



**Program and Grant Awards
Committee Meeting
Friday, September 27, 2024**

**IN-PERSON
First 5 Madera County
525 East Yosemite Avenue
Madera, CA 93638**

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 Madera County Children and Families Commission may request assistance by contacting the Madera County Children and Families Commission – telephone 559-661-5155.

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|---|--|---|
| 1.0 | OPENING REMARKS
1.1 Call to Order
1.2 Roll Call | Deborah Martinez, Chair |
| 2.0 | POTENTIAL CONFLICTS OF INTEREST
Any Commission Member who has a potential conflict of interest may now identify the item and recuse themselves from discussing and voting on the matter. | Deborah Martinez, Chair |
| 3.0
ACTION
pg.3 | CONSENT AGENDA
3.1 Approval of the September 27, 2024, PGA Committee Agenda
3.2 Approval of August 23, 2024, PGA Committee meeting minutes | Deborah Martinez, Chair |
| 4.0 | PUBLIC COMMENT
This time is offered for the public wishing to address the Committee on matters not listed on the agenda. Committee members listen but may not discuss non-agenda matters. | Deborah Martinez, Chair |
| 5.0
INFORMATION
pg.6 | 2020-2024 FIRST 5 MADERA COUNTY EVALUATION REPORT
The Committee will receive a presentation of the 2020-2024 First 5 Madera County Evaluation Report. | J. Monica Ramirez, ED
Tamara Hamai, Hamai Consulting |
| 6.0
INFORMATION
pg.33 | ORGANIZATIONAL DEVELOPMENT AND EVALUATION PLAN 2024-2029
The Committee will receive a presentation of the 2024-2029 First 5 Madera County Organizational Development and Evaluation Plan. | J. Monica Ramirez, ED
Tamara Hamai, Hamai Consulting |
| 7.0
ACTION
pg.39 | AGREEMENT RENEWAL WITH HAMAI CONSULTING
The Committee will review a request for agreement renewal for evaluation services with Hamai Consulting. | J. Monica Ramirez, ED
Diane Sandoval, Staff |
| 8.0
ACTION
pg.43 | 2024 AAA CHILD PASSENGER SAFETY DONATION PROGRAM AWARD
The Committee will review a request to accept the AAA Child Passenger Safety Donation award. | J. Monica Ramirez, ED
Diane Sandoval, Staff |
| 9.0 | STAFF UPDATES | J. Monica Ramirez, ED |
| 10.0 | ANNOUNCEMENTS | Deborah Martinez, Chair |
| 11.0 | NEXT MEETING
October 25, 2024 | Deborah Martinez, Chair |

First 5 distributes monthly agendas electronically. Please forward your email address to Diane Sandoval at dsandoval@first5madera.org to be added to the list.



**Program and Grant Awards (PGA) Meeting
Friday, August 23, 2024
9:00 am – 11:00 am.**

IN-PERSON

First 5 Madera County
525 E. Yosemite Ave
Madera, CA 93638

MINUTES

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.

Present:	Karen V. Wynn, Ph.D., Vice Chair Diana Saenz	Community Representative – Eastern Madera County Community Representative-Madera County
Absent:	Deborah Martinez, Chair	Director of the Department of Social Services
Staff:	J. Monica Ramirez Diane Sandoval Desty Gonzalez	Executive Director Senior Program Manager Program Specialist
Public:		

1.0 OPENING REMARKS

1.1 Call to Order – K. Wynn, PGA Vice-Chair called meeting to order at 9:04

1.2 Roll Call

Present: K. Wynn, D. Saenz
Absent: D. Martinez

2.0 POTENTIAL CONFLICTS OF INTEREST

None

3.0 CONSENT AGENDA

3.1 Motion to approve August 23, 2024, PGA Committee Agenda as presented Motion to approve

3.2 Motion to approve June 28, 2024, PGA Committee Minutes Motion to approve

Ayes: D. Saenz, K. Wynn
Nays: None

Abstain: None
Recused: None
Absent: D. Martinez

4.0 PUBLIC COMMENT

There were no public comments.

5.0 AGREEMENT RENEWAL- DATA MANAGEMENT SERVICES

D. Sandoval shares information on recommended action to approve a renewal agreement with Persimmony International Inc. to continue providing data management services for FY 24-25. The agreement includes the option to renew for 3 additional years with the amount to not exceed \$42,000.

D. Saenz shares concern on correcting dollar amount on staff letter and exhibit A proposal the amount of \$42,000 needs to be corrected to \$52,000,

K. Wynn asks question regarding the fiscal invoicing portion of Persimmony

M. Ramirez shares that the fiscal portion of Persimmony will be newly added into the renewal agreement.

No public comment

Motion to approve action item- K. Saenz motion to approve with the update of Exhibit A to move forward to next Commission meeting, **K. Wynn** seconds approval.

6.0 2023-2024 FUNDED PROGRAM YEAR-END SUMMARY

D. Gonzalez shares the year-end summary of the Community-Initiated Funded Programs and the Commission- Initiated Programs. The Madera County Library did not meet their goals but were still able to reach half the goal. Centro Binacional has been successful in exceeding their goal, additionally FRC and Special projects have been a success with programming. All programs are doing well and there are no concerns at the moment.

K. Wynn shares concern with unspent dollars of the FRC.

M. Ramirez shares that unspent dollars are due to a change of programming with the FRC closure in Chowchilla. However, she is anticipating spending to resume and reflect more accurately in the new FY.

K. Wynn asks if the dollars will be redistributed to programs that are in need.

M. Ramirez confirms dollars will be redistributed.

No public comment

No action, Information only

7.0 CENTRAL VALLEY HELP ME GROW

M. Ramirez The Committee will receive an in-depth presentation on the National Help Me Grow model as it relates to Central Valley Help Me Grow (CVHMG) from Help Me Grow National Consultant Tom Altmayer.

M. Ramirez shares information on the Central Valley Help Me Grow (CVHMG). This is a funding allocation request that does not exceed a \$60,000 investment for three years. The Help Me Grow (HMG) National program is a system that coordinates and integrates players to help children 0-12, however, CVHM-Madera will focus on 0-5 population. Overall funding from First 5 Madera County (F5MC) is roughly 2% of the program resulting in \$60,000 for three years, which will help establish the program in the Central Valley. CVHMG will help develop and enhance the coordination of services that exist for early intervention needs.

K Wynn expresses concern with HMG regarding the system and the outlining areas who may not have the best service.

M Ramirez shares that the 211 system was used in the past however it's not specific in the needs of those who are calling, however HMG may be more efficient in being that it is one direct line with one person answering and coordinating.

Motion to approve action item- D. Saenz motion to approve and move item to the next Commission meeting, **K. Wynn** seconds motion to approve.

8.0 STAFF UPDATES

M. Ramirez shares that there has been a resignation of staff, E. Wright the FRC Manager has resigned.

9.0 ANNOUNCEMENTS

The Dolly Parton’s Imagination Library has secured a partner with the Friends of the Madera County Library.

10.0 NEXT MEETING

September 27, 2024

11.0 ADJOURNMENT

10:08 AM

DRAFT



TO: First 5 Madera County Programs and Grants Award Committee
FROM: J. Monica Ramirez, Executive Director
SUBJECT: 2020-2024 First 5 Madera County Evaluation Report
DATE: September 27, 2024

RECOMMENDED ACTION:

The Committee will receive a presentation of the 2020-2024 First 5 Madera County (F5MC) Evaluation Report.

BACKGROUND:

On February 7, 2024, the Commission received a presentation of the 2020-2023 F5MC Evaluation Report developed and presented by Hamai Consulting. The report summarized past programming efforts' findings, progress, and success to help inform the Commission of strategic investment findings and help in the development of the next strategic plan.

As anticipated, the report revealed lessons learned, which staff have used to guide continuous improvements. Hamai Consulting prepared a new edition of the Evaluation Report at the conclusion of the fifth and final year of the Strategic Plan, fiscal year 2023-2024.

Moreover, findings from these reports have helped guide F5MC staff and Hamai Consulting in refining the agency's evaluation direction, framework, and approach to strengthen the organization's evaluation plan for the newly released Strategic Plan.

FISCAL IMPACT:

No fiscal impact.

CONCLUSION:

Completing annual evaluation reports satisfies the legislative requirements of the California Health & Safety Code Section 130140(3)(iv).

First 5 Madera County 2020-2024 Evaluation Report



1

Introduction to Hamai Consulting

Since 2008, Hamai Consulting has been helping organizations create more sustainable impact in people's lives.



Tamara Hamai, Ph.D.



Kadijah Williams, M.A.



Judy Cuevas, M.A.




Kendra Wu



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2020-2024 Evaluation Report



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Evaluation Purposes

Document progress and be accountable	Examine fidelity to plan
Measure effectiveness of the programs	Improve program design and implementation



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Evaluation Questions

1. How was the First 5 Madera County 2019-2024 Strategic Plan implemented?
2. What factors facilitated and hindered implementation?
3. How did children, primary caregivers, service providers, and organizations change or benefit as a result of the activities implemented and/or funded by First 5 Madera County?
4. What lessons can be learned that First 5 Madera County can use to guide its future programs and grantmaking?



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How was the First 5 Madera County 2019-2024 Strategic Plan implemented?



6

Community- and Commission-Initiated Programs

In response to decreasing funding and lessons learned in the first year of implementation,

First 5 Madera County shifted to implementing fewer programs overall from 2020-21 to 2023-24, focusing more on Commission-initiated programs.

CHILD HEALTH		Promote the overall physical, social, and emotional health of young children.			
		2020-21	2021-22	2022-23	2023-24
GOAL 1: Expand opportunities to promote overall child health.					
<i>Objective 1.1</i> Increase access to preventative health & developmental services	Community-Initiated	<ul style="list-style-type: none"> Chowchilla EUSD Dynamic Mindfulness Camarena Health Preschool Healthy Lifestyle 			
	Commission-Initiated	<ul style="list-style-type: none"> CASA Developmental Screening FRCs and PSP Developmental Screening Mobile Vision Project Pediatric Oral Health Advisory Committee 			
<i>Objective 1.2</i> Increase access to adequate nutrition & physical activity	Community-Initiated	<ul style="list-style-type: none"> Camarena Health Preschool Healthy Lifestyle 			
	Commission-Initiated	<ul style="list-style-type: none"> Breastfeeding Coalition Healthy Food Accessibility 			



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Community- and Commission-Initiated Programs

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First 5 Madera County shifted to implementing fewer programs overall from 2020-21 to 2023-24, focusing more on Commission-initiated programs.

FAMILY INVOLVEMENT: Cultivate parenting skills and enhance access to services.					
		2020-21	2021-22	2022-23	2023-24
GOAL 2: Improve family capacity to keep children safe from harm.					
<i>Objective 2.1</i> Increase early intervention services for families at risk for maltreatment	Community-Initiated	<ul style="list-style-type: none"> WFPSN Child Maltreatment Reduction Plan 			
	Commission-Initiated			<ul style="list-style-type: none"> PSP Program 	
<i>Objective 2.2</i> Reduce the harmful effects of tobacco and cannabis products	Commission-Initiated		<ul style="list-style-type: none"> Cannabis Campaign Smoke-Free Awareness 		
<i>Objective 2.3</i> Increase parental knowledge and skills around preventative injuries to children	Commission-Initiated		<ul style="list-style-type: none"> Child Passenger Safety Program Safe Sleep Coalition 		



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Community- and Commission-Initiated Programs

In response to decreasing funding and lessons learned in the first year of implementation, First 5 Madera County shifted to implementing fewer programs overall from 2020-21 to 2023-24, focusing more on Commission-initiated programs.

FAMILY INVOLVEMENT		Cultivate parenting skills and enhance access to services.			
		2020-21	2021-22	2022-23	2023-24
GOAL 3: Increase community capacity to effectively promote family resiliency.					
Objective 3.1 Increase culturally sensitive professional development related to child maltreatment	Commission-Initiated	<ul style="list-style-type: none"> Equity in Service Delivery Training IMPACT 			
			<ul style="list-style-type: none"> 5 Protective Factors Training 		<ul style="list-style-type: none"> Regional Home Visiting
Objective 3.2 Increase parenting interventions that are culturally sensitive	Community-Initiated	<ul style="list-style-type: none"> Parent Cafés (CBDIO and Exceptional Parents Unlimited) 		<ul style="list-style-type: none"> Triple P (CBDIO and WFPSN) 	<ul style="list-style-type: none"> Triple P (CBDIO)
	Commission-Initiated	<ul style="list-style-type: none"> Parents as Teachers/<u>Abriendo Puertas</u> 			
Objective 3.3 Increase access to social and concrete supports to reduce the effects of family isolation	Commission-Initiated	<ul style="list-style-type: none"> Park Safety & Walkability Resource Awareness Community Mobilization Transportation 			
					<ul style="list-style-type: none"> FRCs' diaper distribution



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Community- and Commission-Initiated Programs

In response to decreasing funding and lessons learned in the first year of implementation, First 5 Madera County shifted to implementing fewer programs overall from 2020-21 to 2023-24, focusing more on Commission-initiated programs.

CHILD DEVELOPMENT		Ensure children have access to quality early learning experiences and environments.			
		2020-21	2021-22	2022-23	2023-24
GOAL 4: Expand the capacity to serve children in quality early education					
Objective 4.1 Increase the availability of preschool programming	Community-Initiated	<ul style="list-style-type: none"> Camarena Health Preschool Healthy Lifestyle 			
	Commission-Initiated		<ul style="list-style-type: none"> PreK University (PKU) 		
Objective 4.2 Strengthen the early care and education workforce	Commission-Initiated	<ul style="list-style-type: none"> IMPACT 			



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Community- and Commission-Initiated Programs

In response to decreasing funding and lessons learned in the first year of implementation,

First 5 Madera County shifted to implementing fewer programs overall from 2020-21 to 2023-24, focusing more on Commission-initiated programs.

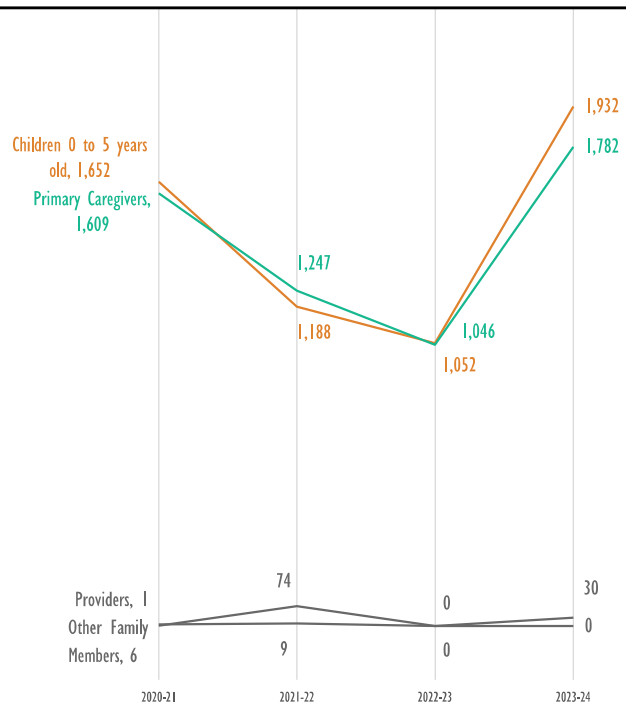
CHILD DEVELOPMENT		2020-21	2021-22	2022-23	2023-24
Ensure children have access to quality early learning experiences and environments.					
GOAL 5: Empower parents to be their child's first teacher					
Objective 5.1 Increase opportunities for quality parent-child interaction and activities	Community-Initiated		• Reading and Beyond		
	Commission-Initiated		• Madera County Libraries Backpack Literacy	• Madera County Libraries Raising a Reader	
			• FRCs' Play and Learn Groups & other activities		
			• IMPACT		
			• Public Awareness Campaign		
			• Park Conversation Panels Project		
GOAL 6: Promote a "one-voice" message on the importance of early childhood					
Objective 6.1 Incorporate Talk, Read, Sing, in all programming	Commission-Initiated		• Talk, Read, Sing, Campaign		



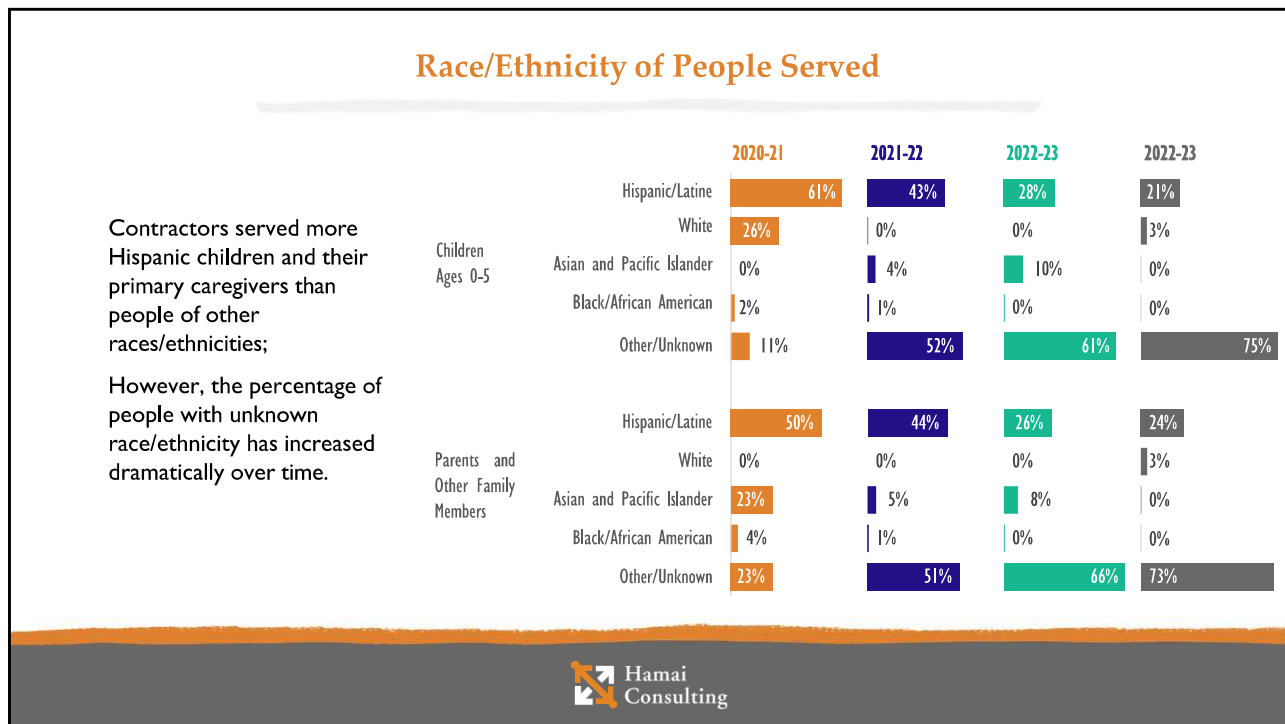
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Children and Families Served

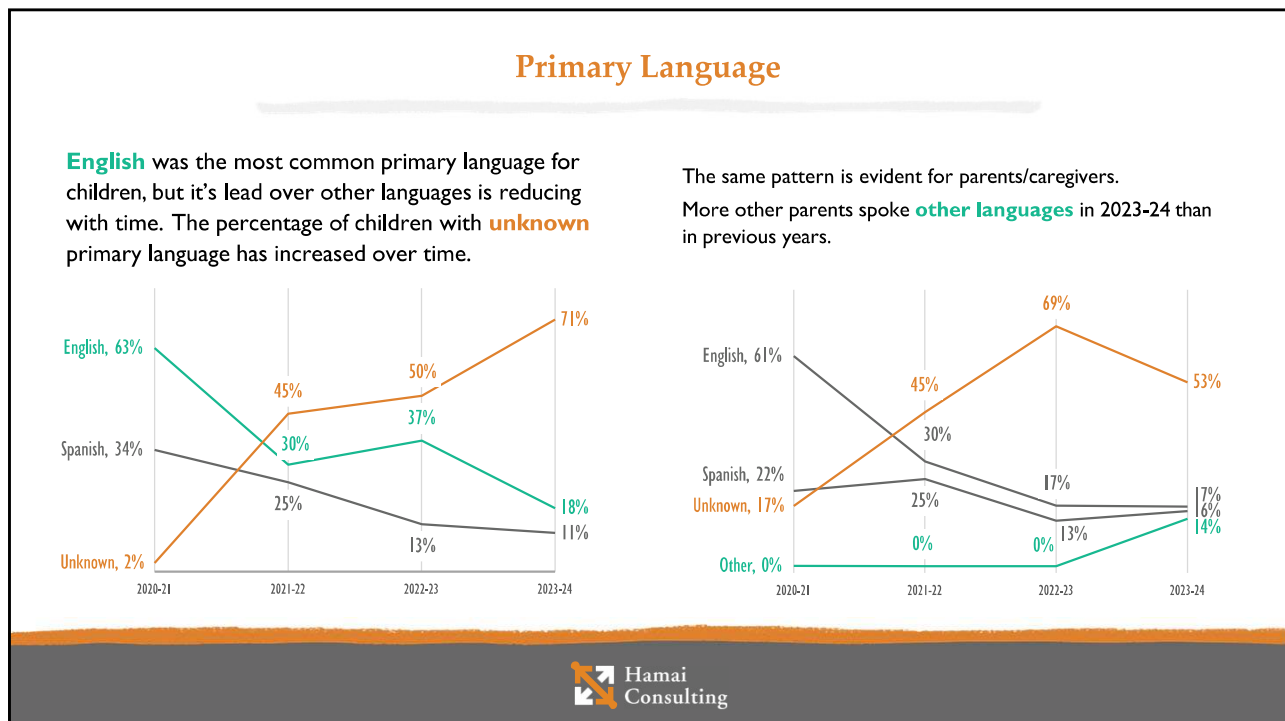
The number of **children ages 0 to 5** and **primary caregivers** recovered in 2023-24 to levels higher than in 2020-21, while the numbers of **other family members** and **providers** served have been consistently low.



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What factors facilitated and hindered implementation?



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Factors That Facilitated Implementation

Experienced Staff	In-Person Outreach	Accommodating parents' context	Financial incentives
Comfort and trust	Community partners	Support from First 5 Madera County	Evaluation



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Factors That Hindered Implementation

The COVID-19 pandemic	Fires	Staff turnover
Contracting delays	Parent outreach and engagement	Insufficient referrals
Literacy levels	Technology	Insufficient budget



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How did children, primary caregivers, service providers, and organizations change or benefit as a result of the activities implemented and/or funded by First 5 Madera County?



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Child Health

Goal 1: Expand opportunities to promote overall child health.

- 53% of referrals closed with the child, parent, or family connecting with the referred services

Goal 2: Improve family capacity to keep children safe from harm.

- Parents gained knowledge about thirdhand smoke and how it can impact them and their children.

Goal 3: Improve family capacity to keep children safe from harm.

- Parents learned new strategies.
- Parents realized they want to be more involved and share their culture and language with their children.

Goal 5: Empower parents to be their child's first teacher.

- Children were highly engaged with the books.



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What lessons can be learned that First 5 Madera County can use to guide its future programs and grantmaking?



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Lessons Learned

Funding and implementation are stronger for direct services.	Virtual services, emergency response, and concrete supports need to be readily available.
The intention to provide more culturally relevant services lacks a clear direction or action plan.	First 5 Madera County needs a stronger evaluation foundation.



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Questions?



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First 5 Madera County 2020-2024 Evaluation Report

Developed by



Evaluation Purpose and Questions

This document summarizes the findings from the evaluation of First 5 Madera County's implementation of its strategic plan from July 2020 through June 2024. The evaluation focused on addressing the following questions:

- How was the First 5 Madera County 2019-2024 Strategic Plan implemented?
- What factors facilitated and hindered implementation?
- How did children, primary caregivers, service providers, and organizations change or benefit as a result of the activities implemented and/or funded by First 5 Madera County?
- What lessons can be learned that First 5 Madera County can use to guide its future programs and grantmaking?

Evaluation Methods

First 5 Madera County's 2019-2024 Strategic Plan was approved in June of 2019. The evaluation was retrospective for 2020 through 2023 (using program documentation from July 2020 through June 2023) and with documentation continuing through June 2024. The external evaluator, Hamai Consulting, analyzed the following types of documentation and data:

- Content on the First 5 Madera County website
- Funded Program Charts
- Funded Program Updates
- Quarterly Summary Sheets
- Pandemic Program Revisions
- Annual Target Modifications
- Contract Monitoring Lists
- Mid-Year and Year-End Commission-Initiated Project Lists
- Mid-Year and Year-End Community-Initiated Funded Programs
- Contracts and Contract Extensions
- Budgets, Budget Narratives, and Budget Modifications
- Measurable Outcomes Plan
- State Forms
- CFC Forms/Data Sheets
- Milestone Activity Reports
- Program Highlights
- Supplemental Evaluation Documents
- Fiscal Collaboration Forms, Invoices, and Expenditure Reports

The evaluation results are limited to the information available within these documents for July 2020 through June 2024.

Implementing the First 5 Madera County 2019-24 Strategic Plan

HISTORY

In 1998, California voters passed Proposition 10, the California Children and Families Act of 1998, a 50-cent tax on the sale of tobacco and e-cigarette products. These tax revenues are earmarked to support early childhood development through programs for children prenatal through age 5, with 80% going to each California county Commission based on their birth rate (the other 20% covers administration and oversight by First 5 California). First 5 Madera County uses the Proposition 10 funds to support young children and their families in Madera County.

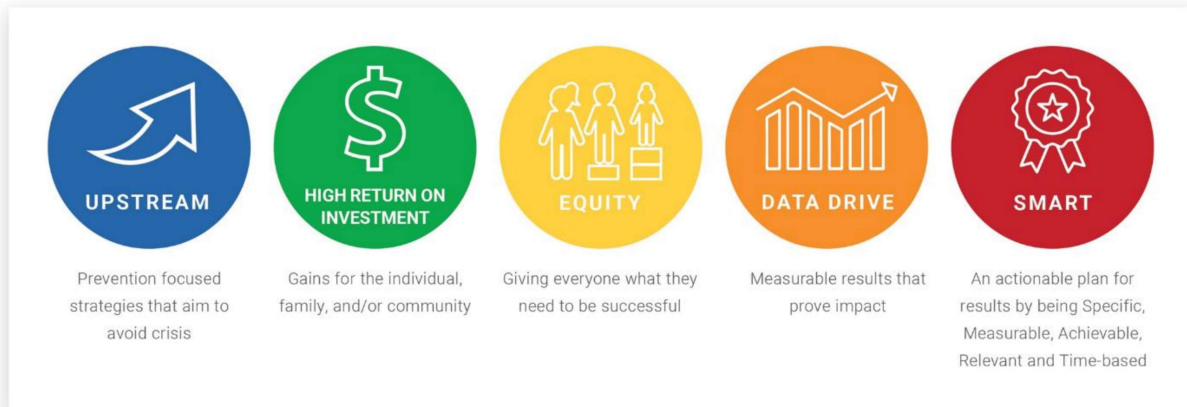
VISION

Madera County’s success is measure by the well-being of its youngest children.

MISSION

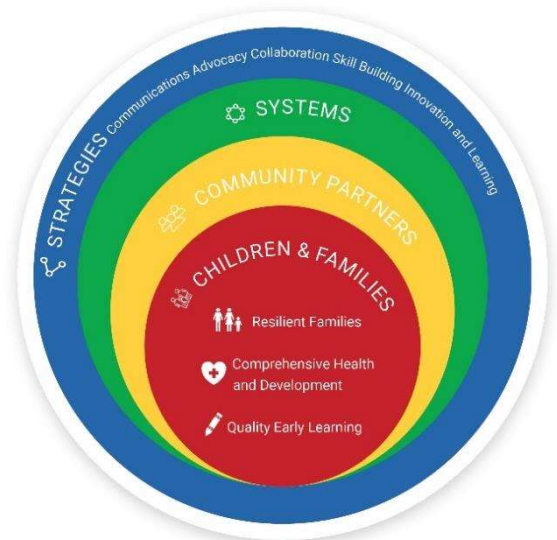
Enhance early childhood development, child health, and family involved by advocating, supporting, and providing access to early intervention systems.

First 5 Madera County intends to use the 5 Guiding Principles in its decision making:



First 5 Madera County is part of a larger countywide, regional, and statewide network of health, social service, family support, and early childhood education partners. This Network Strategy frames healthy children in the context of healthy communities, systems, and strategies.

With Proposition 10 funds declining over the past decade as fewer people use tobacco, the Network Strategy is evolving to focus on finding new and sustainable sources of funding and resources for family’s system of care. This calls for coordinating, aligning, and streamlining high-quality efforts to serve all the county’s children most effectively and efficiently.



GOAL 3: Increase community capacity to effectively promote family resiliency.

<i>Objective 3.1</i> Increase culturally sensitive professional development related to child maltreatment	Commission-Initiated	• Equity in Service Delivery Training		
		• IMPACT		
<i>Objective 3.2</i> Increase parenting interventions that are culturally sensitive	Community-Initiated	• Parent Cafés (CBDIO and Exceptional Parents Unlimited)	• Triple P (CBDIO & WFPSN)	• Triple P (CBDIO)
	Commission-Initiated		• Parents as Teachers/Abriendo Puertas	
<i>Objective 3.3</i> Increase access to social and concrete supports to reduce the effects of family isolation	Commission-Initiated	• Park Safety & Walkability • Resource Awareness • Community Mobilization • Transportation		• FRCs' diaper distribution

CHILD DEVELOPMENT: Ensure children have access to quality early learning experiences and environments.

2020-21 2021-22 2022-23 2023-24

GOAL 4: Expand the capacity to serve children in quality early education

<i>Objective 4.1</i> Increase the availability of preschool programming	Community-Initiated	• Camarena Health Preschool Healthy Lifestyle		
	Commission-Initiated		• PreK University (PKU)	
<i>Objective 4.2</i> Strengthen the early care and education workforce	Commission-Initiated	• IMPACT		

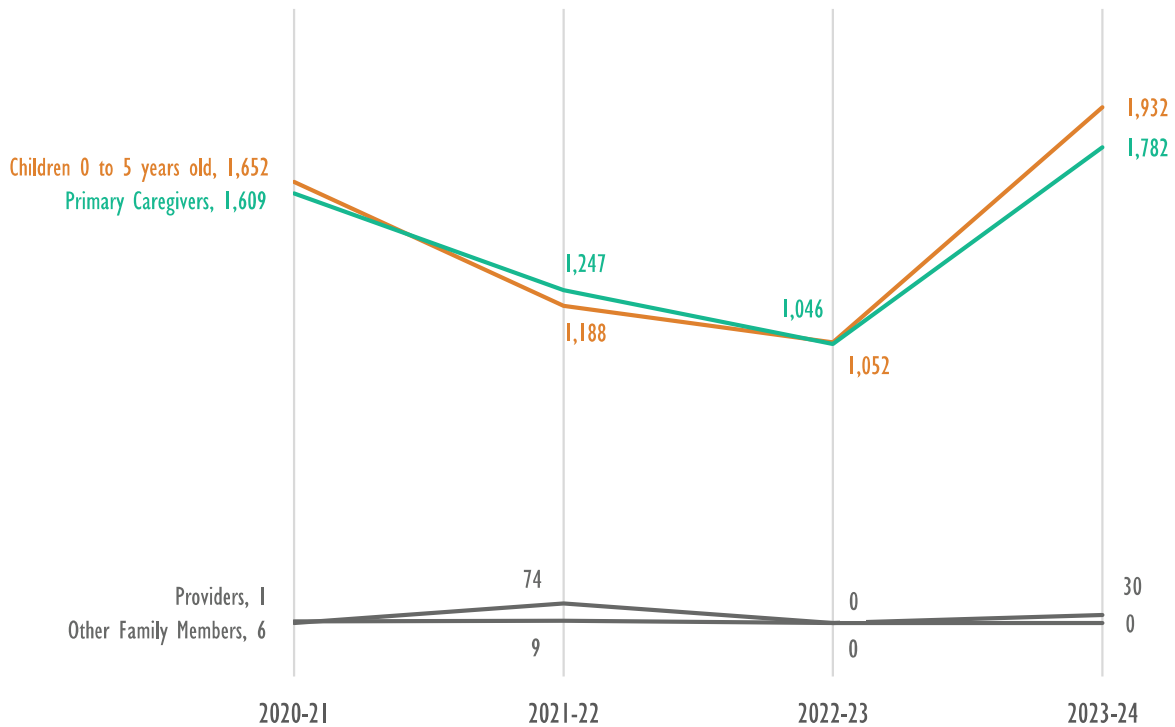
GOAL 5: Empower parents to be their child's first teacher

<i>Objective 5.1</i> Increase opportunities for quality parent-child interaction and activities	Community-Initiated	• Reading and Beyond		
		• Madera County Libraries Backpack Literacy	• Madera County Libraries Raising a Reader	
	Commission-Initiated	• FRCs' Play and Learn Groups & other activities • IMPACT • Public Awareness Campaign • Park Conversation Panels Project		

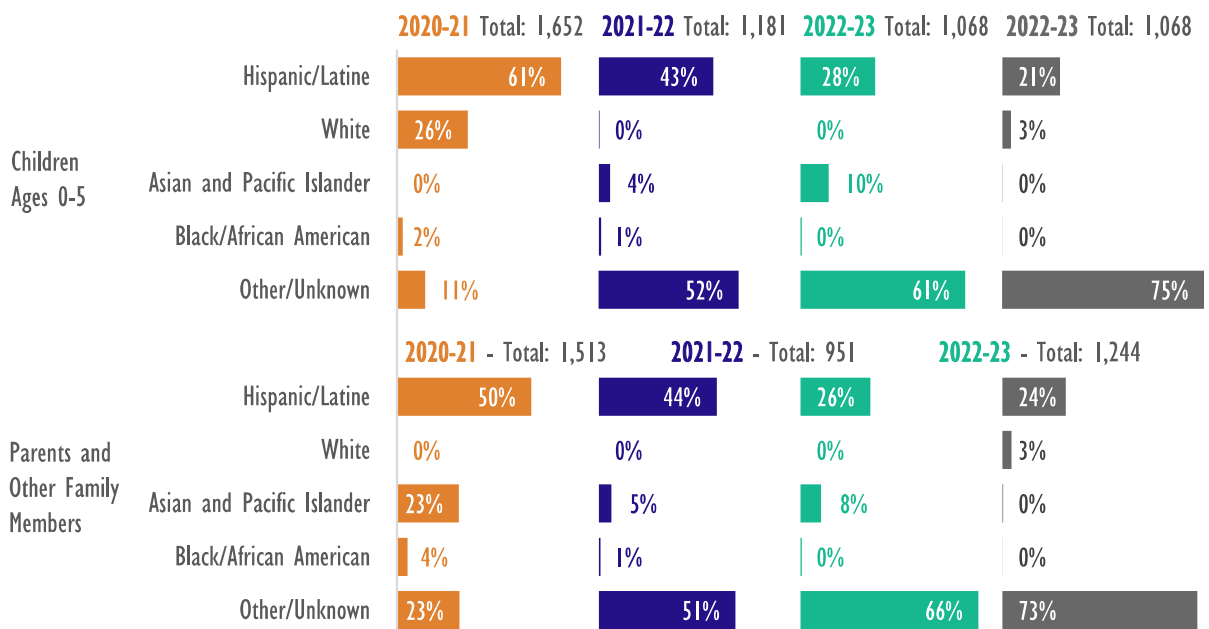
GOAL 6: Promote a "one-voice" message on the importance of early childhood

<i>Objective 6.1</i> Incorporate <i>Talk. Read. Sing.</i> in all programming	Commission-Initiated	• Talk. Read. Sing. Campaign		
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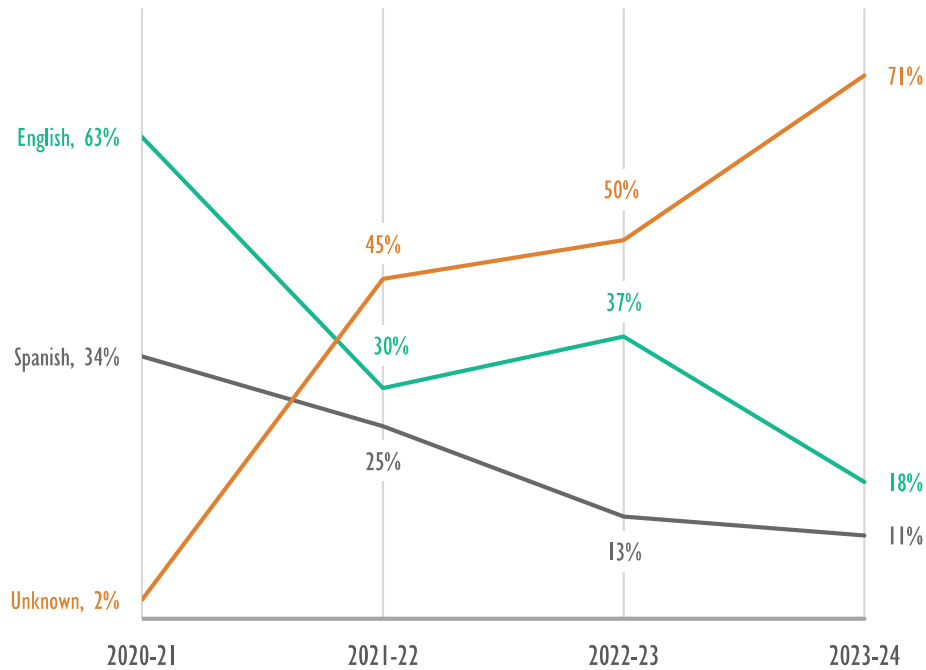
The number of **children ages 0 to 5** and **primary caregivers** recovered in 2023-24 to levels higher than in 2020-21, while the numbers of **other family members** and **providers** served has been consistently low.



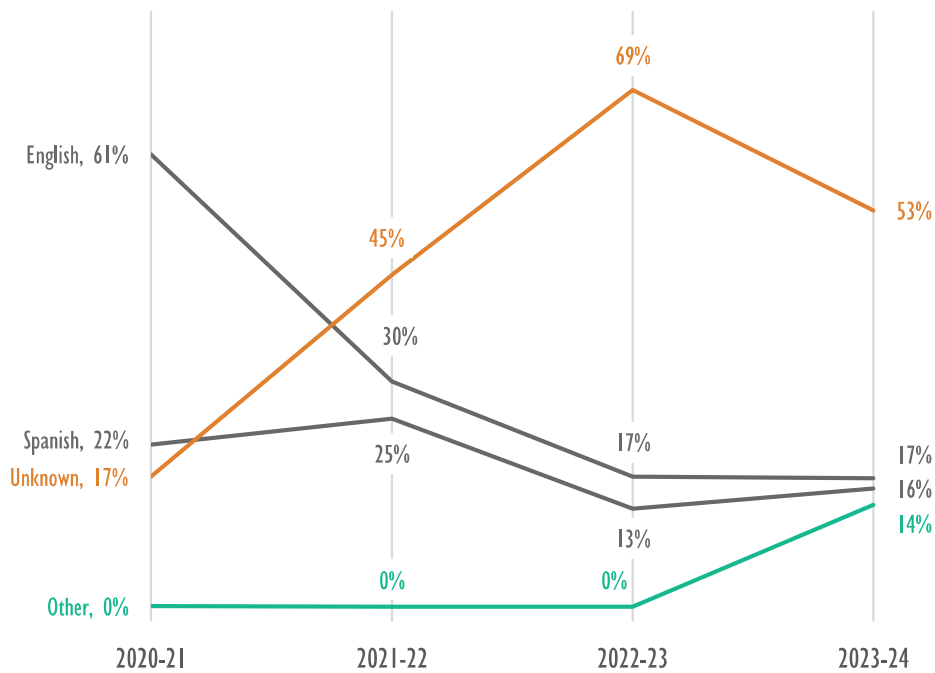
Contractors served more Hispanic children and their primary caregivers than people of other races/ethnicities; however, the percentage of people with unknown race/ethnicity has increased dramatically over time.



English was the most common primary language for children, but its lead over other languages is reducing with time. The percentage of children with **unknown** primary language has increased over time.



The same pattern is evident for parents/caregivers. Additionally, more other parents spoke **other languages** in 2023-24 than in previous years.



Outcomes for Children, Primary Caregivers, and Service Providers

Goal 1: Expand opportunities to promote overall child health.

The funded programs that provided developmental screenings and referrals increased awareness of available resources in the community and connected many families with medical and developmental services. Families received Ages and Stages (ASQ) kits and calming kits with activities to help with parent/child interactions and child development milestones. ASQ Specialists helped families to understand the importance of child health, family involvement, and a healthy family environment, and how these impact ASQ results. Specialists also educated families about the services at the FRCs. Primary caregivers increased their knowledge of developmental milestones and learned how to interact with their children. Participants reported feeling more confident and knowledgeable.

One parent connected with an ASQ Specialist, after feeling like she could no longer care for her baby with special needs. Through home visits, she received weekly support, such as weighted blanket and swaddling tutorials, and a referral to in-home support services. She reported feeling more confident in providing quality care and more proficient in accessing community resources. She said, "I understand how much work it takes and the importance of having patience and not giving up."

Children and families received referrals to services based on their ASQ results and made progress toward or reached their developmental milestones. For example, in one year at one FRC, 288 families participated in classes at the FRC, leading to 19 children receiving an ASQ screening. Of those children, 11 had identified concerns ranging from communication to social emotional behavior. Most of those concerns were improved through attendance of the FRC's PKU sessions. Families with more severe concerns received referrals to a more intensive program.

In 2023-24, 53% of referrals closed with the child, parent, or family connecting with the referred services. The other referrals remained in pending status as follow-ups were unsuccessful or families were put onto waitlists for services. Families who completed referrals connected with services such as pediatricians, Exceptional Parents Unlimited, the school district for IEP-related evaluations, and concrete supports.

Goal 2: Improve family capacity to keep children safe from harm

Programs, such as the Westside Family Preservation Services Network Triple P program, have anecdotal stories of how families are improving their capacity to care for and protect their children. Here are couple of those stories:

The Senior Educator met a 22-year-old, Native American mother who was living in her car with her four-year-old daughter in Oakhurst and connected her to the Triple P parenting class. The mother was experiencing substance use dependency and was clearly intoxicated when she showed up for the class. The Senior Educator discussed the effect that her drug use was having on her child, and the mother accepted help. After being put on a wait list for the Chukchansi Tribe's rehab facility in Stockton, she entered rehab with her child. The program staff have heard that she is doing well in rehab.

Another young mother reached out to a local church for help as she was fleeing domestic violence with her three children, all under 5 years old. She had been living in a series of homes, but her abuser had tracked her down each time. The church connected her with Westside Family Preservation Services Network. Through their local referral network, they were able to secure enough funding for gas money, food, and water to get the family safely back to the mother's family in Southern California.

Additionally, parents who participated in Centro Binacional para el Desarrollo Indígena Oxaqueño's Triple P program reported gaining knowledge about thirdhand smoke and how it can impact them and their children.

Goal 3: Increase community capacity to effectively promote family resiliency.

Many primary caregivers participated in Parent Cafés and Triple P parenting classes, and some of those parents were trained as parent leaders of the Parent Cafés. Primary caregivers led these sessions. They discussed their worries and concerns, and shared strategies with each other to address their different challenges. Examples of the topics discussed include the pandemic, protections from evictions, and supporting their children with technology and homework despite not speaking English. The participants have shared that the timing of the sessions was perfect for them and their families. Other parents said:

“The cafés have encouraged me to participate in my child's school.”

“I have learned about my rights and feel more equipped to advocate for my children.”

“I learned how to support my child's self-esteem.”

In 2023-24, parents reported learning about discipline, new strategies to support their children, how to support their children to be resilient, effective communication, respect between parent and child, how to create a sleeping routine, the importance of creating habits, how to manage aggression with their children, and ways to manage their children's behavior, after participating in the Triple P sessions. One mom mentioned that she learned that not knowing how to read and write is not an obstacle to reading a book to her children. For example, she can read the images instead of the words. Parents appreciated the topics addressed and that they were addressed in a culturally sensitive way by people who were like them (i.e., from the Indigenous community). Reflecting on their own experiences helped some parents to realize that they would like to be more involved with their children and their children's development, as well as find ways to share their culture and language with their children.

The FRCs and other funded programs provided several types of social and concrete support to primary caregivers. Several parents expressed gratitude for learning about the various resources available to them in their community. They enjoyed connecting with other parents in the programs because they could hear about others' experiences and no longer feel alone.

Many families received diapers at the FRCs, which reduces the immediate stress of caretaking and financial needs. They also received help with translation and filling out school applications, PG&E applications, utility applications, housing applications, EDD applications, and other non-legal forms. Some families who were stranded due to extreme weather conditions received water, food, and gas for generators.

Goal 5: Empower parents to be their child's first teacher.

Several of the funded programs provided events, education, and resources for families to increase opportunities for quality parent-child interactions and activities. For example, a health fair for MUSD families provided basic health information, screening and testing, community resources, food sampling, and resources from local agencies.

The Computer Literacy Workshops at the Madera County Libraries helped almost all participants feel more confident in navigating their devices (86%-95%), using Zoom (86%), and using technology/the internet safely (100%). Most participants also felt more confident accessing child education media resources (91%), in their ability to create a safe learning environment at home, supporting their children's education (100%), and using different tele-school options (83%), such as Zoom, Class Dojo, and ParentSquare. Some participants said they benefited from the workshops:

"En que puedo usar la aplicación [Zoom] y antes no sabía nada sobre esta aplicación." (In using [Zoom] when before I did not know anything about this application.)

"This workshop had excellent tips on how to keep my children/grandson safe when it comes to getting online."

"This workshop had lots of information that was new to me. It also brought safe environments that I would not have thought about in regard to kids feeling safe...so learning can take place."

Learning to use technology can also help primary caregivers gain or stay employed. For example, one participant connected with the California Bridge Academies program (a workforce program) through the workshop and has been working with a Career and Family Navigator to assist her with finding full-time employment.

In 2022-23 and 2023-24, the Madera County Libraries implemented the Raising a Reader program. Although most parents were already reading to their children when they started the program, the program helped parents enjoy the program and shared their children positively benefited from the program. For example, one parent shared that their child was highly engaged while reading. Their child is non-verbal and was using some Spanish words when interacting with the books. Another parent shared that her 4-year-old daughter copies what she does when she reads to her, and is reading out loud to her younger sibling.

Factors That Facilitated Implementation

Several factors contributed to the success of the activities implemented and funded by First 5 Madera County.

1. Experienced staff

Dedicated, trained, and certified staff keep programs operating well over time. During the pandemic, programs who had or hired experienced staff were able to more quickly and effectively prepare for and facilitate virtual workshops.

2. In-person outreach

Residents responded well to door-to-door outreach during the pandemic. After the pandemic, In-person kick-off events at different sites with snacks and multi-lingual materials helped enroll parents in Raising a Reader.

3. Collaborating with partner organizations

Programs were most successful with implementation when they worked with other organizations for outreach and delivering services (e.g., securing a location).

4. Adapting to parents' context

Parents' engagement with programs was strongest when programs accommodated their needs and preferences, such as providing childcare, being located close to families, and scheduling on weekend evenings.

5. Financial incentives

Providing families with financial support (e.g., emergency relief and diapers) gets families in the office and connected to other services. Additionally, offering incentives and transportation keeps families engaged with programs over time.

6. Comfort and trust

Parents are more likely to enroll in services when they already know of and trust the organization. They feel more comfortable participating in services when the staff are like them (i.e., from the same community).

7. Collaborating with partner organizations

Programs were most successful with implementation when they worked with other organizations for outreach and delivering services (e.g., securing a location).

8. Support from First 5 Madera County Staff

First 5 Madera County staff helped grantees by discussing issues and supporting adaptations to the pandemic and fires, as well as changes to meet family needs after the pandemic.

9. Evaluation

Developing evaluation capacity and infrastructure helped staff to understand how their work tied to the strategic plan and how they could better tell the story of their impact.

Factors That Hindered Implementation

Other factors hindered the success of the activities implemented and funded by First 5 Madera County.

1. The COVID-19 pandemic

Even while facing the personal challenges of the pandemic, providers paused services and shifted to virtual service delivery. Engagement with services was low and was slow to recover over time.

2. Fires

The Creek fire and Eastern Madera County fire impacted providers and participants. Service delivery was paused or delayed, and participants were slow to return to services during recovery.

3. Staff turnover

Finding and keeping staff was difficult. Some staff resigned for different reasons and filling vacancies took a long time. Once hired, onboarding and training continued to postpone service delivery.

4. Contracting delays

First 5 Madera County contracting delayed the start of a couple of programs. Another program had their required training and affiliate approvals delayed, which affected services.

5. Parent outreach and engagement

Several programs had no registrations, no shows, or reduced programs due to engagement. Severe weather and changing or heavy work schedules limited availability.

6. Insufficient referrals

A couple of programs did not receive sufficient referrals to meet their service targets.

7. Literacy levels

English is not the first or primary language for many participants. Low literacy levels was a barrier for several participants in parent education programs.

8. Technology

Many families did not own a computer and relied on a cellular device. Programs had to adapt their services and support to work with the technology families had available.

9. Insufficient budget

Some programs reported having insufficient funding for snacks and space for childcare. One program had to change its activities due to being overspent.

Lessons Learned

First 5 Madera County and its grantee organizations may make improvements in grantmaking, program design, and service delivery by considering the lessons which may be learned from the evaluation results.

Funding and actual implementation are stronger for direct services than efforts targeting organizations and systems change.

Most of the funding and program implementation focused on:

- building primary caregivers awareness of resources in the community,
- building community awareness of the importance of early childhood,
- conducting ASQ screenings,
- parent education,
- Family Resource Centers, and
- strengthening children's early literacy skills.

Many strategies identified in the Strategic Plan were not implemented or not fully implemented. This is likely due to limited First 5 Madera County staff capacity and limited available funding. When developing the next strategic plan, it may be more effective to identify fewer goals and objectives, and to identify more specific strategies for each of the objectives. Decisions about what and how to target limited resources are increasingly important as Proposition 10 funds continue to decline over time.

Virtual services, emergency response, and concrete supports need to be readily available for providers and families.

Grantees responded well to the COVID-19 pandemic and wildfire disasters; however, they highlighted the lack of existing infrastructure for virtual and emergency services. Disasters and emergencies will continue to occur, especially as the climate crisis worsens. In calm times, First 5 Madera County and other providers can build a stronger infrastructure of virtual services, emergency response, and concrete supports for providers and families, in preparation for the next emergency or disaster. Strengthening partnerships between organizations and the FRCs may be a first step in this work.

There is an intention to provide more culturally relevant services, but there is not a clear direction or plan for taking action.

First 5 Madera County's Strategic Plan targets the provision and expanded availability of culturally relevant services; however, the funded programs were limited to Parent Cafes, Abriendo Puertas, and Triple P parenting classes. While these programs appeared to be successful, they are not relevant to people from a wide range of cultural backgrounds. First 5 Madera County could speak with families to better understand how primary caregivers from different cultures (particularly those which are historically underserved and under-resourced) want their culture to be reflected in services. Next, First 5 Madera County could convene

service providers and primary caregivers to develop a countywide shared definition of culturally relevant services to guide future grantmaking.

First 5 Madera County needs a stronger evaluation foundation and infrastructure.

While conducting the evaluation, the Hamai Consulting team discovered many gaps in the documentation (e.g., some quarters did not have documentation, evaluation measures were identified but not available/completed) and inconsistencies in the data (e.g., contradictions in numbers of clients served, narratives and numbers describing implementation differently). There tended to be many documents containing outputs from implementation, such as counts of clients, and descriptions of planned activities. Descriptions of actual activities completed and information about quality of implementation and outcomes was not as prevalent. The missing documentation may exist but was not provided to the evaluation team. Moving forward, establishing consistent tools for collecting and reporting data about planned activities, actual implementation, how well activities were implemented, and the outcomes that result for participants due to participation will yield more complete and more actionable evaluation results.

Additionally, as First 5 Madera County staff engaged in evaluation training and activities, they discovered the potential power and utility of evaluation in their work. As their knowledge grew, they saw how evaluation could and should be embedded in everything they do, from planning through implementation. They are committed to working with Hamai Consulting to continue strengthening the foundation and infrastructure for evaluation throughout the organization.



TO: First 5 Madera County Programs and Grants Award Committee
FROM: J. Monica Ramirez, Executive Director
SUBJECT: Organizational Development and Evaluation Plan 2024-2029
DATE: September 27, 2024

RECOMMENDED ACTION:

The Committee will receive a presentation on the Organizational Development and Evaluation Plan 2024-2029.

BACKGROUND:

On April 3, 2024, the Commission adopted a new 2024-2029 F5MC Strategic Plan. This plan serves as the agency's blueprint to fulfill its mission, achieve its vision, and meet identified goals and objectives, guiding the Commission's strategic investments for the next five years. Additionally, the staff took this opportunity to revamp the agency's evaluation approach and develop a plan that is fully aligned with the newly released Strategic Plan. Hami Consulting was assigned the task of developing the evaluation plan.

The Organizational Development and Evaluation Plan prepared by Hamai Consulting, in collaboration with F5MC staff, incorporates lessons learned and continuous improvement efforts to guide and refine the agency's approach to evaluating programs outlined in the new 2024-2029 Strategic Plan. The plan aims to track progress and adaptation in service delivery, measure changes in initiatives, guide improvements in service implementation, increase the organization's impact and sustainability, and enhance F5MC's capacity to make informed decisions contributing to long-term sustainability impact in programming.

In addition, this plan will enhance the organization's infrastructure and evaluation framework, align evaluation measures with the 2024-2029 Strategic Plan, and ensure ongoing reliability and consistency in the evaluation process.

FISCAL IMPACT:

No fiscal impact.

CONCLUSION:

Preparing an evaluation plan positions the agency to complete an evaluation report that satisfies the legislative requirements of the California Health & Safety Code Section 130140(3)(iv).


Agenda Item 6.1

First 5 Madera County Organizational Development and Evaluation Plan 2024- 2029



1

2024-2029 Evaluation Plan



2

Evaluation Questions

1. How is the First 5 Madera County 2024-29 Strategic Plan implemented?
2. How well are the programs and strategies implemented?
3. How did children, primary caregivers, service providers, and organizations change or benefit as a result of the activities implemented and/or funded by First 5 Madera County?
4. What lessons can be learned that First 5 Madera County can use to guide its future programs and grantmaking?



3

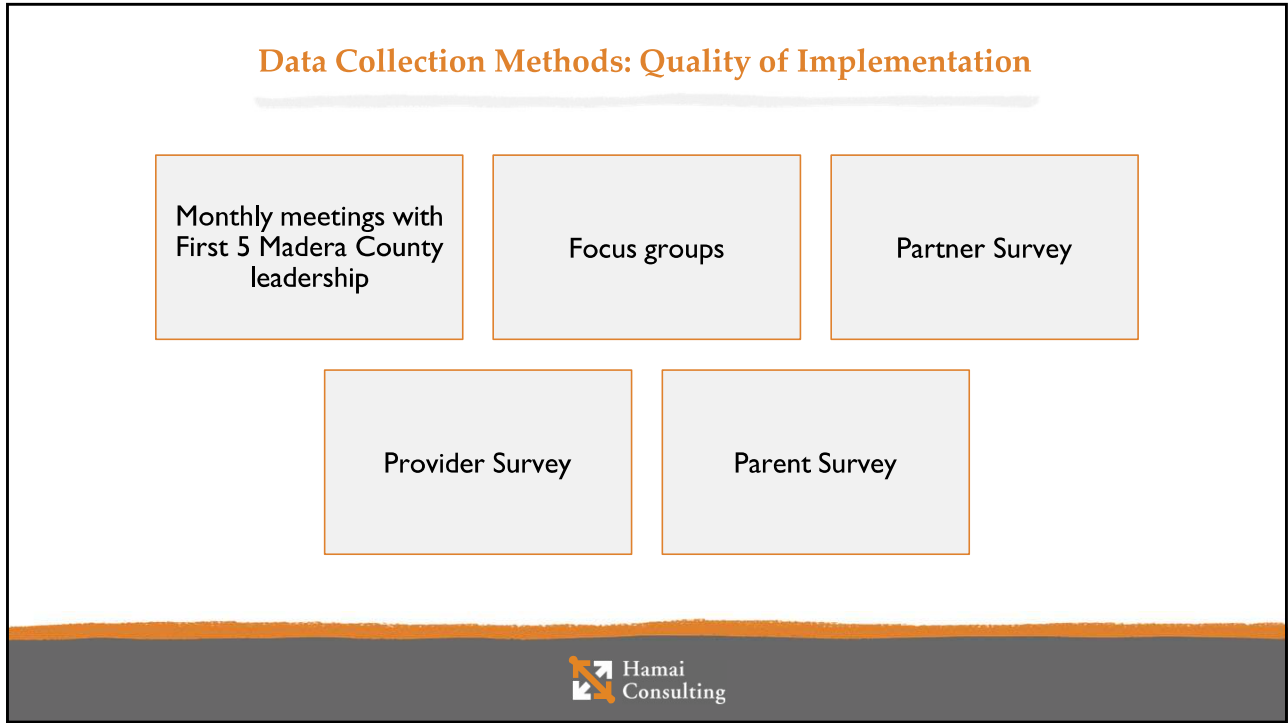
Data Collection Methods: Type and Quantity of Activity

Monthly meetings with First 5
Madera County leadership

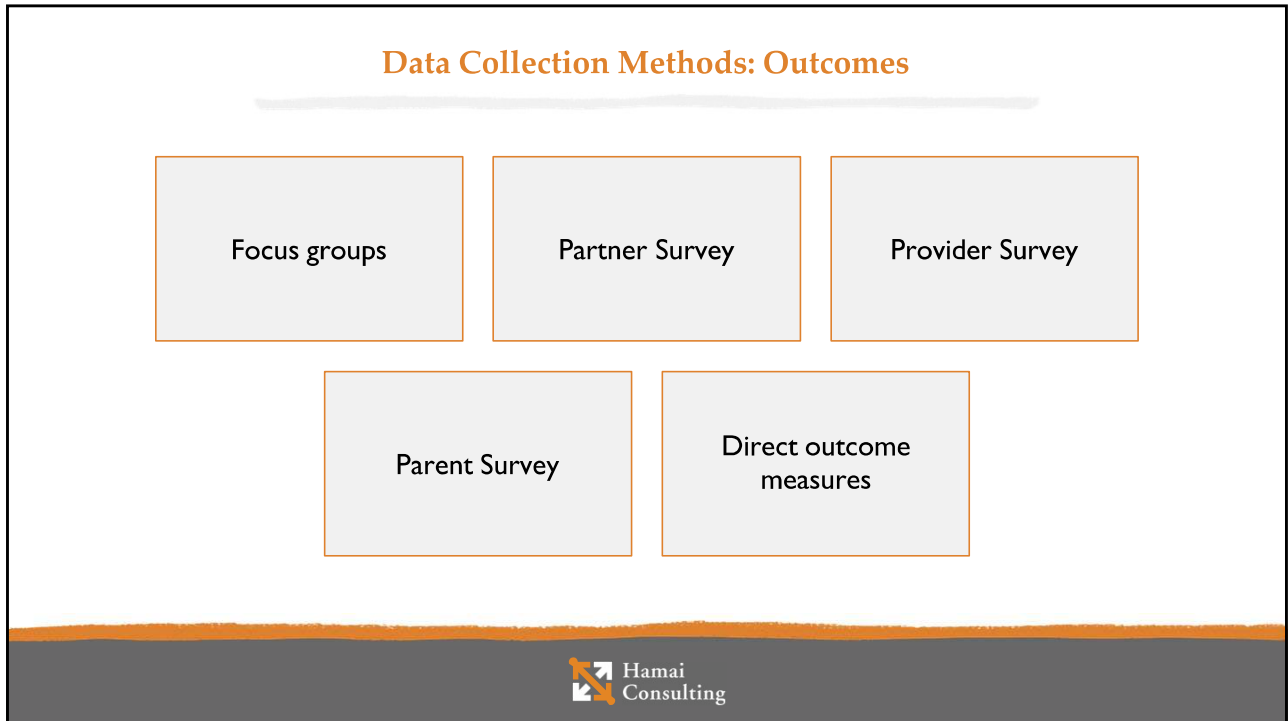
Administrative and program
documents



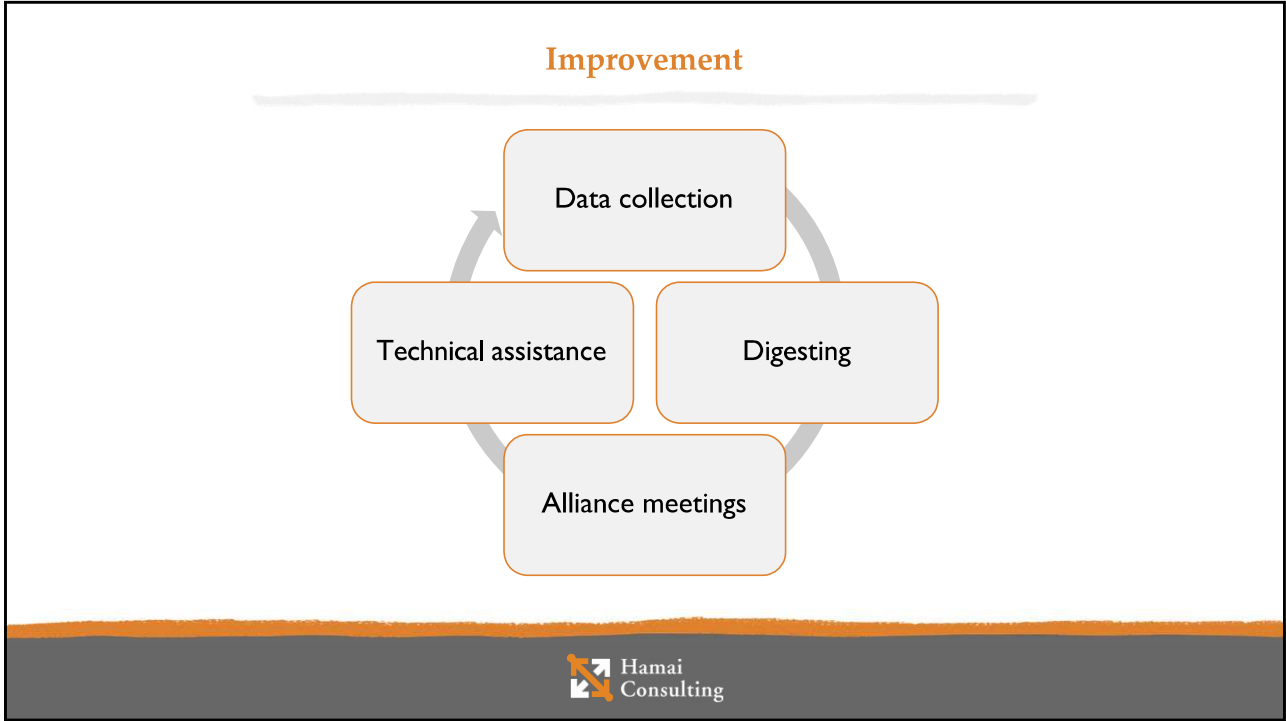
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8



9



TO: First 5 Madera County Programs and Grants Award Committee
FROM: J. Monica Ramirez, Executive Director
Diane Sandoval, Senior Program Manager
SUBJECT: Agreement Renewal with Hamai Consulting
DATE: September 27, 2024

RECOMMENDED ACTION:

The Committee will review and approve to move forward for Commission consideration an agreement renewal with Hamai Consulting to continue providing evaluation services for Fiscal Year 2024-2025. The agreement includes an option to renew for two (2) additional years based on performance and availability of funds: year-one \$56,000, year-two \$56,000, and year-three \$56,000 making the total amount not to exceed \$168,000 for three years.

BACKGROUND:

On April 5, 2023, the Commission approved a two-year contract with Hamai Consulting to provide evaluation services. As expected, Hamai Consulting's report highlighted lessons learned and identified areas for improvement to enhance the agency's evaluation framework and infrastructure for the next Strategic Plan evaluation.

The current agreement with Hamai Consulting will expire on September 30, 2024. During the last two years, our staff has worked closely with Hamai on completing the 2020-2024 First 5 Madera County (F5MC) Evaluation Report and working on developing an agency Evaluation Plan. This plan will provide guidance on the evaluation direction, the development of an evaluation framework, and the impact of investments to align with the 2024-2029 Strategic Plan.

Given the positive outcomes of the evaluation process thus far and considering the Contracting and Procurement Policy, staff recommends renewing the agreement with Hamai Consulting for an additional three years based on the availability of funds. Continuing evaluation services with Hamai will ensure ongoing reliability, consistency, and historical knowledge. The renewal agreement will include survey options, an evaluation brief, and additional training, previously not included.

FISCAL IMPACT:

Evaluation services costs are set aside annually in the F5MC Budget. The recommended agreement renewal with Hamai Consulting is \$56,000 annually for three years, based on availability of funds.

CONCLUSION:

If approved, this item will go to the Commission's next regularly scheduled meeting for review and approval. If not approved, staff will seek guidance from the Committee outlining the next steps.

Hamai Consulting

DESCRIPTION

Thirty-three (33) month project starting on October 2024 through June 2027.

		Option 1	Option 2	Option 3	
		<ul style="list-style-type: none"> • Reports for each year • No focus groups • No surveys • No evaluation briefs 	<ul style="list-style-type: none"> • Reports for each year • 2 virtual focus groups (no interpretation) • 3 surveys in English only • One evaluation brief 	<ul style="list-style-type: none"> • Reports are cumulative and compare years • 4 focus groups (interpretation for one add'l language in 2 groups) • 3 surveys in English and one add'l language • 3 evaluation briefs 	
Oct. 2024-June 2025		\$25,000	\$56,000	\$75,000	
Scope of Work	Oct. – Dec. 2024	Task 1: Establish data collection and infrastructure. <ul style="list-style-type: none"> • Deliverables: <ul style="list-style-type: none"> ○ Tools ○ Persimmony setup ○ Training materials ○ Description of activities 	5,125	9,275	10,700
	Jan. 2025	Task 2: Form an Alliance. <ul style="list-style-type: none"> • Deliverable: List of Alliance members 	1,000	1,000	1,000
	Oct. 2024 Jan., Apr., & May 2025	Task 3: Conduct data collection <ul style="list-style-type: none"> • Deliverables: Lists of data received/collected 	3,750	10,350	16,350
	Nov. 2024, Feb., May, & June 2025	Task 4: Conduct data analysis. <ul style="list-style-type: none"> • Deliverables: Descriptions of analyses completed 	2,250	18,750	23,750
	Nov. 2024, Feb. & May 2025	Task 5: Facilitate Alliance meetings. <ul style="list-style-type: none"> • Deliverable: Memo summarizing date, time, participants, and outcomes of each meeting 	4,500	4,500	4,500
	Ongoing	Task 6: Act as a strategic thought partner and provide technical assistance for First 5 Madera County. <ul style="list-style-type: none"> • Deliverable: Description of activities with dates and times of meetings with First 5 Madera County 	3,375	3,375	3,375

Scope of Work	Aug. – Oct. 2025	Task 7: Create annual Local Evaluation Report and Evaluation Briefs, and support development of the F5CA Annual Report. <ul style="list-style-type: none"> Deliverables: <ul style="list-style-type: none"> Draft Local Evaluation Report for FY 2024-25 PGA Presentation Final report Commission Presentation Evaluation Brief(s) (Options 2 & 3 only) 	5,000	8,750	15,325
	FY 2025-2026 & FY 2026-2027 Same scope of work each year Annual budget:		\$25,000	\$56,000	\$75,000
	July & Oct. 2025 Jan., Apr., July, & Oct. 2026, Jan. & Apr. 2027	Task 1: Conduct data collection <ul style="list-style-type: none"> Deliverables: Lists of data received/collected 	6,000	14,925	19,675
	Aug. & Nov. 2025, Feb., May, Aug., & Nov. 2026, Feb. & May 2027	Task 2: Conduct data analysis. <ul style="list-style-type: none"> Deliverables: Descriptions of analyses completed 	3,500	21,825	29,500
	Nov. 2025, Feb., May, Aug., and Nov. 2026, Feb. & May 2027	Task 3: Facilitate Alliance meetings. <ul style="list-style-type: none"> Deliverable: Memo summarizing date, time, participants, and outcomes of each meeting 	6,000	6,000	6,000
	Ongoing	Task 4: Act as a strategic thought partner and provide technical assistance for First 5 Madera County. <ul style="list-style-type: none"> Deliverable: Description of activities with dates and times of meetings with First 5 Madera County 	4,500	4,500	4,500
	Aug. – Oct. 2025 & 2026 Aug. – Oct. 2026 & 2027	Task 5: Create annual Local Evaluation Report and Evaluation Briefs, and support development of the F5CA Annual Report. <ul style="list-style-type: none"> Deliverables: <ul style="list-style-type: none"> Draft annual Local Evaluation Reports for 2024-25 & 2025-26 PGA Presentation Final report Commission Presentation Evaluation Brief(s) (Options 2 & 3 only) 	5,000	8,750	15,325

	CONSULTING FEES	Option 1	Option 2	Option 3
Budget	• Consulting fees for October 2024-June 2025	\$25,000	\$56,000	\$75,000
	• Consulting fees for FY 2025-2026	\$25,000	\$56,000	\$75,000
	• Consulting fees for FY 2026-2027	\$25,000	\$56,000	\$75,000
	TOTAL COST:	\$75,000	\$168,000	\$225,00



TO: First 5 Madera County Programs and Grants Award Committee
FROM: J. Monica Ramirez, Executive Director
Diane Sandoval, Senior Program Manager
SUBJECT: 2024 AAA Child Passenger Safety Donation Program Award
DATE: September 27, 2024

RECOMMENDED ACTION:

The Committee will review and consider moving forward to the full Commission the 2024 AAA Child Passenger Safety Donation Program award in the amount of \$3,500 for car seats and booster seats.

BACKGROUND:

First 5 Madera County has an existing Child Passenger Safety Program with two Certified Child Passenger Safety Technicians on staff. This program provides child passenger safety education, car seat fitting education, and community resources.

Conditions: Based on information obtained from the National Highway Traffic Safety Administration (NHTSA), nationwide, “car crashes are a leading cause of death for children. Every day in 2022, on average, three children under the age of 13 were killed and 429 were injured in cars, SUVs, pickups and vans”.

We know car seats help save lives and work best when used correctly. According to NHTSA, “car seats reduce the risk of fatal injury by 71% for infants and 54% for toddlers 1 to 4 years old in passenger cars”. Most parents are confident that they have installed their child’s car seat correctly, but in many cases, 48% of the seats have not been installed correctly. Education, tools, and resources continue to be important to help parents and caregivers further understand the importance of ensuring their children are riding safely on every trip, every time.

AAA is committed to child passenger safety and provides non-profit agencies and community groups with established child-passenger safety programs grants to help support efforts. As such, on September 12, 2024, AAA Northern California awarded First 5 Madera a donation of \$3,500 to purchase car seats for distribution to Madera County families participating in the established First 5 Madera Child Passenger Safety Program. To that end, staff recommends moving this item forward for Commission consideration to accept funds, which will support the Child Passenger Program in Madera County.

FISCAL IMPACT:

If approved, the \$3,500 would partially subsidize the Commission’s investment in the Child Passenger Safety project and allow the Commission to increase investment and capacity in other strategic investment areas.

CONCLUSION:

If approved, this item will move forward for Commission approval. If not approved, staff will seek guidance from the Committee on the next steps.

First 5 Madera County



September 12, 2024

2024 AAA Child Passenger Safety (CPS) Donation Program

Dear First 5 Madera County,

AAA Northern California, Nevada & Utah (“AAA”), is pleased to offer First 5 Madera County (“Grantee”) a financial donation (the “Financial Grant”) as set forth in this Donation Summary. To accept AAA’s offer, you must first agree to use the Financial Grant in accordance with the Program Terms attached hereto. Please review and sign the attached Program Terms and return via email on or before November 16, 2024.

Donation Summary

Donation Recipient (“Grantee”):	First 5 Madera County 525 E. Yosemite Ave. Madera, Ca 93638
Value Amount of Donation:	\$3,500 for Car Seats/Booster Seats \$0 for Car Seat Checkup Event(s)
Distribution Purpose:	To be distributed in accordance with the Program Terms for the 2024 AAA Child Passenger Safety (CPS) Donation Program.

For additional questions about the donation program, please contact CommunityImpact@norcal.aaa.com.

Sincerely,

Stephanie Moe
Director, Diversity, Equity and Inclusion