



Program & Grant Awards (PGA) Committee Meeting
Friday, August 19, 2022
9:00 a.m. – 11:00 a.m.

IN-PERSON

First 5 Madera County
525 East Yosemite Avenue
Madera, CA 93638

AGENDA

REASONABLE ACCOMMODATIONS FOR ANY INDIVIDUAL WITH A DISABILITY: Pursuant to the Rehabilitation Act of 1973 and the Americans with Disability Act of 1990, any meeting or function of the First 5 Madera County – Program and Grant Awards Committee - may request assistance, by contacting First 5 Madera County, 525 E. Yosemite Ave. Madera, CA 93638, telephone 559-661-5155.

1.0 ACTION	OPENING REMARKS 1.2 Call to Order 1.2 Roll Call	Deborah Martinez, Chair
2.0 ACTION	CONSENT AGENDA 2.1 Adoption of PGA Committee Agenda 2.2 Review and approve the May 20, 2022 Meeting Minutes	Deborah Martinez, Chair
3.0	PUBLIC COMMENT This time is offered for the public wishing to address the Commission on matters NOT listed on the agenda. Committee members may listen but not discuss matters not on the agenda.	Deborah Martinez, Chair
4.0 ACTION	DATA MANAGEMENT SERVICES AGREEMENT Review recommendations to enter into an agreement with Persimmony to provide data management services	Monica Ramirez, ED Xochitl M. Villaseñor, Staff
5.0 INFORMATION	YEAR-END PROGRAMS PROGRESS SUMMARIES Review a year-end progress summary of activities achieved	Xochitl M. Villaseñor, Staff
6.0 INFORMATION	2020-2024 STRATEGIC PLAN INVESTMENTS PROGRESS Review progress to date of the 2020-2024 Strategic Plan Investments	Monica Ramirez, ED
7.0	STAFF UPDATE	Monica Ramirez, ED
8.0	ANNOUNCEMENTS	Deborah Martinez, Chair
9.0	NEXT MEETING September 16, 2022	Deborah Martinez, Chair
10.0	ADJOURNMENT	Deborah Martinez, Chair

First 5 distributes monthly agendas electronically. Please forward your email address to Xochitl Villaseñor at xvillasenor@first5madera.org to be added to the list.



Program & Grant Awards (PGA) Committee Meeting
Friday, May 20, 2022
9:00 am.

MEETING CONDUCTED VIRTUALLY

<https://us02web.zoom.us/j/85023958940>

Meeting ID: 850 2395 8940

1-669-900-6833, 85023958940# US (San Jose)

MINUTES

Present:	Deborah Martinez, Chair Nina Zarucchi-Mize	Department of Social Services Community Representative – City of Madera
Absent:	Karen V. Wynn, Ph.D.	Community Representative – Eastern Madera County
Staff:	J. Monica Ramirez Xochitl M. Villaseñor Patricia Vega Diane Sandoval Erika Wright Daniel Loughrey	Executive Director Program Manager Administrative Officer Special Projects Manager FRC Manager Finance/Operations Manager
Public:	None	

1.0 CALL TO ORDER

Deborah Martinez, PGA Chair, called the meeting to order at 9:00 a.m.

2.0 CONSENT AGENDA

Motion to approve the Consent Agenda and Meeting Minutes as presented. Motion by Commissioner Zarucchi-Mize.
Motion carried by consensus.

Ayes: Zarucchi-Mize, Martinez

Nays: None

Abstain: None

Recused: None

Absent: Wynn

3.0 PUBLIC COMMENT

No public comments.

4.0 2020-2023 PROPOSED PGA COMMITTEE MEETING SCHEDULE

Chair Martinez reviewed the proposal recommendation and schedule.

Motion by Commissioner Zarucchi-Mize. Motion carried by consensus.

Ayes: Zarucchi-Mize, Martinez

Nays: None

Abstain: None

Recused: None

Absent: Wynn

5.0 F5MC FUNDED PARTNER HANDBOOK

X.Villaseñor presented the 2nd draft of the handbook and highlighted the revisions made based on PGA feedback.

Commissioner Zarucchi-Mize recommended addition an adoption to the final publication and to add the language from the letter that reads “This handbook is not meant to supersede the contract agreement...”

A motion was made to forward the F5MC Partner Handbook with the two additions to the Commission Meeting for full consideration and approval. Motion by Commissioner Zarucchi-Mize. Motion carried by consensus.

Ayes: Zarucchi-Mize, Martinez

Nays: None

Abstain: None

Recused: None

Absent: Wynn

6.0 REACH GRANT AWARD FROM THE MADERA COUNTY DEPARTMENT OF PUBLIC HEALTH

E.Wright introduced this agenda item. The FRC was invited to apply for a non-competitive mini grant offered through the MC PHD REACH (Racial and Ethnic Approach to Community Health) Program as a one-time opportunity to support nutrition, physical activity, and other strategies to improve community/employee wellness. The Madera and Chowchilla FRCs were granted \$10,000 to implement water bottle filling stations and lactations spaces at both sites. The FRCs also agree to adopt two policies: Nutrition Standard Policy that supports healthy changes in the workplace and service delivery; and Agency Breastfeeding Lactation Accommodation Policy.

D.Martinez inquired about the budget breakdown and how the lactation policy implementation would occur. E.Wright shared the budget breakdown and stated that the PHD had provided boilerplate language on how to include the policies which the FRCs will utilize. D.Martinez inquired on the current space usage and how these would be used to implement the breastfeeding component. In Madera, there currently exists a breastfeeding area (previously the Children’s Room) that needs updating. In Chowchilla, there is an alcove on the 2nd floor that will be partitioned to provide lactation accommodations. N.Zarucchi-Mize recommended adding funding source to the lactation sign.

N.Zarucchi-Mize inquired whether the water filling station would include a filter. M.Ramirez clarified that the current water stations already include filtering and would remain so. D.Martinez asked if the stations would be “stand-alone” stations or inserts. It was clarified that these would be inserts. It was stated that this was a good strategy to implement since there is minimal maintenance costs. There was an additional question about whether a shut-off valve would be needed. M.Ramirez offered that the current plumbing system includes an emergency shut-off valve and the water stations would become part of this system so there is no need for an additional emergency shut-off valve.

Motion by Commissioner Zarucchi-Mize to move the agenda item for full Commission review and approval during the June Commission meeting with the addition of the lactation signage including the funding source. Motion carried by consensus.

Ayes: Zarucchi-Mize, Martinez

Nays: None

Abstain: None
Recused: None
Absent: Wynn

7.0 STAFF UPDATE

M.Ramirez shared that a collaborative opportunity among Camarena, F5 Fresno and F5 Madera presented itself this past month to implement the GLOW project in Madera. Implementation relied on Camarena's ability to take on the project. Unfortunately, Camarena was unable to commit currently. M.Ramirez shared that there has been an increased interest among F5 counties for regional projects and more opportunities will present themselves.

8.0 ANNOUNCEMENTS

None.

9.0 NEXT MEETING

PGA Meeting scheduled for August 19, 2022

10.0 ADJOURNMENT

Meeting adjourned at 9:32 am.



AGENDA ITEM 4.0

ACTION INFORMATION

TO: First 5 Madera County PGA Committee

FROM: Monica Ramirez, Executive Director
Xochitl M. Villaseñor, Program Manager

SUBJECT: Data Management Services Agreement

RECOMMENDATION

Review recommendation to enter into a two-year contract agreement with Persimmony in an amount not to exceed \$10,000 per year for a total of \$20,000 for data management services.

BACKGROUND

First 5 Madera County (F5MC) has funded programs that support children ages 0-5 years of age for the past 22 years. As part of the Prop 10 funding requirements, every First 5 must implement data collection and evaluation strategies that demonstrate funds' effective and proper use. As such, F5MC collects funded programs and projects data quarterly, reflecting deliverables reached. Staff aggregates data manually and prepares the agency's annual report for the First 5 California Commission.

Staff has implemented a spreadsheet reporting and invoicing process that is updated yearly and individually tailored for each program and project - a time-consuming process requiring constant monitoring and corrections to ensure accuracy. Given what many other First 5 entities are able to learn from an automated data management service, staff is proposing to contract data management services to provide the Commission with insightful data, advanced reporting, and data analytics that can better tell the story of the Commission's work.

The data management system will be used by all funded programs providing direct services to children and families in the county. The system will become the primary mechanism for inputting client-level data and program-level services for county and state reporting requirements.

DISCUSSION

Per the agency's Contracting and Procurement Policy, staff conducted an informal procurement. The initial intent was to collect three (3) quotes, but staff was able to secure only two (2), given the specialized services to generate First 5 reporting.

In the research process, staff met with two (2) possible database providers over the past couple of months to become better acquainted with each system and the features offered. As with many services, the cost is contingent upon the number of users and features requested. The Commission designed in the 2022-2023 Budget a total of \$10,000 for data management services.

Below is the criteria chart reflecting the features that better serve the agency's needs and how each database measured against them.

Provider	Cost	Evaluation Reports	Compatible with F5CA Annual Report	Customization (Templates, SOW, Fiscal, Scalable)	User-Friendly	Technical Support	Mobility (Web-based, Cell, Tablet, Browser-Neutral)	Compatibility/Integration with other Software
Persimmony	Y1: \$10,000 Y2: \$8,500	X	X	X	X	X	X	X
Apricot 360	Y1: \$24,500 Y2: \$14,000		X	X			X	

FISCAL IMPACT

If approved, funds will be allocated from the Commission's Annual Budget - Evaluation Costs in an amount not to exceed \$10,000 per year for a total of \$20,000.

CONCLUSION

If approved, staff will move forward to secure the data management system agreement with Persimmony to track services and client-level data throughout funded programs and projects. Ensuring the agency will have the data required to report to the First 5 California Commission annually.

Projected Timeline:

1. Contract Development and Execution – September 2022
2. Staff Training – October 2022
3. Pilot (FRCs and Special Projects) – October through December 2022
4. Full rollout (Funded Programs) – January 2023

PERSIMMONY

BUDGET Estimate

Madera County First5

Annual Costs			
Description	Per user	2022/2023	2023/2024
First5 Database (User License Teir 1) 10 User estimate	\$600	\$6,000	\$6,000
System Maintenance		Included	Included
SaaS Operations		Included	Included
User Licenses		Included	Included
Database Support		Included	Included
Technical Assistance and Support		\$2,500	\$2,500
Dedicated Data Coaching and Assistance		Included	Included
Technical Support (support.persimmony.com)		Included	Included
Data Quality Assurance		Included	Included
All Database Enhancements		Included	Included
Annual Server Hosting and License		Included	Included
Care Module **			
Unlimited Assessments and Standard Reports		Included	Included
Performance Measurement Module		Included	Included
Fiscal Module **			
Contract Monitoring Module**			
Insurance Module**			
Alerts		Included	Included
Standard Site-Specific Customizations to Reports		Included	Included
Annual State Reporting Support		Included	Included
Evaluator Support		Included	Included
On-Demand Training Videos		Included	Included
Sub-Total		\$8,500	\$8,500

One Time Costs			
Description		2022/2023	2022/2023
Intial Setup and Data Integration		\$1,495	
2021/22 Annual State Reporting upload		Included	
Sub-Total		\$1,495	\$0

Total Of All Costs			
Recurring Costs		\$8,500	\$8,500
One-time Costs		\$1,495	\$0
*Additional Services			
Grand Total Costs		\$9,995	\$8,500

*County may request additional services from Contractor throughout the term of this agreement. Contractor and County shall agree on the scope of work for additional services, and Contractor shall obtain County’s approval in writing before beginning any additional services at the rate of \$195 per hour or as agreed.

**Additional Modules may be added at any time. There is a per user fee for additional module functionality.

Xochitl Villasenor

From: Kristin Nelson <kristin.nelson@bonterratech.com>
Sent: Thursday, July 21, 2022 11:04 AM
To: Xochitl Villasenor
Subject: Apricot - initial cost range

Good morning, Xochitl –

I wanted to get you a pricing range for the Apricot instance that we've been talking about. At this time I am able to be fairly accurate in my prescription of your needs, but would need to verify with you the accuracy to confirm and finalize any element, of course. Here is the breakdown as of now...

- **Number of users** - at this time, you've mentioned that it'll likely be you and a few others, which would mean we could offer you the software at our 10 user minimum. This would allow you get start with that number of licenses you need but also have some extra flexibility to grow. For 10 users, the annual subscription cost is \$7800. This would be billed annually.
- We'll want to talk further about **training and support package options** to make sure I am providing you with what you need be able to utilize the system to its maximum potential, strategically and successfully. Prices for your use case could range from:
 - Training: \$1000-2500 (depending on the product/services, these could be billed 100% upfront or on a annual basis)
 - Support: \$5500+ (this would be billed annually)
- And the big missing piece that needs to be explored further is your **professional service** needs regarding your data conversion and implementation into the system. This piece is based on hours of work and is at a rate of \$200/hr. We see this area range from 20 - 200+ hours for clients. However, based on similar First 5 use cases, we suspect you'll be on the lower end of that with about 47 total hours for a total of \$9,400. This is a one-time, up front cost or paid in T&M.

As you can see, there are some unknowns around Training/Support and the implementation project scope of work, but for now the pricing ranges would breakdown like this:

ANNUAL CHARGES: \$8-16k

ONE-TIME/UPFRONT COSTS: \$8-12K

Let's plan a meeting next week to talk through the options and get you the most accurate quote to provide Monica, as this is just a starting point and we have more talking to do to align your specific needs with the services that I am providing. I am open all day on Wednesday, 7/27. Let me know when you would have 30 minutes that day to sync up on this.

PS Please note that I will be on PTO from 7/20-7/24, returning to the office on 7/25

Best,

Kristin Z. Nelson

Enterprise Account Executive | Public Sector

+1 (737) 292-3943 | she, her, hers

NEW EMAIL: kristin.nelson@bonterratech.com

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AGENDA ITEM 5.0
 ACTION INFORMATION

TO: First 5 Madera County PGA Committee
FROM: Monica Ramirez, Executive Director
Xochitl M. Villaseñor, Program Manager
SUBJECT: Year-End Programs Summaries

BACKGROUND

This item is meant to keep the Commission apprised of funded program progress for the period January 1, 2022 through June 30, 2022.

KEY POINTS

1. This summary sheet closes out the 2021/2022 FY.
2. The information provided under columns titled YTD will reflect progress made for the entire fiscal year (July 1, 2021 through June 30, 2022).
3. The Progress Summary narrative reflects progress made within the 2nd half of the fiscal year (Jan 2022 through June 2022). This follows the same format as the Bi-Annual Progress Summaries shared during March Commission Meeting (July 2021 through Dec 2021).
4. As our community began coming out of COVID, the impacts of COVID continue manifesting themselves challenging our programs to meet their desired annual targets. However, programs relentlessly implemented programming regardless of attendance challenges and offered services within their targeted populations.

INVESTMENT	ANNUAL BUDGET	YTD EXPENDITURES	ANTICIPATED UNSPENT BALANCE
Community-Initiated	\$197,638	\$129,063	\$68,575
Family Resource Centers	\$372,031	\$271,343	\$100,688
Special Projects	\$43,126	\$40,642	\$2,484



FY 2021-2022
Year-End (Jan-Jun)

Community-Initiated Programs Progress Summary

Funded Program	Service Area	Annual Target		YTD Target		Annual Budget	YTD Expenditure	Unspent Balance	Progress Summary (Jan-June)
		Parent Cafés Series	Achieved/ Not Achieved	Parent Cafés Series	Achieved				
Centro Binacional para el Desarrollo Indígena Oaxaqueño: Parent Cafés	City of Madera	Parent Cafés Series	Achieved/ Not Achieved	Parent Cafés Series	Achieved	\$25,000	\$21,561	\$3,439	Through its four (4) virtual Parent Cafés, targeting the indigenous population, the program served 100 parents this period. Cafés were offered in 5-part series that covered topics such as social emotional learning, COVID information, and mental health information. Overall, 194 parents participated in the Parent Cafés. Parents requested the mental health information and were grateful for the presentation. Parents shared that they have benefitted from the program as they have learned about various resources available to them.
		Adults	100	Adults	194				
Exceptional Parents Unlimited: Parent Cafés	Oakhurst, North Fork, and Chowchilla	Parent Cafés Cohorts	3	Parent Cafés Cohorts	5	\$25,000	\$22,396	\$2,604	The program continued struggling with staff turnover, which impacted the program's ability to achieve targets. However, in Q4, the program offered 2 Parent Café Cohorts in both English and Spanish. Six (6) total parents attended either cohort. Each cohort consisted of 5 sessions with topics including resilience, relationship, communication, and others. While three parents were interested in becoming Parent Leaders, none committed to the trainings. Parent feedback included appreciation of the program for assisting in forming connections with other parents to continue supporting each other.
		Adults	30	Adults	6				
		Parent Leaders	4	Parent Leaders	0				
Madera County Library: Backpack Literacy	La Vina and Raymond	<u>Workshops:</u> In-Person	24	<u>Workshops:</u> In-Person	5	\$30,000	\$17,547	\$12,453	The program offered 11 workshops with topics covering science, shapes, and emotions. Five (5) total parents attended both English and Spanish workshops. The program continued facing challenges offering in-person sessions due to COVID restrictions. However, parents benefitted from the various topics offered. One parent shared that her son now able to share his emotions. Another shared how engaged and excited her daughter would be to learn during the sessions.
		Virtual	24	Virtual	27				
		Adults	88	Adults	14				
		Children	88	Children	29				

Funded Program	Service Area	Annual Target		YTD Target		Annual Budget	YTD Expenditure	Unspent Balance	Progress Summary (Jan-June)
Reading and Beyond: Parent Technology Enrichment	City of Madera	Orientation Labs	10	Orientation Labs	51	\$117,638	\$67,559	\$50,079	During this period, the program offered 41 Lab Sessions to 98 parents. The lab sessions offer the first interaction with parents and assist them with proper use of devices and accessing appropriate educational application to support their children at home. Additionally, 38 workshop series were offered. The workshops run approximately 1-2 hours (virtually) and address various topics such as internet safety, accessing tele-school applications, etc. Parents have shared that they feel more confident navigating their devices to participate in virtual meetings. Parents also shared that they felt more knowledgeable regarding keeping their children safe while they are online.
		Workshops	10	Workshops	42				
		Adults	100	Adults	125				



FY 2021-2022
Year-End (Jan-June)
Commission-Initiated Programs Progress Summaries

FUNDED PROJECT	SERVICE AREA	ANNUAL TARGETS	YTD TARGET	ANNUAL BUDGET	YTD EXPENDITURES	PROGRESS SUMMARY (Jan-June)
FAMILY RESOURCE CENTERS (FRCs)						
F5 Madera County Family Resource Center: Madera	City of Madera	FRC Classes 100 ASQ Screenings 20 Parent Workshops 20 Baby Showers 3 PKU Sessions 3 Resource Management for Walk-In/PSP 40	FRC Classes 169 ASQ Screenings 25 Parent Workshops 10 Baby Showers 1 PKU Sessions 3 Resource Management for Walk In/PSP 12	\$366,031	\$194,364 <i>(anticipated)</i>	Staff held 119 FRC classes with 814 attendees (duplicate children/parents). Of those, 288 attendees were unduplicated. During this period, 19 children received an ASQ assessment. Eleven (11) children had identified concerns that ranged from communication to social emotional behavior. Most concerns were improved through attendance of the FRC PKU sessions. For more severe concerns, families were referred to CVRC. As mentioned, staff continued offering PreK University (PKU). Because PKU requires parent participation during these sessions, 13 parents and 13 children were in attendance. Using the Abriendo Puertas Curriculum, 15 parents received information such as I am My Child's First Teacher, The Power of Words, and others. Seven (7) Special Events took place this period. These ranged from FRC sponsored event to community sponsored events.
F5 Madera County Family Resource Center: Chowchilla	City of Chowchilla	FRC Classes 100 ASQ Screenings 20 Parent Workshops 20 Baby Showers 2 PKU Sessions 2 Resource Management for Walk-In/PSP 15	FRC Classes 154 ASQ Screenings 6 Parent Workshops 12 Baby Showers 0 PKU Sessions 3 Resource Management for Walk In/PSP 1			Staff held 154 FRC classes with 643 (duplicate children/parents) attendees. Of those, 112 were unduplicated. One PKU session was offered this period with eight (8) children and seven (7) parents participating. Using the Abriendo Puertas Curriculum, eight (8) parents received information such as I am My Child's First Teacher, The Power of Words, and others. In addition to regular classes, the FRC offered a Spring Drive Thru event where various kits, books, masks and other resources were distributed to 38 families.
F5 Madera County Family Resource Center: EMC	Oakhurst and North Fork	FRC Classes 30 PKU Sessions 1	FRC Classes 27 PKU Sessions 0			During this reporting period, staff offered 23 classes reaching 37 parents and 43 children. Staff held a Spring Drive Thru Event where various activity kits, books, masks and other resources were distributed to 12 families.
Professional Development	County-Wide	Trainings 3	Trainings 3	\$6,000	\$2,543	The FRCs delivered trainings on ASQ, the Five Protective Factors and Kid Power during this period. Altogether, 45 service and community providers participated in these trainings.
SPECIAL PROJECTS						
Injury Prevention	County-Wide	Car Seat Appts 40 Car Seats 32 Safe Sleep Coalition Meetings 4	Car Seat Appts 38 Car Seats 49 Safe Sleep Coalition Meetings 8	\$7,500	\$6,937	<p>1) Staff returned to in-person child passenger safety appointments this half of the fiscal year January - June. Conducting direct education, car seat fitting, installation assistance, and car seat replacement (as necessary). During this period staff conducted 23 car seat appointments, and provided 27 car seats. Serving 29 adults, 18 children 0-2 year old, 9 children 3-5 years old, 4 children over 6 years old. The YTD overall totals for parents and children served: 53 adults ; 33 children 0-2 yrs ; 12 children 3-5 yrs; 4 children over 6 yrs old.</p> <p>2) Staff continues to participate in quarterly Central Valley Safe Sleep Coalition meetings gaining information to promote Safe Sleep Awareness. Additionally, staff was volunteered by the coalition to be the Education Workgroup lead to help further support the development of the coalition's education goals. During this period staff participated in 5 meetings a combination of coalition and workgroup meetings. Additionally, staff supported efforts and participated in the Central Valley Lactation conference to highlight and bring awareness to the importance of breastfeeding and the connection to safe sleep.</p>

Targeted Enrichment Neighborhood (Funds redirected to Cozy Early Learning Literacy Space)	County-Wide including the TENs.	Location site 12	Location site 14	\$15,000	\$17,357	Building on previous collaborations with county organizations to increase early literacy and parent-child bonding opportunities, staff partnered with local community organizations county-wide to help support and create a literacy-rich environment with cozy early learning materials to help support opportunities for parent-child bonding, interaction, and increase a child's vocabulary. As such, staff assisted with the creation of soft cozy literacy space for fourteen spaces with twelve organizations during this project period.
Mobile Vision Project	County-Wide	Vision Screenings 3 Mobile Vision Van Events 2	Vision Screenings 4 Mobile Vision Van Events 4	\$8,700	\$8,150	During this period staff connected with new partners in Eastern Madera County and coordinated 2 vision screening and 2 mobile vision events at Rivergold and Coarsegold Elementary schools. Through this project 65 students 3-5 years old received vision screenings, 11 students received complete eye-exam with OD, and of those 5 students received glasses. Overall, staff screened 179 students ages 3-5, and completed 44 eye exam appointments, and 38 received glasses.
Talk. Read. Sing Campaign	County-Wide	Conversation Panel Project 1 Kit for New Parents 250 Preschool/Toddler Book Bags 200 Potter the Otter COVID Books	Conversation Panel Project 1 Kit for New Parents 557 Preschool/Toddler Book Bags 285 Potter the Otter COVID books 425	\$5,000	\$3,404	1) As staff turned a corner and returned from COVID shut down work continued on development of conversation panels for Department of Social Services-Child Welfare Services program. Throughout this period conversation panels were designed, modified (as needed), and produced for the supervised CWS play area. The panels were designed to focus on increasing early literacy and parent-child bonding opportunities in their outdoor play to further help promote the importance of Talk, Read, Sing through prompted dialogue, and help support parent child bonding. As such, 6 panels were given to Madera County Maintenance for installation (3 English and 3 Spanish). Installation will rely on coordination with CWS as the play area will need to be clear of families for a short time. Over this two year project (interrupted by COVID) two locations at the new public health campus have received conversation panels to help further support the importance of talk, read, sing. 2) Kits for New Parents (kits) are distributed in collaboration with the MCH Maternity Department, Direct service appointments, and participation in the Central Valley Lactation conference. As COVID policies have changed and direct service returned, staff was able to increase distribution resulting 330 English kits and 127 Spanish kits distributed this period. Overall 557 Kits for New Parents have been distributed. 3) Public Awareness efforts of the importance of Talk, Read, Sing included a toddler and preschool early literacy book bag distribution. The book bags were filled with early literacy books and Talk, Read, Sing materials. Book bags were distributed in various ways: car seat appointments, community events, and preschool vision project events. As such, this period 35 bags were distributed. Overall for the year 285 preschool/toddler bags have been distributed. 4) COVID books-no activity this period. However, overall 425 books had been distributed.
Publications	County-Wide	Print Media Publications 2	Print Media Publications 2	\$926	\$900	Staff published one print media ad during this period. Overall two ads were placed with the Madera Tribune.
Education & Outreach	County-Wide	Cannabis Campaign Billboard 30 Diaper Bag	Cannabis Campaign Achieved 21 Diaper Bag	\$6,000	\$3,894	1) Develop a Public Awareness Cannabis Campaign 2) Engage Parents and Caregivers through quarterly Baby Shower Events; 7 bags provided in March 2022.



AGENDA ITEM 6.0
 ACTION INFORMATION

TO: First 5 Madera County Program and Grant Awards (PGA) Committee
FROM: Monica Ramirez, Executive Director
SUBJECT: 2020-2024 Strategic Plan Progress

BACKGROUND:

First 5 Madera County is operating and delivering year four of the 2020-2024 Strategic Plan. As the agency's investment blueprint, the Strategic Plan identified six goals and twelve objectives. The agency delivered targeted projects through the Family Resource Centers, Commission Initiated projects, Community Initiated funding opportunities, and staff's community Systems Work. The past and current projects, programs, and funding opportunities reflect the commitment to achieve the goals and objectives set out in 2020.

Staff recently concluded contract closing procedures for the funded programs ending in June 2022 and executed contracts for the last funding cycle, 2022-2024. At this junction, we see an opportunity to pause to celebrate the accomplishments thus far and to recalibrate as we enter the last two years of the Strategic Plan.

KEY POINTS:

The Strategic Plan emphasized the evolution of a network strategy, leveraging funding while prioritizing investments to achieve the greatest impact. This approach will contribute to defining the work of First 5 as our primary funding source continue to decline.

Many First 5s are reconsidering their approach to strategic plan implementation. Conversations have taken place asking how to elevate the current work achieved by First 5s while embracing emerging topics without losing the quality-of-service delivery. Staff believes the F5 Madera County FRCs are uniquely positioned to support these challenges along with our community collaborations through Live Well Madera.

The attached spreadsheet reflects the progress towards meeting the goals and objectives included in the 2020-2024 Strategic Plan through commission-initiated investments, community-initiated investments, and systems work. It also aids in identifying project opportunities.

Strategic Plan Investments Progress

Completed / In-Progress

CHILD HEALTH: Promote the overall physical, social, and emotional health of young children		FRC	Commission Initiated (F5 Projects)	Community Initiated (Funding Opportunities)	Systems Work
GOAL 1 Expand opportunities to promote overall child health	<u>Objective 1.1</u> Increase access to preventative health & developmental services	<ul style="list-style-type: none"> Developmental Screening -ASQ 	<ul style="list-style-type: none"> Vision Mobile Clinic 		<ul style="list-style-type: none"> Pediatric Oral Health Advisory Committee
	<u>Objective 1.2</u> Increase access to adequate nutrition & physical activity				<ul style="list-style-type: none"> Breastfeeding Coalition LWMC HPSC

FAMILY INVOLVEMENT: Cultivate parenting skills and enhance access to services		FRC	Commission Initiated (F5 Projects)	Community Initiated (Funding Opportunities)	Systems Work
GOAL 2 Improve family capacity to keep children safe from harm	<u>Objective 2.1</u> Increase early intervention services for families at risk for maltreatment	<ul style="list-style-type: none"> PSP Program in partnership with DSS 	<ul style="list-style-type: none"> TENS Project 		<ul style="list-style-type: none"> LWMC GHF
	<u>Objective 2.2</u> Reduce the harmful effects of tobacco and cannabis products		<ul style="list-style-type: none"> Cannabis Campaign in partnership with CA HC Smoke-Free awareness 		
	<u>Objective 2.3</u> Increase parental knowledge and skill building around preventative injuries to children		<ul style="list-style-type: none"> Child Passenger Safety Program 		<ul style="list-style-type: none"> Safe Sleep Coalition
GOAL 3 Increase community capacity to effectively promote family resiliency	<u>Objective 3.1</u> Increase culturally sensitive professional development opportunities on topics related to child maltreatment	<ul style="list-style-type: none"> 5 Protective Factors Training 	<ul style="list-style-type: none"> Equity in Service Delivery Training 		
	<u>Objective 3.2</u>	<ul style="list-style-type: none"> Parents as Teachers/Abriendo Puertas 		<ul style="list-style-type: none"> CBDIO - Parent Cafés, City of Madera 	<ul style="list-style-type: none"> LWMC GHF

Increase community capacity to effectively promote family resiliency	Increase parenting interventions that are culturally sensitive			<ul style="list-style-type: none"> EPU - Parent Cafés, EMC 	
	<u>Objective 3.3</u> Increase access to social and concrete supports to reduce the effects of family isolation	<ul style="list-style-type: none"> Weekly Parent-Child Activities & Community Events 		<i>Funding Opportunities include Objectives 3.2 and 3.3</i> <ul style="list-style-type: none"> CBDIO – Triple P, City of Madera Ends 6/30/2024 WFPN – Triple P, EMC Ends 6/30/2024 	<ul style="list-style-type: none"> Park Safety & Walkability Resource Awareness Community Mobilization

CHILD DEVELOPMENT: Ensure children have access to quality early learning experiences and environments		FRC	Commission Initiated (F5 Projects)	Community Initiated (Funding Opportunities)	Systems Work
GOAL 4 Expand the capacity to serve children in quality early education	<u>Objective 4.1</u> Increase the availability of preschool programming that targets working and struggling families	<ul style="list-style-type: none"> PreK University (PKU) 			
	<u>Objective 4.2</u> Strengthen the early care and education workforce through professional growth and career		<ul style="list-style-type: none"> IMPACT 		
GOAL 5 Empower parents to be their child's first teacher	<u>Objective 5.1</u> Increase opportunities for quality parent-child interaction and activities	<ul style="list-style-type: none"> Monthly Activities & Community Events Abriendo Puertas Training for PKU 	<ul style="list-style-type: none"> Park Conversation Panels Project Public Awareness Campaign IMPACT 	<ul style="list-style-type: none"> Reading and Beyond – Parent Tech Support, City of Madera Madera County Libraries – Backpack Literacy, Raymond & La Vina 	
				<ul style="list-style-type: none"> Madera County Libraries – Raising a Reader, County Wide Ends 6/30/2024 	
GOAL 6 Promote a “one-voice” message on the importance of early childhood	<u>Objective 6.1</u> Incorporate the use of F5CA's <i>Talk. Read. Sing.</i> (TRS) campaign in all programming	<ul style="list-style-type: none"> F5CA Talk Read and Sing Campaign 	<ul style="list-style-type: none"> Talk Read Sing Campaign IMPACT 		