

FIRST 5 Santa Clara County invests in a variety of home visiting programs, health and developmental screenings, and early intervention services. The goal is to ensure that children are born healthy, and have the opportunity to experience optimal physical, behavioral, and developmental health.

Over 28,300 children received health and developmental screenings.

Early detection of children's health issues is essential for addressing any emerging developmental or behavioral needs. The goal of Santa Clara County's Universal Developmental Screening Initiative is to ensure that developmental screenings (such as the ASQ-3) are routinely conducted during well-child visits in pediatric offices throughout the county. In addition, FIRST 5 trains community workers and childcare providers to administer these screening tools, to empower parents with information about their child's developmental path.

Last year, a total of 28,344 health and developmental screenings were conducted across the county, including 717 children who were screened at a Family Resource Center. For children screened at FRCs, the ASQ-3 results revealed that about 33% (235) were flagged as having a developmental concern. When needs are identified, children are referred to their primary pediatrician, FIRST 5's Help Me Grow / KidConnections Network (KCN), San Andreas Regional Center (Early Start), a school district, or other intervention resources in the community.

In 2022-23, 1,398 children were referred to KCN, and 779 of them accepted services to receive additional support services. FIRST 5 has been aiming for developmental screenings to be embedded in well child visits. This is the most sustainable route for screening and identification, as providers are able to leverage Medi-Cal billing. Nearly two-thirds (62%) of new referrals to KCN came from the health and hospital system, indicating that those systems are indeed screening more children. KCN providers use a variety of standardized assessment tools to understand each child's presenting needs and arrive at a primary, and sometimes secondary, diagnosis. Among children five and under, after receiving home-based developmental and therapeutic services, 43% of children demonstrated improved child development.



HOW MUCH?

28,344 health and developmental screenings were conducted across the county

HOW WELL?

1,398 children were referred to KCN from across the county, and **779** accepted services

BETTER OFF?

43% of children served by KCN demonstrated improved child development at follow-up (ASQ-3)

75% of parents served by KCN had improved parent-child interactions

Countywide collaborative pilots FindHelp, a bi-directional referral platform, to connect families to home visiting programs.

FIRST 5 was awarded a Home Visiting Coordination grant from First 5 California in fall 2020. This three-year, \$200,000 grant has been utilized to support the development and sustainability of the **Santa Clara County Home Visiting Collaborative (HVC)**. The HVC includes the Public Health Department, ParentChild+, CalWORKs – Social Services Agency, County Office of Education (Early Start and Early Head Start), Behavioral Health Services Department (Help Me Grow / KidConnections Network), and San Andreas Regional Center (Early Start). To increase alignment across programs and improve access to home visiting services, the HVC opted to pilot FindHelp, an online portal to handle bidirectional, closed-loop referrals to community resources.

HOW MUCH?

2,610 clients served
across the HVC

In FY 2022-23, 2,610 children across the HVC received home visiting services and children were connected to additional support services. Home visiting services offer personalized and convenient support to individuals and families, addressing their unique needs and circumstances in the comfort of their homes. These services can lead to better health outcomes, early intervention, and improved well-being, making them a valuable resource for FIRST 5's priority populations.

Improving Access to Quality Early Learning and Child Care

FIRST 5 Santa Clara County is committed to ensuring high-quality early education for all children, addressing their academic, physical, and social-emotional needs. Access to quality early learning and care will prepare children to be lifelong learners at home, school, and in their communities. FIRST 5 partners with the Santa Clara County Office of Education to improve families' access to affordable, quality early learning environments and offers training to create inclusive classrooms for all children.

The QUALITY MATTERS Initiative reached 661 early education sites providing care for 10,836 children in 2022-23.

QUALITY MATTERS included 661 sites, including 113 Centers (center-based preschools), 402 Family Child Care Homes (FCCH) and 146 alternative sites. Alternative sites include Family Friend and Neighbor caregivers (121) and FIRST 5 funded Family Resource Centers (25). These sites served 10,836 children by early educators, providers, caregivers and community workers who are committed to professional learning opportunities that promote continuous quality improvement.

The **QUALITY MATTERS Communities of Practice** helped 98 FCCH providers gain new knowledge and skills, with the ability to connect with peers as part of their professional development. In partnership with Inclusion Collaborative coaches, monthly Collaborative Coaching sessions were held online in both Spanish and English, with sessions focused on key topics such as Trauma-Informed Practices, Self-Regulation, Behavior is Communication, Equitable Practices Using the Ways 2 Equity Playbook, and Culturally Responsive Practices.

HOW MUCH?

661 early learning providers engaged in **QUALITY MATTERS**

10,836 children benefited from high-quality early learning

Infant/Toddler educators received professional development training to improve their ability to support social-emotional development and create inclusive learning environments.

FIRST 5 brings quality to Family Child Care Home environments, engaging has engaged providers by providing access to a range of professional development opportunities, such as **Teachstone** (73 providers), and **SEEDS of Learning** (70 child care providers). In addition, in collaboration with the **Santa Clara County Office of Education's (SCCOE) Inclusion Collaborative**, FIRST 5 was able to provide the Teaching Pyramid (CSEFEL) training to 88 **QUALITY MATTERS** FCCH providers to promote social-emotional development and support providers who work with children with disabilities. The Inclusion Collaborative also helped 10 **QUALITY MATTERS** achieve an "Inclusion Endorsement," designating them as a provider skilled in carrying for all children, including those with disabilities. FIRST 5 also supported 148 caregivers through the **San Jose Public Library Family, Friend, and Neighbor (FFN) Caregiver Support Network** to promote the healthy development of children and families. This program offers co-creation of individualized learning pathways and support services for FFN caregivers to provide high-quality care through professional development workshops, Pediatric CPR and First Aid certification classes, health and safety training, early learning curriculum ideas and supplies, digital literacy and technical supports, emergency supplies, and much more.

HOW MUCH?

88 FCCH providers received training on the **Teaching Pyramid**, which promotes positive child behavior and social-emotional growth

BETTER OFF?

Up to 100% gained a better understanding on how to support children with disabilities in their program after participating in each module

FIRST 5 distributed \$5,000 grants to support Family Child Care Home providers for new and expanded home care businesses.

FIRST 5 received a generous county grant from Supervisor Susan Ellenberg to support 27 Family Child Care Home (FCCH) businesses with \$5,000 mini-grants to open and/or expand their childcare home businesses, aiding in their recovery from the COVID-19 pandemic. Family Child Care Home providers were asked to participate in a survey that would allow them to reflect on how the pandemic impacted their business and how the grant funds could be used to support their business. Nearly all recipients reported the one-time \$5,000 grant would help their business stay open by supporting the cost of rent, educational materials, and program equipment.



Strengthening the Workforce

FIRST 5 Santa Clara County aims to strengthen workforce pipelines and career advancement opportunities for those who directly serve families with children from prenatal stages to age five. They focus on creating a skilled and diverse workforce and offer child-focused professional development opportunities. They also provide translation and interpretation services for workshops and community events to enhance community access to their resources and events.

FIRST 5 Santa Clara County secured \$10 million in funding from Santa Clara County for three workforce initiatives to promote equity.

FIRST 5 Santa Clara County is grateful to have secured \$10 million in funding from Santa Clara County to support development and implementation of three distinct workforce initiatives that strengthen the early learning and childcare field. This includes \$5 million in county funds and \$5 million in federal American Rescue Plan Act (ARPA) funding.

The **Early Learning Apprenticeship program** is an equity-oriented workforce initiative, focused on bringing a diverse set of individuals into the field of early learning and care offering paid on-the-job training, no-cost college courses, and cohort learning at community-based locations. This two-year program leads to a wage increase and an Associate Teacher permit. In FY 2022-23, it launched, serving 50 apprentices with support from 32 mentors across 21 employers.

[Download Snapshot from Year 1](#)

Summary of feedback from Apprentices, Mentors, and Program Staff after the first year of implementation.



The **Shared Services Alliance** incentivized, prepared, and supported Family Child Care Home Providers (FCCH) to meet demand for quality early learning and care by developing and implementing shared services. The Shared Services Alliance is an administrative structure that enables services at scale (e.g., share costs for business supports that promote quality early care and learning environments). In FY 2022-23, Shared Services Alliance focused on designing their governance/structure, and identifying key themes and priorities for the network.

[Download Snapshot from Year 1](#)

[En Español](#)

Summary of steps completed in the first year of implementation to design the governance/structure and identify priorities for the network.

The **Transitional Kindergarten (TK) Teacher Equity Initiative Program** will support 25-30 early learning and care professionals who are interested in pursuing a credential pathway towards eligibility for a TK teacher position. Institutes of Higher Education (IHE) and other education partners (i.e., school districts, SCCOE) will work in collaboration to

meet the growing demand for high quality TK teachers with expertise in supporting the healthy child development of young children. These collaborative efforts will be the foundation for sustaining the workforce pipeline to expand TK as a universal option for all parents of 4-year-olds by 2025-26.

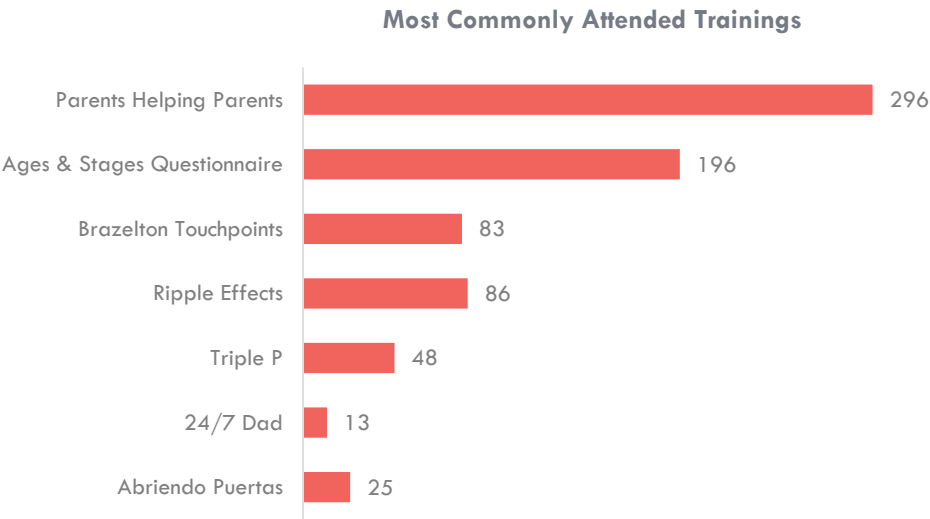
Over 600 early educators attended professional development trainings to support families’ understanding of healthy child development.

FIRST 5 partners received support to provide early childhood promotion, prevention, and early intervention services. In FY 2022-23, FIRST 5 offered 32 trainings on 15 topics, reaching a total of 612 providers (unduplicated). Across all workshops, participants consistently reported that these professional development opportunities were of high quality and informative. The most commonly attended trainings are shown in the figure below.

FIRST 5 also invests in high-quality services by ensuring partners maintain the appropriate professional licenses to serve children and families. As a licensed continuing education provider through the California Association of Marriage and Family Therapists and the California Board of Registered Nurses, FIRST 5 provided 1,445 hours of free continuing education credits to 1,833 participants with the following licenses or certifications: LMFT, LCSW, LPCC, LEP (LMFT), and RNs. This is a drastic increase compared to last fiscal year (431 hours for 15 participants)

HOW MUCH?
612 providers
attended trainings
through FIRST 5

1,833 providers
received continuing
education credits



Advocacy and Awareness

FIRST 5 Santa Clara County conducts outreach and education efforts to ensure the entire community — regardless of socio-economic, cultural, and linguistic background — has access to the latest information on key issues impacting the healthy development of young children. By utilizing the Kit for New Parents, School Readiness Handbook, Potter the Otter and related theme-based campaigns, the FIRST 5 website, social media, and podcasts, FIRST 5 disseminates information about the developmental needs of children to a broad audience.

Families gained access to child development information and activities.

In FY 2022-23, 2,014 Kits for New Parents were distributed online and on-site at Family Resource Centers (FRCs) for pregnant families. The kits, which are available in six languages, include information, advice, and useful tips for new parents/caregivers. The Kits contain information about healthy nutrition, child safety, quality childcare, child development and health, and early learning.

In addition, 2,275 School Readiness Handbooks were distributed at FRCs, schools with kindergarten and pre-K programs, and resource fairs. The handbooks help parents/caregivers become more knowledgeable about how to prepare their preschool-aged children to succeed in kindergarten and beyond. An additional 418 impressions and 123 reads took place online (Issuu).

FIRST 5 Santa Clara County continued its long-standing partnership with the Children's Discovery Museum of San Jose to increase access to hands-on early learning activities for children ages 0-4 and their caregivers. The museum's mission is to inspire creativity, curiosity, and lifelong learning by providing a stimulating environment for children to engage in hands-on learning, social interaction, and sensory exploration. It fosters early childhood development, family bonding, and cultural awareness through interactive exhibits and play-based educational programs. The museum's emphasis on science, technology, engineering, art, and math (STEAM) concepts helps build a strong foundation for future academic success. The Children's Discovery Museum has also provided families with virtual access to activities, ensuring that families can support child development at home. FIRST 5 supported the Children's Discovery Museum to develop a new exhibit for children and families and launched the traveling Potter the Otter exhibit to increase access across the county.

HOW MUCH?

2,014 Kits for New Parents were distributed

2,275 School Readiness Handbooks were distributed



Almost 27,000 Potter the Otter books were shared to encourage healthy eating, regular doctor and dentist visits, and kindergarten readiness.

In 2022-23, 26,879 Potter the Otter books were distributed in English, Spanish, and Chinese. These books assist parents/caregivers and childcare providers in talking with young children about making healthy choices and getting ready for kindergarten. Additionally, 1,347 books were read online (3,576 impressions).

FIRST 5 is leveraging social media to increase its reach.

FIRST 5 Santa Clara County's team is making strategic use of various social media platforms in order to engage with a broader audience of parents/caregivers, providers, and community members at large. In FY 2022-23, FIRST 5's reach metrics across each platform showed impressive results, including:

- 6,007 people visited the Potter the Otter website, and 48,936 people visited the FIRST 5 website.
- FIRST 5's Facebook page had a total of 4,620 page likes. The communications team posted 166 times and had 13,923 post likes. The Potter the Otter Facebook page had 1,345 page likes and reached 4,661 people.
- The Communications team posted on FIRST 5 Santa Clara County's X (formerly Twitter) account 306 times and had a total of 1,499 likes and 112 mentions. Potter the Otter's Twitter page had 80 followers with 19 new posts, 70 likes, and ten mentions.
- In 2022-23, 86 videos were loaded to YouTube, which garnered 75,800 views.

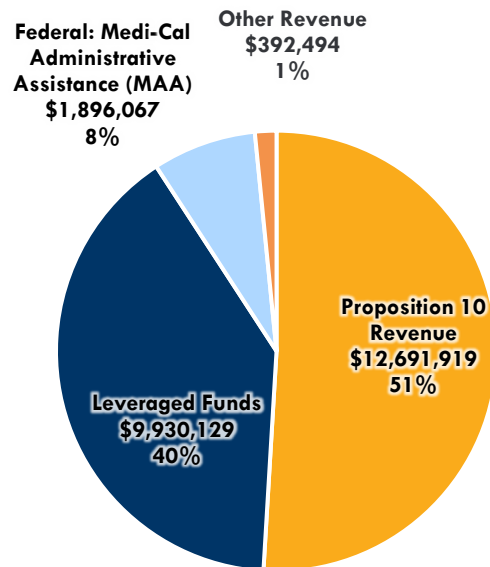


Go to the FIRST 5 Parent Site (first5parents.org) for more information about available resources and supports!

Fiscal Summary and Policy Impact

FIRST 5 Santa Clara County received \$5 million in County funding to expand Early Learning Workforce Initiatives. These dollars support the Early Learning Apprenticeship pilot, which is on track to bring 150 new center-based and home-based early educators into the field of Early Learning and Care, addressing the catastrophic teacher shortage that was exacerbated by the pandemic. In addition, this funding strengthens our Shared Services Alliance work, improving the business and educational practices of our QUALITY MATTERS Family Child Care Home providers. FIRST 5 also received health-related grants to support implementation of Healthy Steps for child behavioral health programs, and funding from First 5 California to support work with refugee families.

TOTAL REVENUE



PROGRAM EXPENSES BY F5CA RESULT

