



# ANNUAL REPORT FY 2023–24

**First 5 California**

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# COMMISSION MEMBERS

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Secretary of Health and Human Services

## MESSAGE FROM FIRST 5 CALIFORNIA

Fiscal Year 2023–24 was a period of resilience, innovation, and collaboration as First 5 California strengthened its efforts to uplift California’s youngest children and their families. This year, we embraced both new challenges and opportunities to adapt our work, ensuring families across the state have the resources, tools, and support they need during the critical early years of their child’s life.

First 5s continue to navigate the challenges of declining revenue due to the steady reduction in tobacco tax funding, which has been the primary source of funding for First 5 programs since our inception. This ongoing decline reflects broader shifts in public behavior and tobacco consumption, which, while positive for public health, necessitates innovative solutions to sustain critical early childhood programs. First 5 California remains committed to addressing this funding challenge, alongside our county partners, by advocating for diversified revenue streams, leveraging public-private partnerships, and prioritizing strategic investments that maximize impact for children and families. As we face this fiscal reality, our focus remains on ensuring that essential services for California’s youngest children are protected and expanded wherever possible.

This year we deepened our investments in innovative programs, research, advocacy, and media that reflect a whole-child, whole-family, whole-community approach. We remain guided by our core belief in equity: that every child, regardless of their background or circumstance, deserves a strong start in life.

New investments include:

- \$57 million for the next iteration of First 5 California’s public education and awareness campaign around Adverse Childhood Experiences (ACEs) and toxic stress.
- \$15 million for the award-winning Kit for New Parents which targets hard-to-reach and low-income families, providing key information and resources for first-time parents, grandparents, and caregivers.
- \$2.5 million to fund Kick It California, an ongoing tobacco education and cessation helpline that provides evidence-based tobacco cessation services to help users who are pregnant, or parents and caregivers of children ages 0–5.

In addition to new investments approved in FY 2023–24, several investments approved in previous years continued to be implemented this year, including:

- The Stronger Starts public education and awareness campaign continued its messaging around ACEs and toxic stress response to families and caregivers of young children.

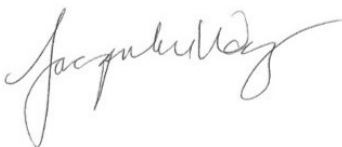
- IMPACT Legacy, which represents a continued commitment to the innovative First 5 IMPACT approach to quality improvement and professional development systems for early learning and care providers, completed its first year. Funding was awarded to 10 regional grantees while continuing to fund all 58 counties and the Tribal Child Care Association of California.
- Twenty-one small population counties continued to receive base funding through the Small Population County Funding Augmentation (SPCFA) to support county commission activities needed for Proposition 10 to be a statewide effort that promotes, supports, and improves the early development of children ages 0–5.
- Refugee Family Support grantees provided targeted county-level support for childcare, family supports, and resettlement coordination for Afghan and other refugee communities through activities such as socio-cultural adjustment and systems navigation, short-term emergency childcare, and emergency housing.
- Nine regions were granted funding for regional technical assistance for home visiting coordination and integration under the Home Visiting Regional Technical Assistance Grants in much the same way that IMPACT Legacy regionalized funding for IMPACT consortia.

Our work is not done in isolation. This year, we prioritized partnerships – across state agencies, community organizations, and county commissions – to amplify our collective impact. Together we focused on systems change and breaking down barriers that stand in the way of success for California’s children.

As we look to the future, First 5 California remains focused on building sustainable solutions to ensure that in a generation, all children 0–5 will have the safe, stable, nurturing relationships and environments necessary to achieve healthy development. This requires us to be innovative, intentional, and responsive to the needs of California’s children and families. We are committed to pushing forward with urgency, knowing the investments we make today will shape California’s generations to come.

On behalf of First 5 California, we thank all of those who make this work possible – from parents and caregivers to policymakers and community partners. Together, we are building a stronger, brighter future for every child in California.

Sincerely,



Jackie Thu-Huong Wong (she/her)  
Executive Director  
First 5 California

## Proposition 10 and the Legacy of First 5 California

In 1998, California voters passed Proposition 10—the California Children and Families Act (the Act)—and declared the importance of investing in a better future for California’s youngest children.

Proposition 10 imposes a 50-cent tax on tobacco products to generate revenue. Eighty percent of the revenue is allocated to the 58 First 5 county commissions based on annual birth rate, and 20 percent is allocated to the California Children and Families Commission (First 5 California). County commissions determine how to allocate their portion of the funds based on the specific needs and priorities of their communities. First 5 California’s funds are used to advance statewide systems change efforts including making additional strategic investments in counties across the state.

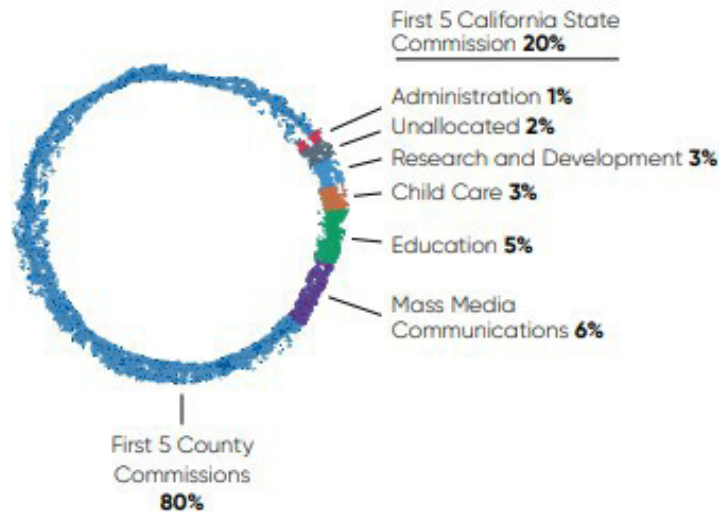
For 25 years, First 5 California has invested in the development of programs, services, and systems emphasizing improvement in early care and education, child health and development, family resiliency, research, and community awareness.

### Accountability: Funding and Audit Results

Under the California Children and Families Act, the California Department of Tax and Fee Administration (CDTFA) collects an excise tax levied on all cigarette and tobacco products and deposits revenue, less refunds, administrative expenses, and statewide assessments, into the California Children and Families Trust Fund, allocating 20% to First 5 California and 80% to county commissions. In FY 2023–24, First 5 California received \$67.5 million, and county commissions received \$270.3 million, in Proposition 10, Proposition 56 (backfill), and California Electronic Cigarette Excise Tax (CECET) revenues.



### Exhibit 1: First 5 California Children and Families Commission Funds—Allocation of State Portion



Source: Health and Safety Code Section 130105

The amount of funding allocated annually to each county commission is based on the annual number of births in the county relative to the total number of births in the state. The counties invest their dollars in locally designed programs, as well as in First 5 California's statewide programs, focusing on priorities such as child health, child development, and family resiliency for California's children prenatal through age 5 and their families. The administration of these and other programs are consistent with all applicable state and federal laws, rules, and regulations.

The State Controller's Office conducts an annual audit review of the 58 county commissions' independent audits. In November 2023, the State Controller's Office published its review of the counties' audits for FY 2021–22, summarizing their review of audit findings disclosed in the auditor's reports and their follow up on the corrective action to ensure compliance with policies and practices specified in the California Health and Safety Code. None of the findings were significant enough to withhold funding. Results of the FY 2021–22 Audit Oversight can be viewed on First 5 California's website at:

[https://www.cfc.ca.gov/pdf/about/budget\\_perf/annual\\_report\\_pdfs/etc/AR-SCO-Audit\\_Report-2020-2021.pdf](https://www.cfc.ca.gov/pdf/about/budget_perf/annual_report_pdfs/etc/AR-SCO-Audit_Report-2020-2021.pdf)

First 5 California consists of our Executive Office, External and Governmental Affairs Office, Program Innovation and Evaluation Division, Administration Office, Fiscal Services Office, Contracts and Procurement Office, and Information Technology Services, providing staff resources to strengthen First 5 California's operations and systems through oversight and coordination of:

- Fiscal management of the California Children and Families Trust Fund
- Tax revenue disbursements to county commissions
- Audits and annual fiscal reports
- Local agreement and program-disbursement management
- Public education and outreach
- Evaluation of First 5 California programs
- Procurement and contract management
- Workforce recruitment and development
- Information technology
- Business services
- Legislative advocacy efforts

First 5 California promotes investments towards the development of programs, services, and systems that support California's youngest children. The Commission approved \$125.8 million in October 2022 for the Impact Legacy program which was granted to counties beginning in 2023–24. This investment is in addition to ongoing county program investments such as Home Visiting at \$24 million, Small Population County Funding Augmentation (SPCFA) at \$20 million, Refugee Family Support at \$3 million, and Shared Services Alliances at \$1.7 million.

## **Building Public Will and Investment**

In 2021, First 5 California adopted a North Star and Audacious Goal. As part of this process, a theory of change was developed, and system levers were identified to frame the work of First 5 California. To better integrate this into the current strategic plan, First 5 California developed a Results-Based Accountability (RBA) framework that identified the process for establishing population-level indicators, Specific, Measurable, Achievable, Relevant, and Timely (SMART) Goals, and performance measures that align to the North Star and Audacious Goal.



## North Star

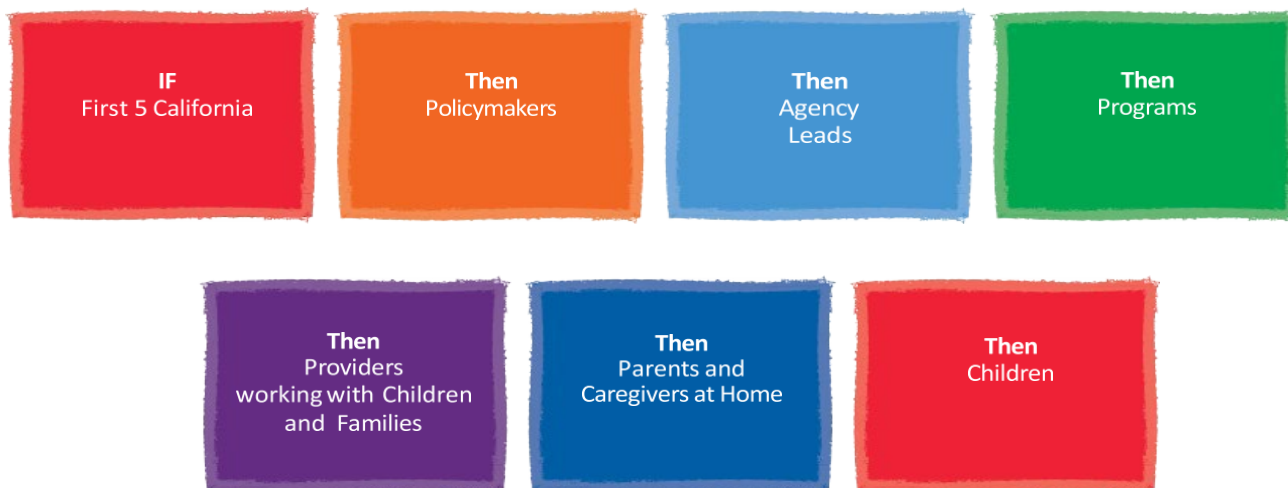
Trauma-informed, healing- centered, and culturally responsive systems promote the safe, stable, nurturing relationships and environments necessary to eliminate inequities and ensure healthy development for all children.

## Audacious Goal

In a generation, all children 0–5 will have the safe, stable, nurturing relationships and environments necessary to achieve healthy development.

## First 5 CA Theory of Change

Theory of change describes the levers, actions, and outcomes of First 5 California’s work.



## First 5 California System Levers:

- **Advocate:** Advocate to federal and state policy makers
- **Convener/Connector:** Bring together state agencies that support young children and their families
- **Catalyst:** Provide funding for research and evaluation, innovative practices, and collaboration between different systems
- **Broadcaster:** Communicate to the general public utilizing television, radio, newspapers, and other mass media

## Legislative and Budget Engagement

First 5 California has been actively advocating for policies that support the well-being and development of California's youngest residents, and ensuring our legislative agenda remains aligned with First 5 California's North Star and Audacious Goal statements. This alignment helps focus advocacy efforts on key policy initiatives in Adverse Childhood Experiences (ACEs), childcare, education, healthcare, social services, equity, and infrastructure. Our recently launched [Raise CA Strong](#) campaign and ongoing ACEs forums further strengthen these priorities, promoting statewide awareness and collaborative solutions to pressing childcare and early childhood issues.

## Key Legislative and Budgetary Accomplishments

First 5 California and its partners advocated for historic budget allocations and supported essential legislation advancing the following early childhood support:

- **2024 State Budget Overview:** The Budget Act of 2024 allocates \$211.5 billion from the General Fund, \$86.4 billion from other state funds, and \$153 billion in federal funds. This budget effectively addresses projected deficits for the 2024–25 and 2025–26 fiscal years while preserving funding for critical Health and Human Services initiatives, despite some program cuts.
- **Childcare Expansion and Funding:**
  - The state-subsidized childcare system will expand to serve over 200,000 additional children, with full funding allocated to 11,000 awarded expansion slots.
  - \$100 million was restored for the Inclusive Early Education Expansion Program, and eligibility for the California State Preschool Program has been extended to children aged 24 to 35 months until 2027.
  - Deferred investments of \$550 million in the Preschool, Transitional Kindergarten, and Full-Day Facilities Grant Program contribute revenue increases in 2024–25 and 2025–26, alongside a \$10 million delay in the Preschool Inclusion Grant Program.
- **Healthcare and Social Services:** Supported SB 326 (Eggman) and AB 531 (Irwin) which earmark funds for housing and mental health services, contingent on voter approval in March 2024. Additionally, the state budget ensures children 0–5 have continuous Medi-Cal eligibility starting January 2026, benefiting young children with uninterrupted access to healthcare.

## Legislative Highlights and Supported Bills

First 5 California's legislative focus reflects a commitment to our North Star and Audacious Goal through support for the following bills:

- **AB 2319 (Wilson)** – *California Dignity in Pregnancy and Childbirth Act*: Expands implicit bias training for healthcare providers, focusing on perinatal care. (*Position: Support, Status: Passed and Chaptered*)
- **SB 1112 (Menjivar)** – *Medi-Cal for Families with Subsidized Childcare*: Ensures coordination between Medi-Cal managed care plans and childcare agencies, enhancing access to developmental assessments for children under five. (*Position: Support, Status: Passed and Chaptered*)
- **SB 1090 (Durazo) and AB 2123 (Papan)** – *Paid Family Leave and Disability Compensation*: Simplifies access to Paid Family Leave benefits, allowing families to apply in advance of their leave and care for themselves or loved ones without using vacation time. (*Position: Support, Status: Passed and Chaptered*)

## Building Relationships with Legislators

Over the past year, First 5 California has been dedicated to building strong relationships with members of both the California Senate and Assembly. Through ongoing engagement, we have consistently demonstrated First 5 California's commitment to the 0–5 population and the importance of early childhood investments. Our proactive outreach has helped deepen legislative understanding of the critical role early childhood programs play in shaping California's future and creating a foundation for continued advocacy and support. We remain committed to growing and strengthening these relationships, working collaboratively with legislators to develop and enact positive policies that support California's youngest residents and their families.

## Federal Budget Engagement

First 5 California continues its strategic engagement with federal policymakers, advocating for sustained support in early childhood programs.

## Looking Forward

As we approach 2025, First 5 California remains committed to fostering partnerships, exploring new funding streams, and addressing the childcare crisis through both state and federal engagement. Initiatives such as *Raise CA Strong* and strategic partnerships with state agencies provide a solid foundation to promote early childhood health, equity, and development across California's communities.

## 2024-2025 Young Children's Policy Agenda

First 5 California's Young Children's Policy Agenda sets the direction and priorities for our state and federal public policy and regulatory advocacy, fully aligned with our mission, vision, and strategic plan. Centered on four key policy pillars, this agenda is foundational to achieving our



**Audacious Goal:** ensuring that, within a generation, all children ages 0–5 experience the safe, stable, and nurturing relationships and environments essential for healthy development.

Our North Star embodies First 5 California's commitment to creating trauma-informed, healing-centered, and culturally responsive systems that foster these supportive relationships and environments, working to eliminate inequities and promote healthy development for all children.

### Build Resilient Families and Communities

Support efforts to ensure economic security and financial stability for families and children through:

- Expansion of paid family leave programs
- Creation and continuation of tax credits and incentives
- Investments in stable food and housing security

### Progress Made

- Support and passage of key bill including SB 1090 (Durazo) and AB 2123 (Papan): Simplifying access to Paid Family Leave and Disability Compensation.
- Secured funding under the 2024 Budget Act to expand the state-subsidized childcare system, serving over 200,000 additional children.
- Restoration of \$100 million for the Inclusive Early Education Expansion Program and the extension of California State Preschool Program eligibility to children aged 24–35 months.
- Supported provisions for additional Medi-Cal provider rate increases funded through the Managed Care Organization (MCO) tax, ensuring access to comprehensive health services.

## Optimize Child Health

Ensure that families and children have access to equitable and just health care coverage and services, that also include:

- Adverse childhood experience screening
- Behavioral and mental health
- Developmental screenings, referrals, and access to appropriate early intervention services
- Prenatal and postpartum care, such as doula services and home visitation programs
- Intervention and preventative care
- Nutritional programs and services

### Progress Made

- Support and passage of key bill including AB 2319 (Wilson): Enhancing implicit bias training for perinatal healthcare providers.
- Advocacy for continuous Medi-Cal eligibility for children aged 0–5, starting January 2026, ensuring uninterrupted healthcare access.
- Advocacy efforts that contributed to the preservation of critical Health and Human Services programs amid a challenging fiscal landscape.

## Strengthen the State’s Quality Early Learning Mixed-Delivery System

- Promote access to safe, high-quality early care and education programs for infants, toddlers, and children through age 5 via statewide rate reform efforts based on equitable and professional compensation, foster diversity in the field, and provide continuous professional development.
- Address workforce capacity needs of childcare, preschool, transitional kindergarten, and kindergarten educators and support staff through recruitment and retention initiatives, such as the development of micro-credentialing and apprenticeship programs, in partnership with community-based organizations, higher education institutions, and credentialing preparation programs.

### Progress Made

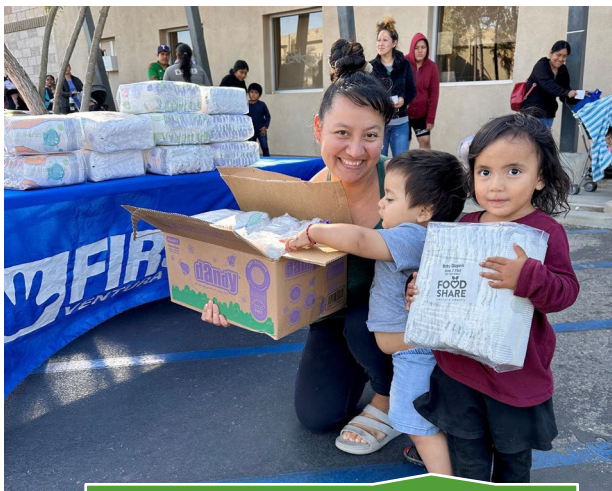
- Support and passage of key bill including SB 1112 (Menjivar): Streamlining Medi-Cal and childcare agency coordination to improve access to developmental assessments.
- Ongoing ACEs forums have provided platforms for statewide dialogue and actionable solutions to childhood adversities.

## Promote Sustainability of Early Childhood Investments

- Advocate for funding prioritization and inclusion of children, prenatal to age 5, and their families, in existing and new revenue policy proposals and tax funding structures.
- Support braiding and leveraging opportunities that provide fiscal resiliency to the First 5 Network, which includes the First 5 California State Commission, the First 5 Association, and the 58 local First 5 county commissions, to ensure in each of California's 58 counties every family and child have access to critical prenatal services and programs through age 5.

## Progress Made

- The Raise CA Strong campaign has successfully amplified awareness and collaboration around critical issues affecting young children, including adverse childhood experiences (ACEs), childcare, and equity.
- Strengthened relationships with state legislators and federal policymakers, fostering a deeper understanding of early childhood needs.
- Investments in behavioral health and developmental services, including programs like the Children and Youth Behavioral Health Initiative and Behavioral Health Continuum Infrastructure Program.
- Collaborations with state agencies to enhance program delivery and promote financial stability, including measures to support paid family leave, tax credits, and housing security.



First 5 Ventura - Kenia Castro  
Diaper Distribution



First 5 San Luis Obispo - Learning  
Pods Parent-Child Engagement

## Kit for New Parents

The award-winning Kit for New Parents targets hard-to-reach and low-income families, providing key information and resources for first-time parents, grandparents, and caregivers. The Kit is a foundational resource to support parents during the early stages of parenting.

Since 2001, over 5 million kits have been distributed throughout California, with 158,000 distributed in Fiscal Year 2023–24, an increase of nearly 30,000 kits from Fiscal Year 2022–23. First 5 California has distributed kits free-of-charge to local hospitals, physicians, and community groups to reach new parents. Kits are available in English, Spanish, Chinese, Korean, and Vietnamese.

The Kit includes a health handbook, baby board book, poison control brochure, and other important information on paid family leave, literacy, and early learning.

The Kit also features the California Parent Guide. Written in collaboration with UC Berkeley's Health Research for Action, the guide contains tips for parents on:

- Keeping children healthy and safe
- Tracking developmental milestones
- Handling emotional and behavioral challenges
- Finding quality childcare

The Kit is a core function of First 5 California and a foundational resource to help parents and caregivers give their child the best start. To best serve California families First 5 California will strive to:

- Continue distribution to parents of children ages 0–5 across California
- Expand its reach to more low-income families
- Strengthen relationships with First 5 county commissions and community partners
- Evaluate physical content and distribution for efficacy to engage and educate parents and caregivers



Parents, caregivers, and community members can request kits to be shipped directly to them by emailing [parentkit@first5.ca.gov](mailto:parentkit@first5.ca.gov) and are encouraged to visit the [California Parent Guide website](#) for helpful information and resources for new parents.

## Media Campaign – Stronger Starts

Since 2021, First 5 California has set out on a mission to reduce the negative impacts of adverse childhood experiences (ACEs) among California children ages 0–5. To achieve this goal, First 5 California launched its Stronger Starts campaign in spring 2023 to introduce caregivers to the dangers of toxic stress response caused by ACEs, educate families about the ways it affects children’s health, and provide realistic steps caregivers could take to protect children from toxic stress.

The Stronger Starts campaign has continued to provide educational messaging for TV, radio, digital, print, and outdoor advertisements in both English and Spanish to ensure widespread awareness among caregivers. Recognizing the diverse linguistic needs of Californian parents and caregivers, we have created custom messaging in multiple other languages.

Our research has shown that AAPI parents and caregivers of young children draw from on their own childhood experiences and influences from Asian and American culture to craft their own approach to parenting. In response, First 5 California crafted messaging designed to reach into the diverse Asian American Pacific Islander (AAPI) communities through radio spots produced in Vietnamese, Tagalog, Korean, and Hmong languages, as well as unique out-of-home advertising, media and activations in local communities, and interviews on popular TV and YouTube channels within the AAPI community.

During the first year of the campaign, messaging focused on educating caregivers about toxic stress and how to buffer against its harmful effects. In the second year, the campaign focused on

the effects of generational trauma and how it can impact parenting.

To spread the message in an interactive way, First 5 California launched its experiential exhibit in 2023, traveling throughout the state to visit local community events. The exhibit enabled First 5 California to connect directly with parents and caregivers to educate parents and caregivers about the dangers of toxic stress. It provided participants with actionable tips and take-home tools to



prevent toxic stress while their children enjoyed fun and engaging activities. The Stronger Starts campaign messaging and activities directed parents and caregivers to the corresponding [microsite](#) where they could find specific, easy-to-implement tips to help buffer children from toxic stress. The site provided additional information about toxic stress, the physical implications, and the negative impact on children’s development.

Since the launch of the Stronger Starts campaign, the [First5California.com](https://www.first5california.com) website has gained over 300,000 web visits and tens of thousands of clicks, video views, and more showing that caregivers are researching information about toxic stress in greater numbers. The site was



created in language in English and Spanish and was accessible from the parent site at [First5California.com](https://www.first5california.com).

The parent site played an important role in disseminating educational information to parents on other topics. Visitors engaged with the site's educational articles to learn more about early brain development, nutrition, family engagement, healthy development, and more.

In early 2024, First 5 California joined forces with Cell-Ed to develop a pilot intervention program to create a digital interface called Stronger Starts for Parents & Caregivers containing helpful courses, providing coaching, and developing micro-learning components and equipping caregivers of children aged 0–5 with tools and resources to create safe, stable, and nurturing relationships and environments for their children. The program significantly boosted caregivers' confidence (self-efficacy) in their ability to build safe, stable, and nurturing relationships and environments for their children. Compared to before the intervention, caregivers reported feeling much more capable of staying calm in challenging situations, strengthening bonds with their child, building a supportive community, equipping their child with problem-solving skills and effectively managing power struggles. To date, the site has over 457 active learners and 4,542 lessons have been completed.

First 5 California's social media presence continued to grow throughout the year by developing engaging organic social media content. It experienced remarkable growth with 212,000 Facebook fans, 16,000 on Instagram, 2,100 on Pinterest, and 18,600 on X (formerly Twitter). First 5 California entered its second year on TikTok and garnered over 36,400 followers. This diverse platform strategy reached specific age groups and demographics, ensuring the campaign messages echoed far and wide.

First 5 California doubled down on our fatherhood outreach messaging by continuing to collaborate with influencers and notable figures like NBA basketball player, Domantas Sabonis. This year, our efforts expanded by developing father-focused outreach through videos and social media content. With these fatherhood influencers, the team amplified the crucial message of protecting children from toxic stress by way of highlighting the critical role fathers play in their children's lives.

Additionally, in October 2024, First 5 California launched its first fatherhood-focused campaign. The [Stronger Starts Father Focused](#) effort acknowledges fathers as the key to their children's



overall wellbeing and provides relevant resources so they can continue to provide the nurturing love and support their children need. This effort builds upon our Stronger Starts works by centering fathers as key providers of safe, stable, nurturing, relationships and environments for their children. With an emphasis on fathers and father figures, the campaign provides support to fathers to continue being the positive influences they are for their

children. With assets, like the fatherhood [microsite](#), we have provided a central hub for organizations around the state to get involved in spreading the word to expand the discussion around fatherhood. Additionally, we've developed supportive creative assets like "[What Kids See](#)" to drive the message home that father figures can protect against toxic stress.

In the campaign's final evaluation, it was demonstrated that respondents aware of the campaign, showed an increased knowledge about toxic stress, displayed more information-seeking behaviors, and exhibited more SSNREs compared to those who were unaware of the campaign. Since campaign launch, most campaign-aware respondents believed that the campaign showed them that parents can prevent/stop their own toxic stress from affecting their children (84%), that First 5 California wants to help parents protect their children (83%) and motivated them to take action to protect their children from toxic stress (82%).

## Public Relations

In August 2024, First 5 California formally launched its Raise CA Strong social messaging campaign designed to engage with the public, business owners, early learning and care providers, and lawmakers.

Taking a community-based education approach, the team successfully initiated the conversation around supporting and advocating for affordable child-care, one of the leading issues affecting parents and caregivers of children ages 0–5.

First 5 California developed a new website, [www.raisecastrong.com](http://www.raisecastrong.com), which includes a downloadable toolkit with social media posts, posters, and fact sheets and a copy of our research report highlighting our surveys to over 1,000 California parents and business owners.

First 5 California has reached a vast audience through press release distribution and promoted social media posts, providing key educational messages, achievements, announcements, and the work of its partners at the local level.

## IMPACT

First 5 California completed the first year of IMPACT Legacy in FY 2023–24. In October 2022, the First 5 California Commission approved the current iteration of the investment, IMPACT Legacy, at \$125,828,000 for four years, FY's 2023–2027. This represented a continued commitment to the innovative First 5 IMPACT approach to quality improvement and professional development systems for early learning and care (ELC) providers. Funding was awarded to 10 regional lead grantee agencies, reducing the number of grants to 10, while continuing to fund all 58 counties and the Tribal Child Care Association of California.

IMPACT Legacy works in cooperation with all other ELC quality improvement efforts and investments in California to support the implementation of the Quality Counts California (QCC) Quality Continuum Framework. IMPACT is designed to fund quality improvement expansion and support providers serving high-impact communities and populations not already receiving

support. IMPACT Legacy participation within QCC focuses on the expansion of access to high-quality ELC in private centers and family childcare (FCC) homes, with family, friend, and neighbor caregivers, and in alternative settings such as home visiting programs and libraries. For FY 2023–24, local consortia reported 9,700 sites participating in QCC, which is a slight decrease of 299 sites from FY 2022–23. Of participating QCC sites about two-thirds (6,894) continue to be fully or partially supported by IMPACT Legacy funding.

- **Building Equitable Early Learning Systems (BEELS)**

In January 2024, First 5 California launched the Building Equitable Early Learning Systems (BEELS) work with WestEd. The BEELS will provide Early Learning and Care (ELC) Workforce Supports and Technical Assistance (TA), and work to transform California’s ELC systems with a strategic focus on equity in alignment with First 5 California’s North Star. Workforce supports focus on increasing the development of and access to more equitable learning opportunities and resources for ELC Workforce, specifically, coaches, trainers, and providers. In addition, WestEd leads outreach and engagement of collaborative partnerships with institutes of higher education and key state partners to ensure ongoing communication. This is to ensure alignment in joint efforts supporting workforce capacity building. WestEd, in partnership with First 5 California, and local/regional communities will co-design systems equity building efforts that flexibly support the evolving needs of the QCC system and position First 5 California as a leader in responding to the call for dismantling barriers to access and equity and responding to the needs of the local ELC system. Advisory membership for these efforts includes county First 5’s, county offices of education, local planning councils, early learning and care providers, parent voices, and institutes of higher education faculty. These efforts will leverage the collaborative strengths of the First 5 system to advance First 5’s whole child/family focus while supporting the state’s strategic priorities for ELC and aligning with the [Master Plan for Early Learning and Care \(MPELC\)](#). This will help local and state leaders and agencies to transition to an equitable ELC system that balances statewide cohesiveness and efficiency with local contexts and needs.

- **Regional Hubs**

Funded through IMPACT Legacy dollars, regional hubs streamline the collection of data and management of expensive data systems, saving substantial administrative dollars and improving the availability of data. The regional hubs provide trainings, facilitate communication, share best practices, and promote access to and consistency in coach, trainer, and administrator supports.

Regional hub support continues to be deemed particularly beneficial by small and rural consortia that would not otherwise be able to access certain trainings or have the critical mass needed for Communities of Practice (CoP) and other professional learning opportunities.

In FY 2023–24, regional hubs reported the top successes as improved communication and partnerships, and providing greater access to professional development, trainings and communities of practice. The hubs reported that almost 80% of all counties within a region rely exclusively or partially on the regional hub for ELC workforce professional development offerings.

- **Shared Services Alliance Networks**

In 2021, seven counties were selected through a competitive bidding process to implement the Shared Services Alliance Networks (SSA) in their county. Funded through IMPACT 2020, the SSA pilot expired on June 30, 2024. SSAs are referenced as a key strategy in the Master Plan for Early Learning and Care (Master Plan), which called for the implementation of the SSA Pilot to inform key stakeholders and policy makers on the effectiveness of SSA in California. The Commission highlighted the importance of this investment as one of First 5 CA’s key contributions to implementing the Master Plan. SSAs are an emerging model in California and many other states to strengthen small early learning and care (ELC) businesses by supporting them to become financially sound and more efficient, which allows them to offer high-quality ELC opportunities to children and families.



SSA networks provided support to private, licensed ELC providers, and Tribal childcare settings, with priority given to FCC homes and other small and underserved providers. These SSA Networks leveraged regional partnerships to streamline local operations, such as billing, enrollment, fund management, and reporting, which allow for increased service capacity within the Network. The final SSA evaluation results showed the SSA pilot, across the seven counties, supported 162 ELC sites: 43% small FCCs, 52% large FCCs, and 6% centers. SSA has supported 1028 trainings/professional development for ELC provider sites on business systems, practices, operations, and resources. SSA pilot supports have directly benefited 233 individual teachers and 1,609 children. The full report of [key learnings from First 5 California’s Shared Services Alliance Pilot](#) can be found on the [QCC evaluations page](#) of the [QCC Website](#).

- **State-Level Technical Assistance Support**

First 5 California continues to provide and fund technical assistance and foster partnerships among all QCC state agency partners, regions, and local consortia. This work includes ELC workforce supports and technical assistance to increase the development of and access to more equitable learning opportunities and resources for the ELC workforce, specifically: coaches, trainers, and providers. In addition, lead outreach and collaborative partnerships

with institutes of higher education and key state partners to ensure ongoing communication and joint efforts in supporting workforce capacity building.

- **Quality Counts California**

Quality Counts California (QCC) is a statewide system of locally implemented Quality Rating and Improvement Systems (QRIS) that provide resources and support to ELC providers so they can create engaging and effective experiences that help children grow and thrive. QCC was funded by IMPACT Legacy as well as state and federal funding administered by the California Department of Education and the California Department of Social Services.

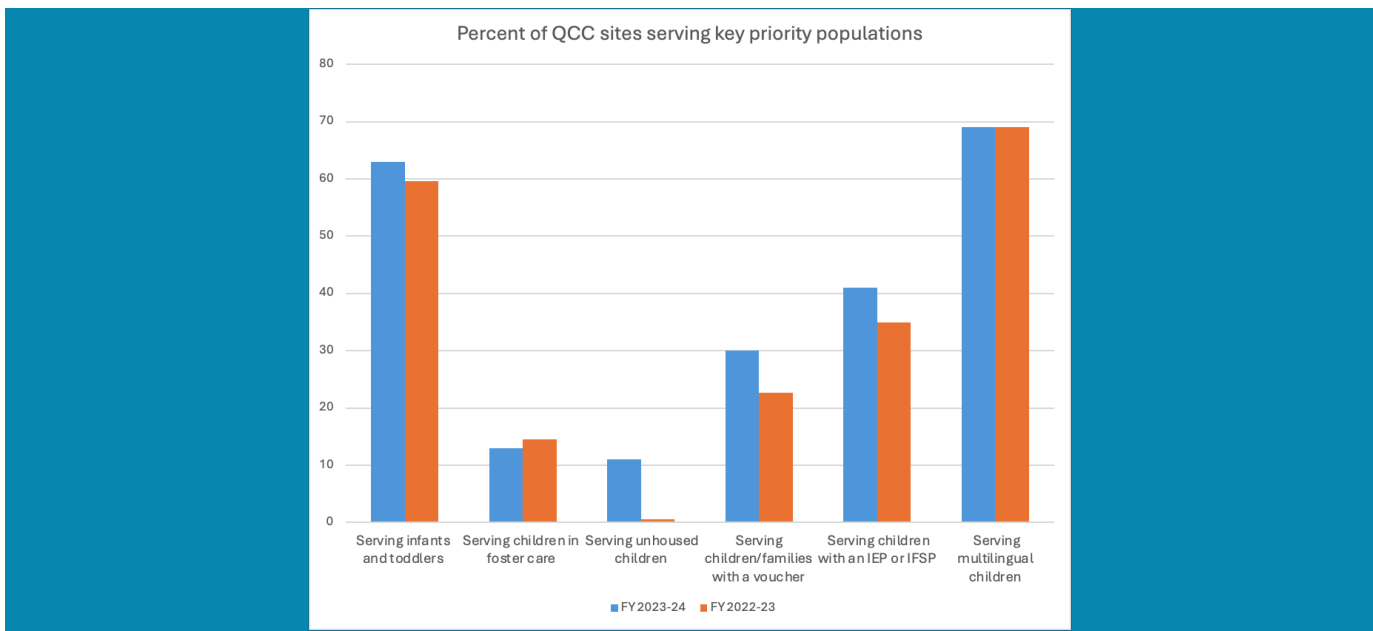
All ELC participant sites in QCC are reported in the statewide common data file, which is inclusive of all the state's QRIS funding streams. This data provides the state with an efficient



and coordinated method for receiving information about each county participating in QRIS. As of June 30, 2024, there were 9,700 participant QCC sites across the state, including 3,739 family childcare homes and 1,268 family, friend, and neighbor providers. In total, 39,686 teachers received individualized professional development to improve quality of care and early education knowledge, and 331,524 children ages 0–5 benefited from the quality improvement support provided by QCC. While overall participation numbers have declined from FY 2022–23 by 299 sites, family, friend, and neighbor provider participation increased by

235 sites, as well as significant increases in engaging sites serving key priority populations demonstrating increased focus on engaging traditionally underserved populations. In addition, QCC lead agencies reported staffing issues as a primary challenge in FY 2023–24, which may have contributed to a decline in site recruitment and retention. QCC has collectively sought to engage sites serving key priority populations including:

- 63% serving infants and toddlers (2.4% increase from FY 2022–23)
- 13% serving children in foster care (1.5% decrease from FY 2022–23)
- 11% serving unhoused children (10.4% increase from FY 2022–23)
- 30% serving children/families with a voucher (7.3% increase from FY 2022–23)
- 41% serving children with an IEP or IFSP (6.1% increase from FY 2022–23)
- 69% serving multilingual children (statistically unchanged from FY 2022–23)



For more information on QCC, visit the website at <https://qualitycountscalifornia.net>

## Refugee Family Support

In October 2021, the First 5 Commission approved the Refugee Family Support (RFS) funding, a \$3 million investment over one year (September 2022–August 2023) to help support refugee families with children birth through age 5 resettling in counties across California. In August 2023, the Commission approved a one-year, no cost extension for grantees to continue implementation. All grantees, except Los Angeles continued with implementation through June 30, 2024. In April 2024, grantees convened to share the successes, challenges, and lessons learned in implementing the RFS grants.

In the second year of implementation, RFS grantees served nearly 700 refugee families from 18 countries. Among those are over 3,000 individuals, 78 expectant mothers, and over 1,000 children ages 0–5 years.

RFS provided targeted county-level support for childcare, family supports, and resettlement coordination for Afghan and other refugee communities through the following activities required by the RFS request for application (RFA):

- Socio-cultural adjustment and system navigation:** Grantees reported the RFS funding continued to strengthen sustainable local relationships and systems of support through partnerships with local refugee-serving agencies, international rescue committees, religious organizations, public health entities, advocacy partners, and neighboring county First 5s. Additionally, grantees had the opportunity to understand the unique needs of families, create materials in languages spoken by families, recruit

linguistically and culturally-responsive staff, offer targeted professional development, explore new resources, identify best practices, and outreach efforts to reach the target population.

- **Short-term emergency childcare:** Grantees served few children using the RFS funding. Challenges included finding providers who can serve the children in culturally- and linguistically-appropriate manner; and the process for application and receiving assistance being challenging for the newcomers.
- **Emergency housing:** Grantees served few families with emergency housing by providing vouchers for hotels and rental assistance. Challenges included finding affordable short-term housing.

Other services provided by grantees included driving lessons for parents, child car seat safety trainings, provision of basic needs, provision of healthcare and wellbeing services, immigration and referral advocacy, educational support, in-home supports, mental health support, community support, financial education.

## Fatherhood Initiative

In 2022, First 5 California commissioners discussed funding an initiative focused on fatherhood that would leverage multiple state partners. Following multiple stakeholder conversations an initial strategy was developed focusing on creating a common base of knowledge to inform First 5 California staff and Commissioners. This included contemporary research regarding fatherhood (i.e., academic literature review) and an environmental scan of existing fatherhood programs and programming (i.e., practitioner knowledge/mapping the locations of fatherhood programs) within the "First 5 Universe." The academic literature review and environmental scan were eventually presented to the Commission along with an outline for a \$5 million proposal.



In FY 2023–24, First 5 California partnered with California Child Support Services and the local First 5 Alameda Fatherhood Corps in a “Fatherhood Council” to develop opportunities that incorporate fatherhood-focused activities and efforts across California systems and programs. First 5 California’s strategy is to develop conditions where father involvement is normative, uplifted, and ubiquitous and, in turn, make more valuable and data-informed investments in the future.

Additionally, First 5 California established a new partnership with Assemblymember Mike Gipson from Assembly District 65 by attending biweekly fatherhood discussions during February–August 2024. As a result of this partnership, First 5 California sponsored and provided technical assistance for the first annual Fatherhood Conference: From the Streets to the Boardroom, Fathers Matter. The conference, specifically targeting fathers, was held in August 2024, at California State University, Dominguez Hills and had over 150 attendees featuring 11 breakout sessions on topics such as financial literacy, work-life balance, wellness and wellbeing, early childhood education, parenting, and toxic stress. The event provided free expungement services for attendees from the Los Angeles County Public Defender’s Office and Community Legal Aid SoCal, and provided free live scans for all those seeking services.

## Early Math Project

First 5 California actively participated in the ongoing development and maintenance of the multi-state agency effort to elevate the importance of early science, technology, engineering, arts, and mathematics (STEAM) activities to support children’s success and understanding of STEAM. These efforts include seminars; symposiums and conferences for parents, teachers, and other ELC professionals; publication of STEAM-related literature; newsletters; book reviews, and web-based supports.

Early Math Project (EMP) is working more collaboratively with Count Play Explore (a statewide Early STEM Initiative supported and authorized by California as part of the System of Support) and will be developing and co-branding STEM resources in 2025. EMP is soon to have a new home page on the Count Play Explore website. EMP has plans to partner in the development of video guides related to the I’m Ready Video series that will support parents and early education and care providers.

During 2024, EMP helped plan and organize an early math spring seminar, summer symposium, and fall forum. The most recent event took place on October 29th and focused on the important role of play in children's learning and success. Dr. Julie Nicholson, Ryan Kurada, and Stephanie Holloway provided the keynote which was followed by five breakout sessions that focused on play for children from birth to third grade. EMP's next Early Math Event is scheduled to take place on February 26, 2025. The EMP team added 36 book guides and related activities during 2024 and anticipates completing 4 additional guides by the end of 2024. Ongoing resources that are shared on the EMP website ([www.earlymathca.org](http://www.earlymathca.org)) and the Count Play Explore application ([www.countplayexplore.org](http://www.countplayexplore.org)) include:

- EMP Substack Newsletter. The newsletter can be accessed at: <https://open.substack>
- STEAM Resources
- Book guides and activities
- “I’m Ready” Video Series



## Imagination Library

First 5 California has partnered with the California State Librarian and has been focused on supporting the Imagination Library of California Stronger Readers team.

The nonprofit board was created through the State of California's \$68.2 million investment for the statewide expansion of Dolly Parton Imagination Library.

The program is now serving over 82,000 children and 12% of those are receiving the English/Spanish bilingual collection. The program has deepened engagement with locals celebrating a 113% increase in enrollment since the launch of the statewide expansion in July 2023.

The program is fully covering 29 counties, providing partial coverage to 8 counties, and providing on-boarding processes in 2 counties. With robust communication happening in multiple counties, there will be 2–3 more expansion counties starting in the coming months.

## Tobacco Education and Cessation

First 5 California continues to fund Kick It California (KIC), an ongoing tobacco education and cessation activity, to meet the statutory requirement of the Children and Families Act (Health and Safety Code Section 130125 A, 130125 C). Kick It California (the "Quitline," formerly known as the California Smokers' Helpline) provides evidence-based tobacco cessation services to help users who are pregnant, or parents and caregivers of children ages 0–5, to quit tobacco.

On January 28, 2021, the First 5 California Commission approved up to \$3.6 million for three years (July 1, 2021, through June 30, 2024) to continue tobacco cessation services for priority populations. As a result of this investment, First 5 California funds support services to focus specifically on pregnant smokers, smoking parents, and caregivers of children ages 0–5, and reduce/eliminate secondhand smoke exposure to young children. Quitline services have since been expanded to include vaping (electronic cigarettes) cessation, coaching for non-tobacco-using proxies, and the development of materials that address the danger of vaping during pregnancy and the danger to children of secondhand exposure to vape aerosol, vape cartridges, and vape juice (liquid nicotine).

In FY 2023–24, 2,599 clients who were either pregnant or parents/caregivers of children ages 0–5 enrolled in KIC. The increased enrollment was mainly due to the successful outreach efforts of KIC with thirteen 211 service operations across the state of California.

Over a third of the 2,599 enrolled were clients who vaped (n=909), including 415 who exclusively sought help to quit vaping. The remainder were dual users of vapes and cigarettes. KIC also provided coaching services to 112 non-tobacco-using proxies (i.e., family members or friends calling on behalf of smokers or vape users). KIC enrollees are ethnically diverse (over two-thirds

identify as other than white) and primarily low income (nearly 80% are Medicaid recipients). Ninety percent have not obtained a college degree, and nearly 60% report one or more of the following mental health conditions—anxiety (48%), depression (44%), bipolar (19%), schizophrenia (7%), or drug/alcohol addiction (16%).

KIC provides one-on-one telephone coaching for smokers, vapers, and non-tobacco-using proxies. Services are available in English (1-800-300-8686) and Spanish (1-800-600-8191) and through the Asian Smokers' Quitline ([www.asiansmokersquitline.org](http://www.asiansmokersquitline.org)) in Chinese (Cantonese and Mandarin) (1-800-838-8917), Korean (1-800-556-5564), and Vietnamese (1-800-778-8440). For those who might not be ready to work one-on-one with a coach, KIC services also include live chat, mobile apps, online videos, and an automated text program, with content relevant to tobacco users who are pregnant or have a young child in the home. KIC also has an interactive and user-friendly website ([www.kickitca.org](http://www.kickitca.org)).

### Small Population County Funding Augmentation

The Small Population County Funding Augmentation (SPCFA) grant was created and approved by the Commission since the implementation of Proposition 10 in 1999. The Commission recognized shortly after implementation of the Act that the statutory proportional funding formula based on birth rate did not provide adequate funds to operate effective First 5 programs for counties with low birth rates because the formula did not set a base funding level for all counties. Eligibility for SPCFA is based on 1000 or fewer annual births between FYs 2017–18 and FY 2018–19. During FY 2023–24, \$4,658,817.02 was budgeted by small population counties (SPC) to administer their First 5 county commission and fund programs.

On January 28, 2021, the First 5 California Commission approved up to \$20 million over 4.25 years beginning April 1, 2021 (through June 30, 2025) to focus on systems change and system efficiencies. Through this grant, twenty-one\* small population counties have received base funding to support county commission activities needed to fulfill the statutory requirements and for Proposition 10 to be a statewide effort that promotes, supports, and improves the early development of children ages 0–5.



In 2021, First 5 California partnered with Child Trends to identify potential areas for a pooled services pilot to be implemented between FYs 2022–2024. Small counties participated in focus groups that explored their experiences, preferences, and priorities for pooled service options. They reviewed topics including evaluation, direct services, program operations, and business

management as opportunities to pool services for cost efficiencies due to the declining Prop 10 funds.

Counties were provided with two models for pooling services: internal pooling model which involves a lead small population county serving as a convener; and the second model where a contractor is to provide the services. Through these opportunities, small population counties identified two priority areas for pooled services: virtual trainings and shared marketing materials. First 5 California will work to determine whether and how best to implement the identified pooled services options.

## Home Visiting Regional Technical Assistance Grants

In FY 2022–23, First 5 California funded an extension of the original Home Visiting Collaboration grants and issued an RFA, offering new Regional Technical Assistance for Home Visiting Coordination and Integration (HV-RTA) grants to begin the following fiscal year. The HV-RTA RFA offered \$14.5 million in regional funding for home visiting technical assistance and coordination in much the same way that IMPACT Legacy’s RFA regionalized funding for IMPACT consortia. Nine regions were granted funding and began work in July 2023.

In the FY 2023–24 annual performance report, the regions were asked to report on their sustainability efforts to prepare for the end of the grant and final funding year. Over a third of the regions reported actively seeking out sustainability efforts such as external partnerships and fiscal mapping, an example included the Partnership Health Plan region who is working closely with partnership health to design and implement grants specifically for First 5s to access funding to build the infrastructure to secure Medi-Cal as a sustainable funding source for their home visiting systems. Others reported making commitments with the counties within their region to share responsibility's post grant. In addition to fiscal mapping, multiple regions reported having developed successful communities of practice. Region 5 reports that their “Home Visitor Communities of Practice” are leveraging the knowledge gained from the current funding to sustain themselves beyond its conclusion. Leaders in those groups are receiving ongoing support to foster successful discussion, aiming for continued participation without incentives. A key challenge noted was transitioning to self-facilitation once First 5 California funding ceases, and that while some regions have committed to continuation of communities of practice other groups that were developed such as “Parent Advisory Groups” may face interruption with the loss of funding.

Despite delays due to unforeseen events, the grantees made meaningful progress on their workplans and were agile with timeline and administrative disruptions. First 5 California is committed to supporting the regions in their plans and will use the information compiled in the annual performance report to support the regions through the final year of this grant as well as the development of future programs.

## Children Now Technical Assistance

Children Now was the HV-RTA TA provider and conducted an evaluation of programs' successes, challenges, barriers and recommendations for future direction. Their final report found 3 learnings and offered 3 recommendations:

- **Learning 1:** Focus on relationships: Grantees entered the initiative with skepticism and frustrations from prior experiences- the TA team understood this and worked to build relationships and trust and given wide regional variability in home visiting implementation it was important to meet folks where they were.

**Recommendation 1:** Ensure TA providers have the requisite background in both the context of implementing similar work in California and experience working in the home visiting space.

- **Learning 2:** Technical Assistance is NOT just for those who are struggling. Convenings and individual technical assistance sessions were low effort (for participants)- high impact ways to connect county leaders, enhance cross-collaborations and facilitate resource sharing regardless of the status or strength of their home visiting project.

**Recommendation 2:** Providing regular opportunities to share knowledge, build relationship and leadership skills amongst peer group of grantees can help instill confidence in individuals' ability to support their grant implementation and strengthen the effectiveness of initiatives as a whole; ensuring TA support aligns with the term of the initiative will help maximize the return on the grant initiative

- **Learning 3:** Focused collaboration and sustainability require long-term local partnerships and a shared strategic plan.

**Recommendation 3:** Support counties or regions of counties in developing multi-year strategic plans.



Overall, the technical assistance provided by Children Now from March 2023, through June 2024, helped advance the coordination and integration of home visiting services across California. By addressing the unique needs and challenges of each region through individualized support and statewide convenings fostering cross-county collaborations and promoting strategic planning this initiative has established some important grounding for a unified and sustainable home visiting system.

### Early Childhood Home Visiting Collaborative

First 5 California is an active participant of an early childhood home visiting collaborative that convenes home visiting program staff, state agency representatives, advocates, local First 5s and other partners to discuss and identify home visiting opportunities and needs within the state. Within the collaborative there are two workgroups, one that focus on addressing home visiting workforce issues such as training and development and the other on improving the complex and segmented nature of California's home visiting systems.

In June of 2024, each workgroup developed a set of recommendations, the workforce workgroup recommended the development of a California Competencies for the home visiting workforce to help build support and shared understanding, and assess the need for shared learning spaces, while the systems workgroup recommended a reduction in redundancies between Home Visiting programs and maximization of the utilization of home visiting services potentially through Medi-Cal benefits. The recommendations document is currently under review with California Department of Public Health and California Department of Social Services.



## First 5 County Commission Result Areas

### Four Result Areas

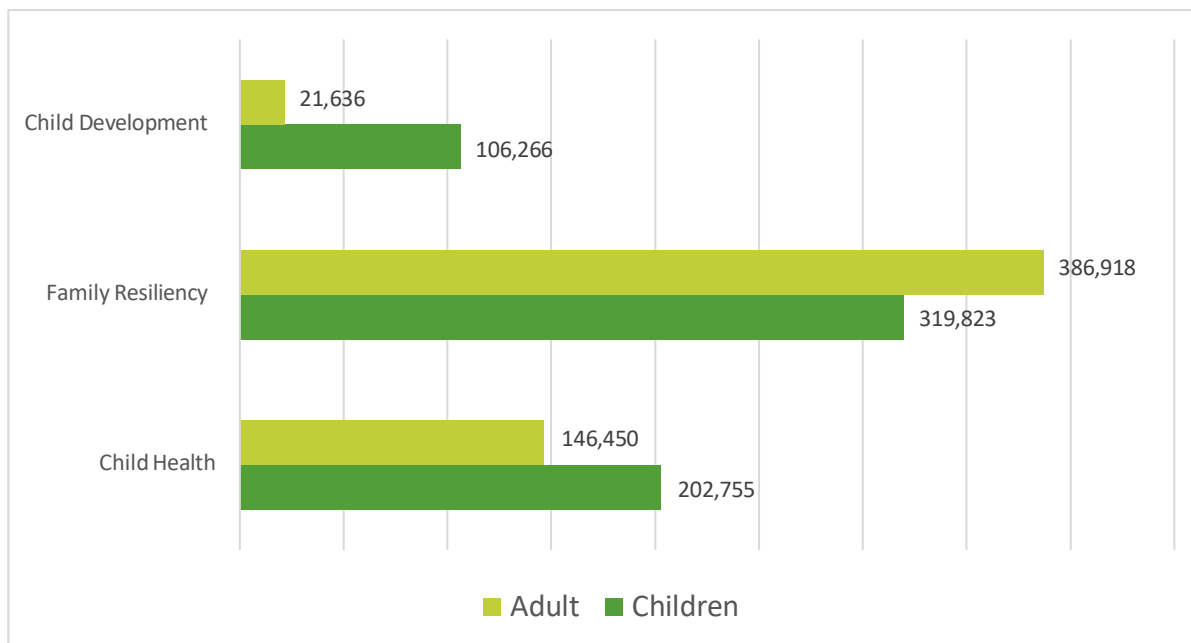
For annual reporting, First 5 California and First 5 county commissions track progress in four result areas to inform evidence-based funding decisions, program planning, and policies:

- Improved Family Resiliency
- Improved Child Development
- Improved Child Health
- Improved Systems of Care

These result areas comprise a framework for reporting early childhood investments and provide an overview of the number, type, and cost of services to children and adults. Stakeholders can use this information to assess statewide resource allocation and impact of First 5 county commissions.

Exhibit 1 contains the total numbers of services provided to children ages birth to 5 and adults (including primary caregivers and providers) for Improved Family Resiliency, Improved Child Development, and Improved Child Health. During FY 2023–24, First 5 county commissions provided a total of 628,844 child services and 555,004 adult services. The distribution of expenditures in these three result areas totals \$288 million.

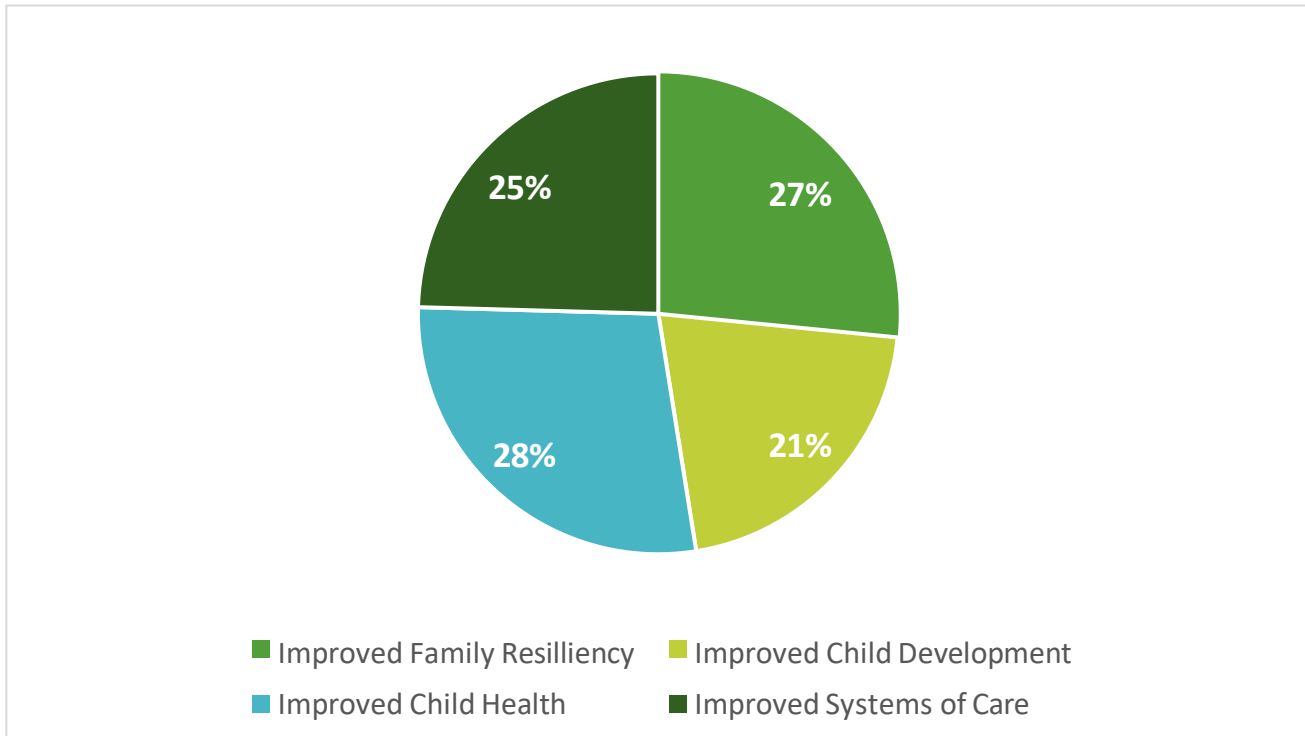
### Exhibit 1: Total Number of Services Provided to Children Ages 0–5 and Adults\* in FY 2023–24 Across Result Areas



\*Totals for Adults include both Primary Caregiver and Provider counts

The result area, Improved Systems of Care, with expenditures of \$93 million, differs from the others. It consists of programs and initiatives for system-wide structural supports for efforts within the other three result areas. The four result areas combined show total expenditures of \$382 million.

**Exhibit 2: Total Expenditures for Children Ages 0–5 and Adults\* in FY 2023–24 by Result Area**



**\*Adults include both Primary Caregivers and Providers**

First 5 county commissions are required to report to First 5 California revenues, expenditures, and fund balances. In collaboration with the First 5 Association, First 5 California annually develops and adopts annual reporting guidelines to standardize data collection. County commission revenues are reported in Appendix A1. For expenditures, county commission fiscal and service data are aggregated to the statewide level under four result areas (Appendix A2) using specific definitions for each result area with service category detail (Appendix B). The four result areas are listed below.

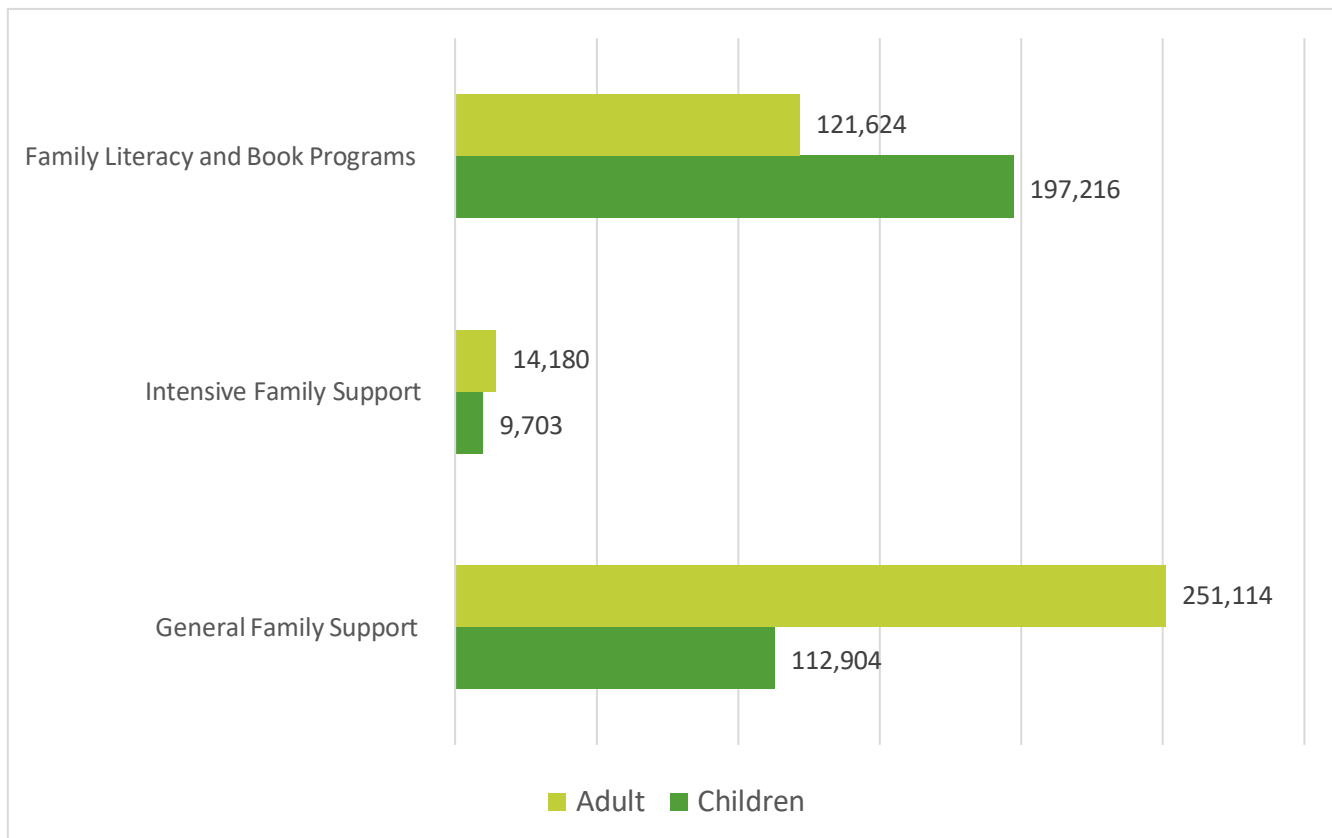
### Improved Family Resiliency

Family Resiliency includes Family Literacy and Book Programs, General Family Support, and Intensive Family Support. Services include instruction on general parenting topics, support for basic family needs and case management, parent education and literacy, referrals to community resources, assistance for parents and families, and support to schools and educational institutions, nonprofit community-based agencies, government agencies, and private institutions.

In FY 2023–24, First 5 county commissions provided a total of 319,823 services to improve family resiliency for children ages birth to 5, with 197,216 child services in Family Literacy and Book Programs, 112,904 child services in General Family Support and 9,703 child services in Intensive Family Support.

First 5 county commissions provided a total of 424,994 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 132,399 adult services in Family Literacy and Book Programs, 277,616 adult services in General Family Support, and 14,979 adult services in Intensive Family Support. Exhibit 3 displays the number of services provided.

**Exhibit 3: Family Resiliency—Total Numbers of Services Provided to Children Ages 0–5 and Adults\* in FY 2023–24 by Service**

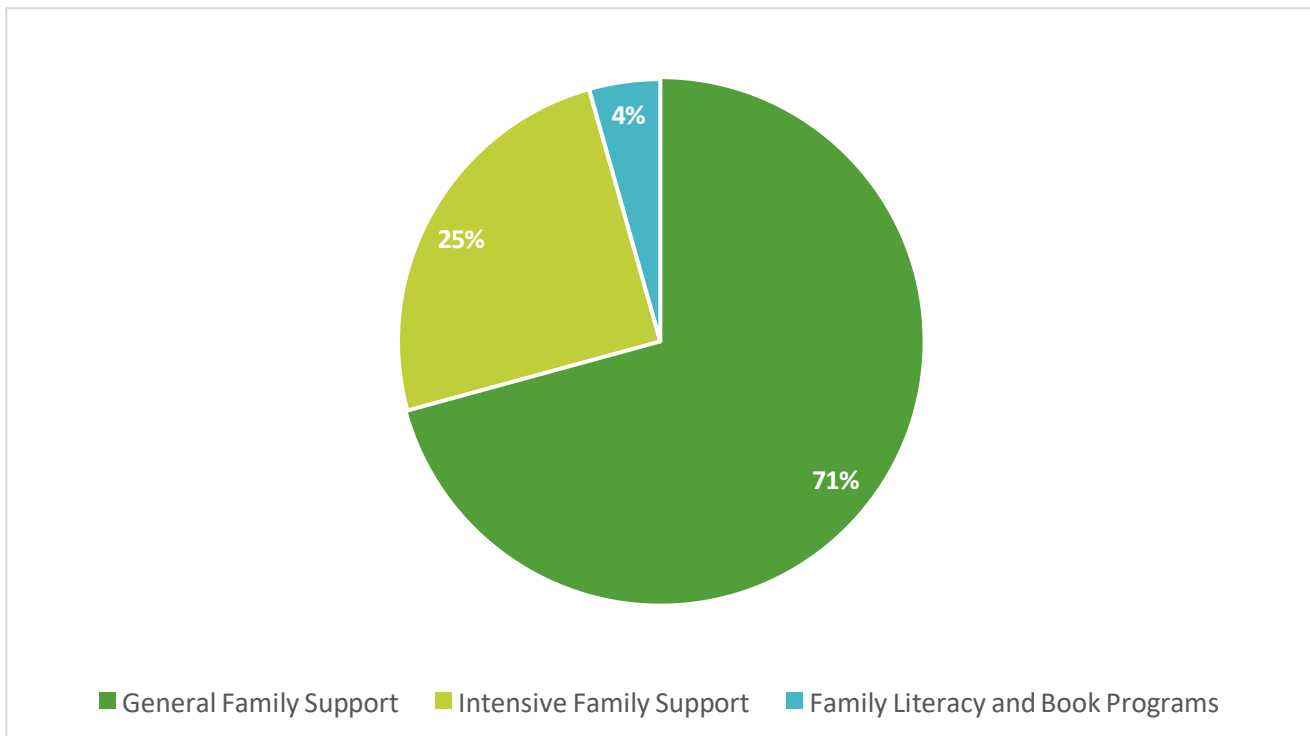


**\*Totals for Adults include both Primary Caregiver and Provider counts**

First 5 county commissions expended \$101 million to improve Family Resiliency, with 4 percent of expenditures in Family Literacy and Book Programs, 71 percent of expenditures in General Family Support, and 25 percent of expenditures in Intensive Family Support. Exhibit 4 shows the distribution of expenditures by service category.



#### Exhibit 4: Family Resiliency—Distribution of Expenditures for Children Ages 0–5 and Adults\* in FY 2023–24 by Service

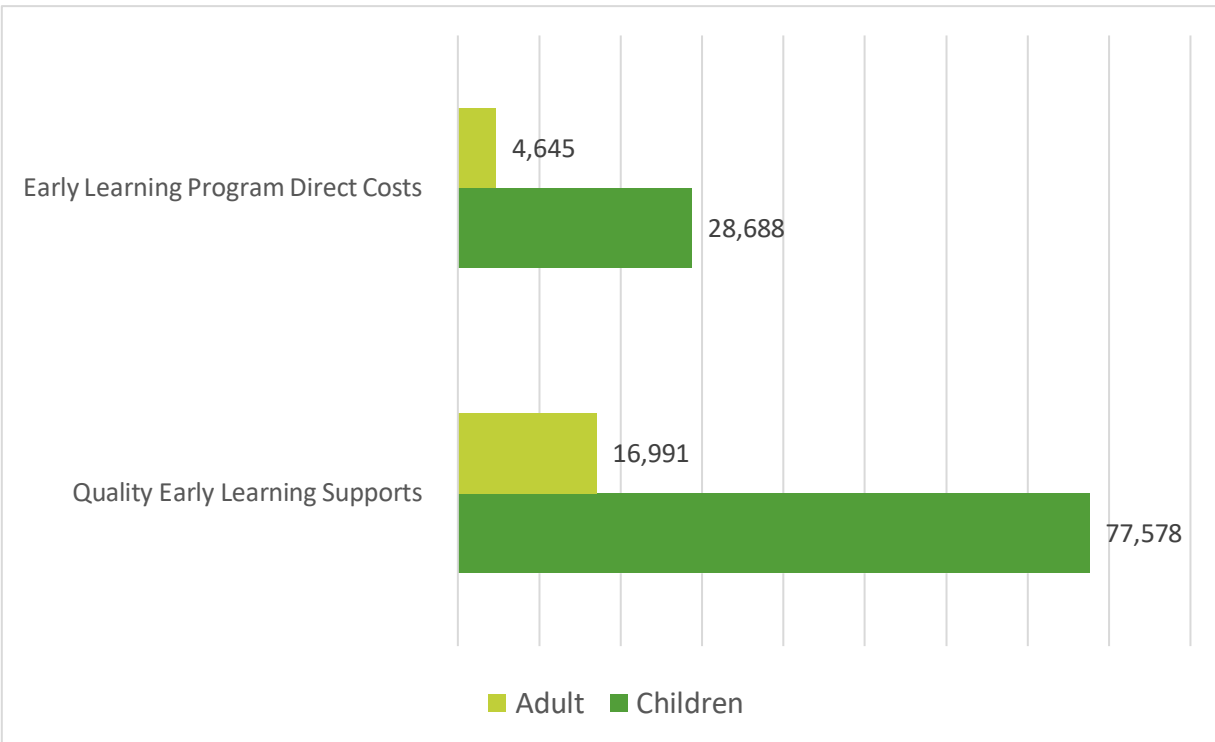


**\*Adults include both Primary Caregivers and Providers**

### Improved Child Development

Child Development includes Early Learning Programs Direct Costs and Quality Early Learning Supports. Programs include professional development for educators, high-quality preschool, services for diverse populations, and school readiness. In FY 2023–24, First 5 county commissions delivered 106,266 child development services to children ages birth to 5, with 28,688 child services in Early Learning Program Direct Costs and 77,578 child services in Quality Early Learning Supports. First 5 county commissions provided 48,593 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 9,961 adult services in Early Learning Program Direct Costs and 38,632 adult services in Quality Early Learning Supports. Exhibit 5 displays the number of services provided.

**Exhibit 5: Child Development—Total Number of Services Provided to Children Ages 0–5 and Adults\* in FY 2023–24 By Service**

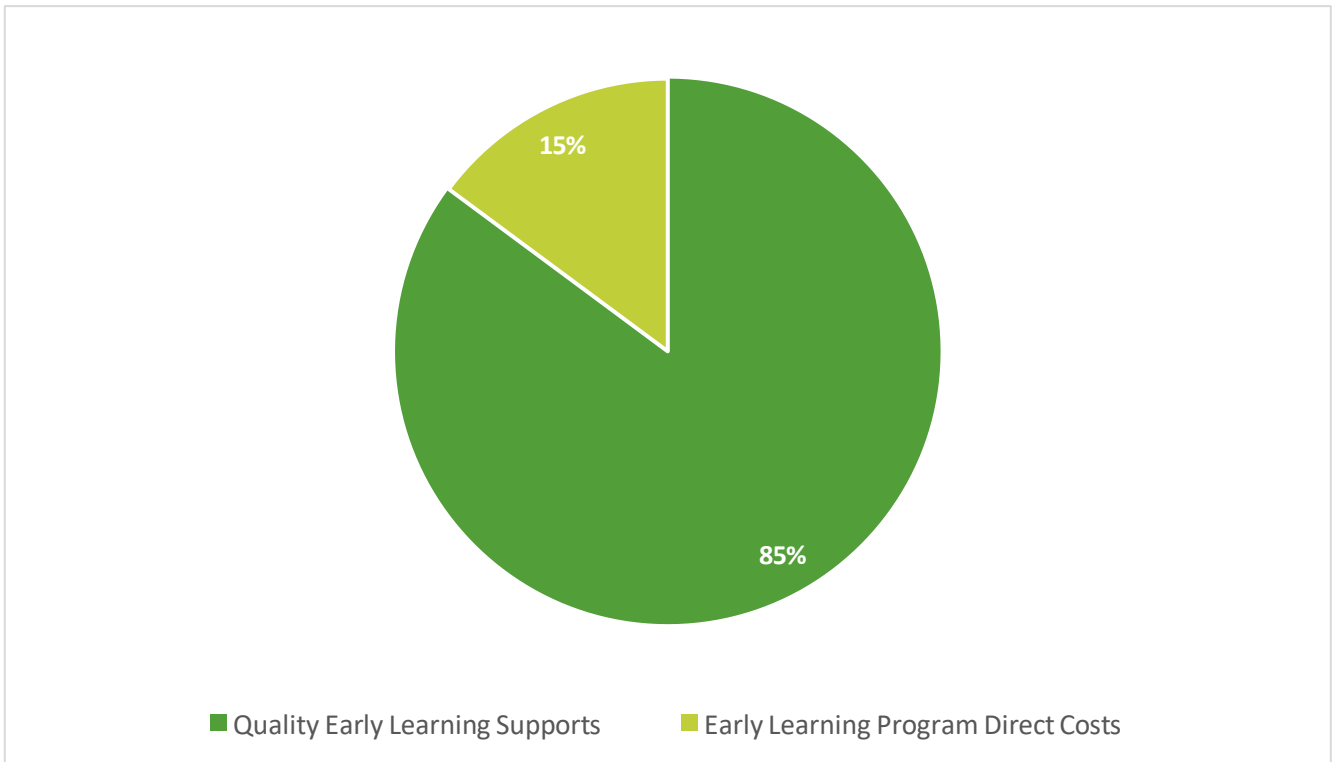


**\*Totals for Adults include both Primary Caregiver and Provider counts**

In FY 2023–24, county commissions expended \$80 million to improve Child Development, with 15 percent of expenditures in Early Learning Program Direct Costs and 85 percent of expenditures in Quality Early Learning Supports.



**Exhibit 6: Child Development—Distribution of Expenditures for Children Ages 0–5 and Adults\* in FY 2023–24 by Service**



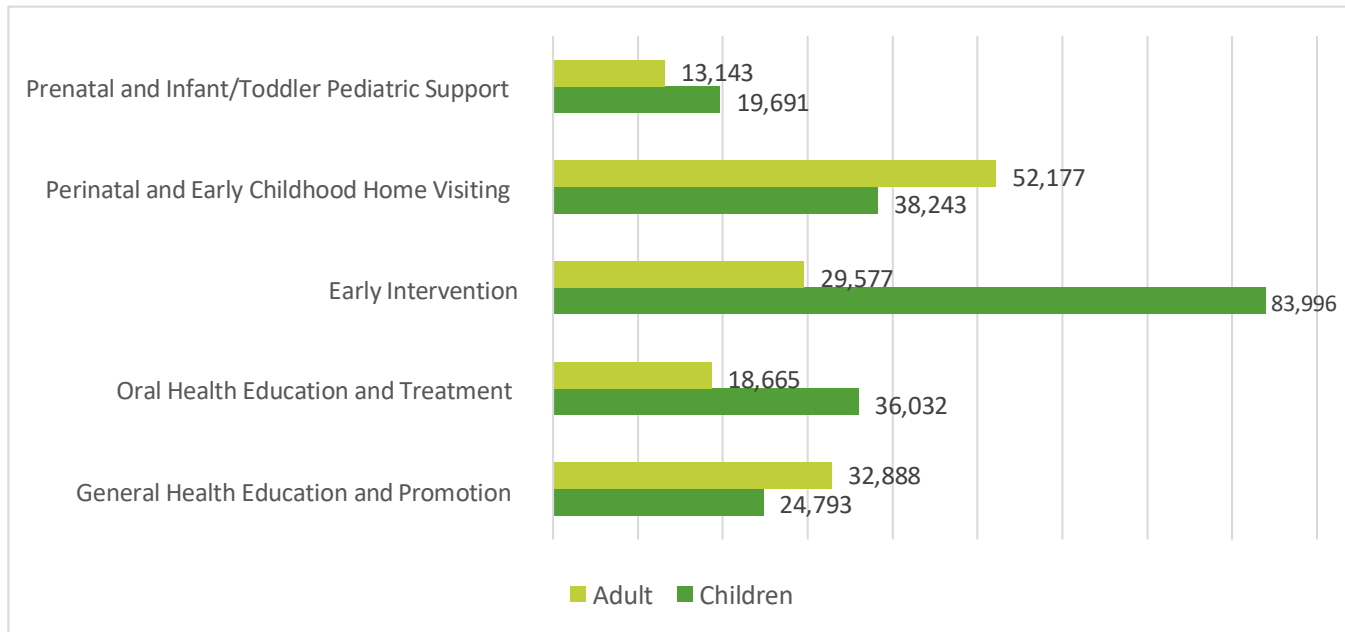
**\*Adults include both Primary Caregivers and Providers**



## Improved Child Health

First 5 county commissions fund a variety of Child Health services promoting identification, treatment, and elimination of risks that threaten health and may cause developmental delays and disabilities. First 5 Child Health services are far-ranging and include the categories of Early Intervention, General Health Education and Promotion, Oral Health Education and Treatment, Perinatal and Early Childhood Home Visiting, and Prenatal and Infant/Toddler Pediatric Support.

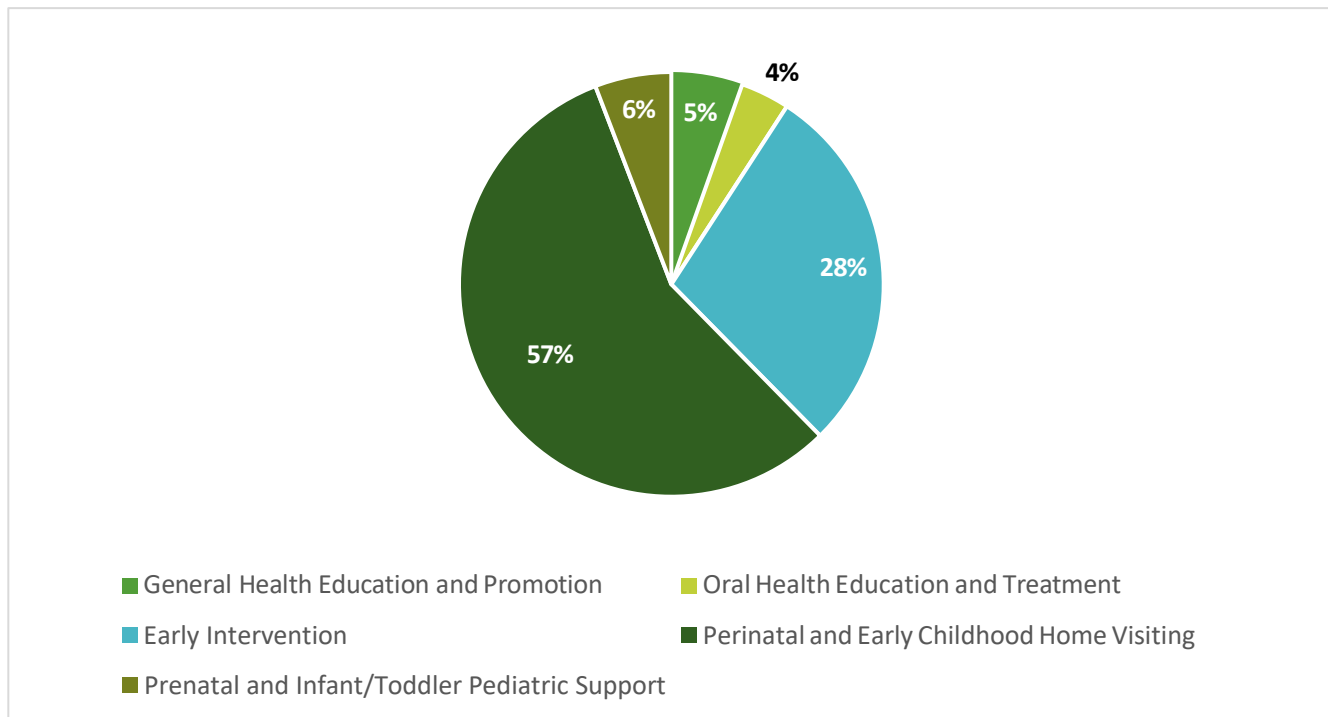
### Exhibit 7: Child Health—Total Number of Services Provided to Children Ages 0–5 and Adults\* in FY 2023–24 By Service



#### \*Totals for Adults include both Primary Caregiver and Provider counts

In FY 2023–24, First 5 county commissions provided a total of 202,755 services to children ages birth to 5, with 83,996 child services in Early Intervention, 24,793 child services in General Health Education and Promotion, 36,032 child services in Oral Health Education and Treatment, 38,243 child services in Perinatal and Early Childhood Home Visiting, and 19,691 child services in Prenatal and Infant/Toddler Pediatric Support. First 5 county commissions provided 158,516 services to adults (parents, guardians, primary caregivers, relatives, and providers), with 33,598 adult services in Early Intervention, 37,990 adult services in General Health Education and Promotion, 18,991 adult services in Oral Health Education and Treatment, 53,207 adult services in Perinatal and Early Childhood Home Visiting, and 14,730 adult services in Prenatal and Infant/Toddler Pediatric Support.

### Exhibit 8: Child Health— Distribution of Expenditures for Children Ages 0–5 and Adults\* in FY 2023–24 by Service



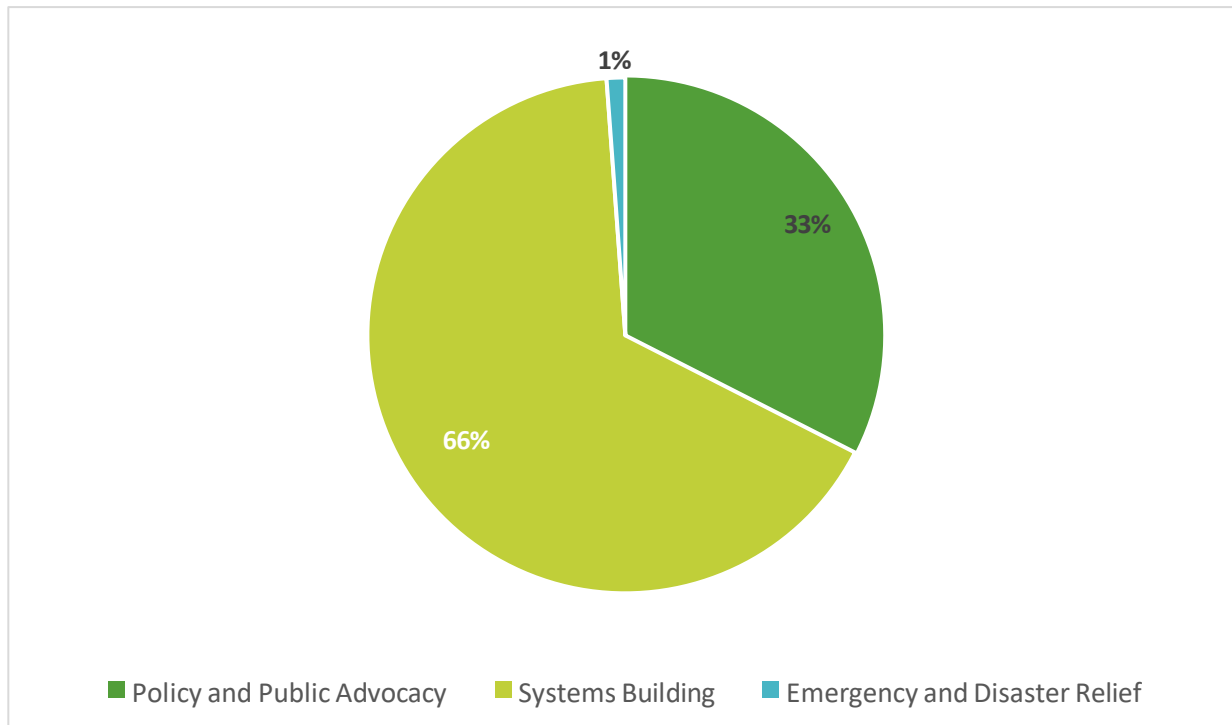
#### \*Adults include both Primary Caregivers and Providers

In FY 2023–24, county commissions expended \$107 million to improve Child Health, with 57 percent of expenditures in Perinatal and Early Childhood Home Visiting, 28 percent of expenditures in Early Intervention, 6 percent of expenditures in Prenatal and Infant/Toddler Pediatric Support, 5 percent of expenditures in General Health Education and Promotion, and 4 percent of expenditures in Oral Health Education and Treatment.

### Improved Systems of Care

Systems of Care addresses system-wide structural supports as county commissions focus efforts within the result areas of Family Resiliency, Child Development, and Child Health. For example, interagency collaboration allows coordinated wrap-around efforts from multiple organizations providing focused client services. Since this result is at a systems level, counties do not report numbers of children and adults served. Expenditure data indicate that for FY 2023–24, county commissions expended \$94 million to improve Systems of Care, with 1 percent focused on Emergency and Disaster Relief, 33 percent on Policy and Public Advocacy, and 66 percent of expenditures toward Systems Building.

**Exhibit 9: Systems of Care—Distribution of Expenditures in FY 2023–24 by Service**



### Populations Served

County commissions served a diversity of populations by age, race/ethnicity, and language (Appendix C). Statewide, 602,341 children were served by county commission programs. The total of 611,952 adults served included primary caregivers such as parents and other family members (539,120) and service providers (72,832).

By age, 35 percent of children served were under 3 years old, 34 percent were ages 3 through 5 years old, and 31 percent were of unknown age.

By race/ethnicity, children served included Hispanic or Latino as the largest group (38 percent), followed by White (12 percent), Asian (6 percent), Black or African American (5 percent), Other (2 percent), Two or More Races (4 percent), Alaska Native or American Indian (less than 1 percent), Native Hawaiian or Pacific Islander (less than 1 percent) and unknown race/ ethnicity (34 percent).

With respect to primary language of children served, the two largest groups served were speakers of English (44 percent) and Spanish (21 percent), followed by speakers of Asian languages (Vietnamese, Cantonese, Mandarin, Korean, 2 percent) and language unknown (30 percent).

## First 5 County Highlights

### Alameda

Spurred by additional revenue from local tax measures, this was a year of growth and transformation for First 5 Alameda County. Our budget increased by 55%, allowing us to scale stakeholder engagement, increase staffing by 12% and build internal systems to support administration of new funding streams.

We continued our investments through the Oakland Children's Initiative Early Education Fund in support of priority public system partners Oakland Unified School District and City of Oakland Head Start to build infrastructure to better support ECE professionals, children and families.

We engaged community in the implementation of Alameda County Measure C, collaborating with a Community Advisory Council to inform recommendations for the first round of investments, collecting 1,000+ survey responses from families and ECE providers and enlisting parents, family navigators and public systems partners to inform the design of a centralized eligibility list.

We also convened 13 school districts to adopt the Early Development Instrument for our next Kindergarten Readiness Study.

Our partnership with Alameda Alliance for Health continued, ensuring 2,000+ Medi-Cal managed care plan members completed a well-child visit and 1,000+ were referred to an early intervention service by our care coordinators. We also continued our birth equity work, providing 140 hours of lactation training and peer support groups for 180+ participants.

Our Fathers Corps initiative hosted a Fatherhood Summit, engaging 400+ fathers, father figures and partners in workshops and trainings. Through our Trainings initiative, we provided 48 trainings for 700+ partners and providers to expand early childhood knowledge in our local systems.

Through our placed-based Neighborhoods Ready for School initiative, we invested over \$3M in community organizations in traditionally underserved neighborhoods and facilitated a strategic planning process for the grantees to guide the next phase of investments.

### Alpine

An accomplishment during the fiscal year involved the engagement of the local tribal community through playgroups to understand the community's needs as part of the Home Visiting Coordination with Mono and Inyo First 5's.

First 5 Alpine recognizes efforts to support the local tribal community effectively must begin with authentic engagement of community members to identify their own needs. In addition, First 5 Alpine acknowledges that its investments could more effectively reach the tribal

community. As such, First 5 Alpine organized weekly playgroups, named "Beziyezing Payti'i," "toddler time" in the Washoe language, at the Woodfords Indian Education Center (referred to hereafter as the Center). The Center, located within the Hung-A-Lel-Ti Community, is a critical resource for the tribal community, and by hosting playgroups in this space, First 5 Alpine intentionally worked to make services available to families with young children at a known and more easily accessible space.

Playgroups were designed to connect with families, identify families' needs and interest in home visiting, provide developmentally appropriate activities for children, and offer additional county resources. Families were given children's books featuring Native American stories after each session. In addition, other service providers such as the Women, Infants and Children's (WIC) Program and the AELC were invited to attend playgroups and offer services or lead an activity. From December 2023 through May 2024, 26 playgroup sessions were hosted at the Center, with 12 caregivers and 12 children ages 0 through 5 participating.

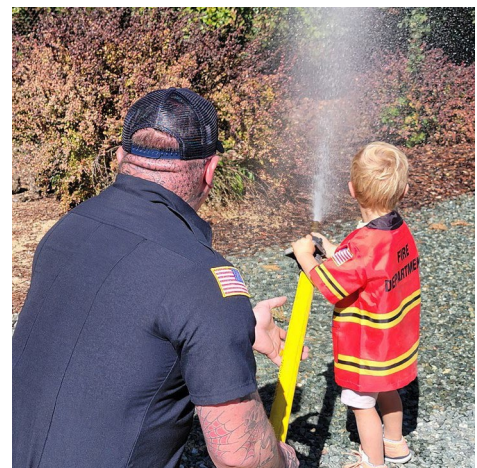
Through playgroups, First 5 Alpine has invested in increasing its understanding of the tribal community's needs as well as deepening its efforts to make services available within the community. This engagement has allowed the First 5 Executive Director to build relationships with families in the community and to tailor services to better meet families' expressed needs.

## **Amador**

First 5 Amador continued to work closely with county agencies and community-based organizations, leveraging local resources to increase our reach. Investments included Welcome Baby, a local model that provides a minimum of one prenatal visit with follow-up once the baby is born. Through Welcome Baby, 43 mothers were screened for perinatal mood and anxiety disorders and referred to contracted clinicians as needed.

Amador's Imagination Library participation continues to remain high with 70% of the age-eligible children in the county currently enrolled. This year, Amador celebrated 15 years of offering this valuable early literacy and family engagement program to local families.

Messy Mornings was launched the end of FY 2021–22 with the goal of providing a child-led experience that encourages exploration and play in First 5's outdoor learning lab. These weekly "messy" events have the highest participation rate of all First 5 programs with 30-45 children and their caregivers in attendance each week. While the children and caregivers are participating in the activities; mothers, fathers, family, friends, and neighbor caregivers are learning about early childhood development while providing peer support to one another.





Amador's Quality for Kids provided an opportunity for childcare providers; preschool teachers; and family, friend, and neighbor caregivers to participate in educational opportunities to enhance the care they provide to Amador's youngest. 36 Quality for Kids early care and education participants received financial incentives as well as educational materials that supported their quality improvement plans.



This year, First 5 Amador, collaborated with Amador Arts to offer a weekly music/movement program which was well-attended and demonstrated new strategies for early learning, social and emotional development, and community engagement.

First 5's Family Resource Center continues to be a welcoming site for families and community partners to gather.

## **Butte**

The First 5 Butte County Children and Families Commission envisions a future where every child has the opportunity to thrive and build resilience through a nurturing, supportive network of families, caregivers, and their community. Over the past year, First 5 Butte County continued to prioritize all areas of its strategic plan, despite a substantial decline in tobacco tax revenue.

In response to this decrease in funding, the Commission refined its focus to a singular goal: supporting a coordinated system of Family Centers. The Commission successfully leveraged philanthropic, county, state, and federal funds to support this effort and committed its remaining fund balance to the development of Family Centers. After extensive training, program design, and collaboration with several community-based organizations, the Commission proudly opened five Family Centers across Butte County.

These Family Centers offer caregiver education, tangible support services, early childhood education, socialization activities, home visiting, caregiver support, "Help Me Grow" Butte care coordination, connections to community resources, and more. Each Family Center adheres to programming guidelines developed by the Commission and tailors its services to be responsive to the unique needs of the populations and communities it serves. The Commission remains committed to expanding the reach of the Family Centers and growing the network while working towards establishing a sustainable, long-term funding structure for these essential services.

## **Calaveras**

First 5 Calaveras focused on systems improvements through integration with the Public Health Division of Health and Human Services that promote collaboration and coordination of resources and support for families with young children. The integration has made significant

impacts on program sustainability. By consolidating resources and streamlining operations, the move not only reduced redundant costs but also enhanced the ability to maintain and expand services. These strengthened partnerships and coordinated efforts contributed to the development of a more resilient and adaptable support system for children aged 0–5 years, thus ensuring lasting impacts for families in Calaveras County.

Two new programs that provide mental health services and supports were fully implemented in FY 2023–24, Metta Services and Social-Emotional Coaching Services. The Metta Services provides early mental health trauma-informed services to children and their families, providing comprehensive early mental health services that include assessments/screenings for developmental and behavioral delays, home visits, case management, therapy, and linkages to resources. A range of social-emotional curriculum support and training was provided for teachers at early learning sites through the Social-Emotional Coaching Services program. Behavioral observations were offered for children in need of more intensive social emotional support. Parent-teacher conferences were held, and materials prepared for use at home and school (feelings charts, problem solving materials, calming/breathing activities).

A critical gap identified through recent strategic planning was the need to bring back oral health preventative screening services for children after a 3-year interruption. After extensive planning and collaboration with the Tuolumne County Office of Education, the Smile Keepers Dental Program was fully implemented in FY 2023–24, providing preventative oral health care services at a number of ECE sites.

## **Colusa**

In the FY 2023–24, First 5 Colusa served a total of 1,757 children from birth to age 5, along with 1,431 parents and caregivers, focusing on three key areas: Improved Child Health, Improved Family Functioning, and Improved Child Development. The most significant increase in the number of children and families served was due to the expansion of the Help Me Grow (HMG) developmental screening network.

First 5 Colusa's HMG program operates as a Small Population County Funding Augmentation (SPCFA) initiative. It leverages, braids, and blends additional local and state funding to provide a seamless screening and early intervention program in Colusa County. During FY 2023–24, the HMG program increased access to developmental screenings for families through family childcare networks and a user-friendly public access portal via social media.

Additionally, First 5 Colusa collaborated with the City of Colusa to host Pop-Up Playgroups, providing families the opportunity to engage with HMG staff and learn more about available developmental screening options. As a result, there was a significant increase in the number of children receiving developmental screenings, many of whom accessed coordinated care efforts and case management through the HMG and Early Start networks. A total of 227 children

participated in the HMG program, with 86 of those, aged from birth to 3 years, receiving more intensive case management services through the Early Start Family Resource Center supports.

First 5 Colusa continues to invest in programs and initiatives that supports children and families during the critical early years, helping to level the playing field, providing equitable access to resources and opportunities for all children and families in Colusa County.

### **Contra Costa**

First 5 Contra Costa aims to ensure children prenatal to age five are healthy, ready to learn, and supported in nurturing families and communities. We focus on the children and families who are struggling to thrive.

Our Strengthening Families efforts help families access the information and services they need. Our 5 family resource centers holistically support families with children ages 0–5. The Centers foster parents' ability to advocate for their families and build a sense of community. They offer classes, playgroups, support groups, one-on-one consultations about community services, and car seat, diapers, and other giveaways. In FY 2023–24, the Centers reached almost 6,000 people in the highest need areas.

First 5 Contra Costa offers parent education to enhance parents' knowledge of child development and positive parenting practices. In FY 2024, we funded evidence-based parenting classes that reached more than 200 parents. Clinical assessments done by participants in multi-week classes demonstrated a significant decrease in parental stress and negative interactions with their child.

Our Early Childhood Education efforts help ensure children have high-quality early learning experiences. In FY 2023–24, First 5 Contra Costa offered training that reached 464 early educators, supported 154 early learning programs with coaching support and incentives, and awarded stipends to 101 early learning educators for completing trainings or college coursework. Family childcare leaders served as mentors to 30 family childcare providers interested in quality improvement. In FY 2023–24, trainings emphasized strategies to meet the needs of children with disabilities or delays.

Our Early Intervention efforts ensure that families have access to prevention and early intervention supports that foster their children's optimal development. Through our Help Me Grow model, 140 more children were screened for developmental concerns and 45 more participated in developmental playgroups compared to FY 2022–23.

### **Del Norte**

First 5 Del Norte continues to expand our reach of Dolly Parton's Imagination Library throughout the County. Feedback from families continues to be favorable. In 2023–2024, First 5 Del Norte continued providing and developing culturally appropriate content of the parent-support texting

program Ready4K. Working with Parent-Powered, we are adapting their existing texting program, Ready4K, to provide connections to local programs and resources, encourage community connections, and educate families on school readiness skill building. First 5 Del Norte has also taken a leading role in the oral health education and outreach in Del Norte County, with educational outreach at Health Fairs and Youth and Family Fairs and working to help ensure that the Kindergarten Oral Health Assessments happened in our County at every school in our school district.

Additionally, we have spent the past year recruiting, onboarding, and training our Home Visitors in partnership with our public health department, in preparation for our approved Health Families America home visiting program in Del Norte County. We are unique in that we are partnering with nurses to provide an elevated level of medical supports to the families that need additional supports, and First 5 will provide the social support side of the home visits. We continue to work with our collaborating partners on our 3Read23 literacy initiative, working to support our educators and childcare providers to provide high level literacy and community supports to our families. We also partnered with Open Door Community Health around ACES awareness, which we incorporated into our Healthy Families America referral model. We also began work on the Children and Youth Behavioral Health Initiative grant, focusing heavily on ACES-related work and educational opportunities for families and providers.

## **El Dorado**

First 5 El Dorado Commission is the collective impact lead in a systems change effort to increase access to services and supports for children, families and individuals in their community, referred to as Community Hubs. Hubs were established to connect families and individuals with services, offer preventive screenings, and walk with them toward resiliency.

During FY 2023–24, a total of 5,158 individuals were provided with Community Hub services. Key elements of the model include:

- Local libraries serving as community resource centers with bilingual navigators to walk with families
- Navigators connecting families and individuals with supports and services that address their unique situations both in the libraries and the community
- Community advisories with local voices identifying service gaps and barriers
- Integrating continuous quality improvement strategies, such as monthly data review, improvement coaching, and staff rounding

First 5 El Dorado reaffirmed its commitment to the Hub model within its 2021–25 Amended Strategic Plan.

## **Fresno**

At First 5 Fresno County, we believe that we are one piece, not the whole, of a future where all children and their families are healthy, loved, and nurtured. To this end, we prioritize innovative solutions that leverage Proposition 10 dollars and build on local strengths, wisdom, and resources. One example of this value in practice is our partnership with the Fresno County Department of Public Health. Through this partnership, First 5 Fresno County leverages approximately one million dollars in annual federal funding to further the vision of scaling home visitation services in Fresno County. That leveraged funding, along with First 5 Fresno County's investment has expanded the reach of the three unique home visitation programs: Nurse Family Partnership, Nurse Liaison, and the locally grown Community Health Teams program. The recent, drastic decline of Proposition 10 revenue has had, and will continue to have a direct impact on these types of partnerships, community services, staffing, and systems change efforts. We continue to make hard choices about community investments while seeking additional revenue streams to ensure the well-being of our children, families, and providers.

## **Glenn**

A total of 471 families, childcare providers, and schools received essential resources through supply distribution efforts, which have become a vital support system for many navigating the challenges of a strained economy.

## **Humboldt**

The recent, drastic decline of Proposition 10 revenue has had a significant impact to First 5 Humboldt's community services, staffing, and systems change efforts. During the last two years, this has resulted in cutting funding to services, including eliminating funding for the long-standing Paso a Paso program which serves some of the most historically marginalized and disenfranchised members of our community. Accessing grant funding has enabled us to continue our community leadership, however in a more restricted way.

During the last year, we utilized grants from two state departments, the Department of Health Care Services and the Department of Social Services, bringing needed resources to local families with young children. We were, additionally, able to implement two grant-funded projects with First 5 California to meet the intersecting goals of the First 5 California Commission and our own local priorities, specifically home visiting coordination and professional development for early childhood educators.

Unfortunately, Humboldt County's budget deficit has been compounded by California's budget deficit, resulting in the end of an 8-year County/First 5 Humboldt partnership that awarded local grants to prevent and reduce Adverse Childhood Experiences among young children in our county. The ability of First 5 counties to leverage additional resources, including federal, state, and philanthropic contracts, is significantly impacted by the decline in Prop 10 revenue. First 5

Humboldt has worked with the First 5 Association of California to advocate for sustainable solutions. We are committed to continuing the transformative work of local First 5's in supporting our youngest children and their families.

## **Imperial**

With over 30 partner agencies, First 5 Imperial promoted services and activities designed to support the healthy development and well-being of children 0–5 years of age and their families. A significant vehicle for promoting services offered by these agencies was through the coordination family resource fairs hosted at local elementary schools with catchment areas that include a significant proportion of “high-need” families. The purpose of these community outreach events was to provide partner agencies that serve young children, with a mechanism to enhance the recruitment of families; a space for providing direct services; and an opportunity for agencies to promote resources, build awareness, and distribute valuable information on services to targeted families by their presence. For example, direct services offered at these events included: health screenings, child passenger restraint check and installation services (car seats provided to qualifying families at no cost through Public Health and CA Highway Patrol), signing families up for MediCal services, distributing food boxes (provided by the local Food Bank and the Food Box Program), and a child 0–5 yrs ID program (intended to support the prevention of child abductions).

In addition, families were recruited to sign up for specific services offered by agencies, which included: parenting/parent education sessions; family literacy programs; preschool and TK referrals; maternal/child health and other medical services; scald and burn prevention presentations; advocacy services for children in the child welfare system; and Medical CHW and ECM services. F5I and partners supported 1315 parents and 433 children 0–5 through these events. Agencies offering service referrals ranged from Behavioral Health to the Sheriff's Department, community clinics to the local Food Bank and Cooperative Extension, child advocacy to parenting and home visitations program offered by the Regional Occupational Program and County Office of Education, and other CBOs.

## **Inyo**

First 5 Inyo achieved key milestones in Systems Building, by facilitating bi-monthly meetings of the Perinatal Taskforce and launching a provider promotion program to expand the Triple P network in Inyo County. Additionally, the first meeting of the Inyo County Child Abuse Prevention Council in August 2023 marked a significant step in community outreach, with initiatives like Coffee Shop Fridays and the Volunteer and Resource Fair to strengthen local engagement. Additional accomplishments included offering Triple P classes to 63 caregivers, with notable improvements in parenting styles such as a 24% decrease in over-reactivity and an 18% decrease in hostility. The rebranded Inyo County Home Visiting program enrolled 11 families, and initiatives like Reach Out and Read and Imagination Library supported early

childhood development by distributing books to hundreds of children. In Comprehensive Health and Development, First 5 Inyo provided developmental screenings to 289 children, identifying 49 for referrals, and is working on a system to track referral outcomes.

## Kern

In FY 2023–24, First 5 Kern supported 39 programs across three key focus areas: health and wellness, parent education and support services, and early childcare and education. An estimated \$7.4 million was invested in these areas to strengthen and support children prenatal to age five and their families in Kern County. Key highlights include:

- **Health and Wellness**

Funded programs served 753 caregivers and 4,413 children. The dental program provided oral health screenings to 2,797 children, and 126 received restorative dental care. Immunizations were administered to 517 children, while 117 mobile clinics were held throughout the county. Additionally, the Nurse Family Partnership and Black Infant Health programs delivered home visitation services to 178 mothers and 145 children.



- **Parent Education and Support Services**

A total of 9,261 caregivers and family members, along with 7,378 children, were served. Case management services were provided to 1,412 parents and 1,435 children. Parent education classes/workshops had 745 participants, and 125 parents attended court-mandated education sessions.

- **Early Childcare and Education**

Services reached 1,504 children and 860 parents. Of these, 558 children participated in center-based activities, while 107 received home-based services. Additionally, 123 children took part in summer bridge activities aimed at supporting school readiness.



First 5 Kern County's investment of approximately \$7.4 million across health and wellness, parent education and support services, and early childcare and education has significantly impacted the lives of children and families. Through 39 programs, 13,295 children and 12,831 caregivers benefited from vital services, including dental care, immunizations, home visitations, and parent education. These efforts have helped enhance the well-being and development of children prenatal to age five, ensuring they receive the support needed for a healthy start in life.

## Kings

The Kings County Children and Families Commission continued to support local initiatives related to quality early childcare and education, parent education and support, children's health and systems integration and alignment. The local Family Resource Centers collectively served 549 children and 481 primary caregivers, ensuring that these families and children had access to a variety of services. Our local C.A.R.E.S. program provided professional development and training/technical assistance to the early care and education field through coaching and training to enhance the skills and knowledge of 204 providers. School readiness skills were delivered to 235 children and 186 parents/caregivers, and a new peer mentorship program for parents was launched reaching 108 parents/caregivers. A new program to educate 211 callers with young children about resources available in the community was launched in January 2024, resulting in 270 follow-up contacts and 177 follow-up calls to refer families to early childhood services. The Commission continues to support distribution of the New Parent Kits to parents with newborns, expanding from the local birthing center and Family Resource Centers, to the Tachi Yokut Santa Rosa Rancheria Tribe's Tribal Social Services department, Get Connected! program (through Kings 2-1-1), the Lemoore Naval Air Station's Fleet & Family Support Center and Kings County Public Health Department's Health Educator outreach team. Continued collaboration with Central Valley First 5s, to leverage resources and maximize program access, has resulted in the initiation of the following projects: the Heart of the Valley Collaborative for Home Visiting



Technical Assistance, Central Valley Regional Help Me Grow, as well as exploring partnerships with the Medi-Cal Managed Care Plans.

## Lake

During FY 2023–24, First 5 Lake County achieved several accomplishments in strengthening systems of care and supporting family resilience amid funding challenges. Continued decline of Prop 10 revenue has constrained the county's capacity to fully transform local systems, but through strategic use of grant funding and collaborative efforts First 5 Lake maintained progress.

- The Home Visiting Technical Assistance grant played a role in enhancing collaboration among local agencies, aligning efforts with initiatives like CalAIM to enhance coordinated system of care.
- Title IV-E trainings improved the knowledge and skills of service providers, fostering shared learning around the needs of vulnerable families and children.
- Mother-Wise's Car Seat Safety initiative originated from discussions within the Smart Start Collaborative. The pilot program was overwhelmed with the number of participants seeking car seats and safety information for their children. This is a prime example of how the collaboration and community input led by First 5 Lake drives the creation of impactful services to address local needs.
- Bloom's Oral Health Project provided essential dental screenings and education to children, helping to mitigate the limited access to preventive care that many families experience through collaboration with dental providers and schools.

The decline in Prop 10 revenue significantly affected First 5 counties' ability to leverage federal, state, and philanthropic resources. F5L, in collaboration with the First 5 Association of California, is advocating for sustainable funding solutions. Despite the challenges, F5L remains committed to continuing its transformative work and advocating for sustainable support to ensure children and families can reach their full potential.

## Lassen

The First 5 Lassen County Children and Families Commission's primary strategy in realizing its vision and fulfilling its mission is through the Pathways Home Visiting Program. During FY 2023–24, First 5 Lassen County investments in home visiting resulted in the following accomplishments: Families are receiving the services and support they need through home visiting services. A total of 28 high-need families were provided with intensive home visiting services. A total of 497 home visits were conducted by home visitors in which the bulk of services they provided were centered on supporting the family's basic needs. With the declining revenue, First 5 Lassen worked with Pathways to gain additional funding to sustain this program.

## Los Angeles

The following accomplishments highlight First 5 LA's collaborative work with our partners to ensure that every child is born healthy and thrives in a nurturing, safe and loving community. Accomplishments are organized by the three goals in First 5 LA's 2024-2029 Strategic Plan:

- Goal 1 – Basic Needs Met: African American Infant and Maternal Mortality (AAIMM) Initiative continued their Village Fund Community Grantmaking to fund innovative, community-led strategies to support the well-being of Black birthing families. Examples of funded projects include new parent support groups, lactation & breastfeeding support, and community care circles. The four AAIMM Community Action Teams—regional collaboratives that engage their community to implement equity strategies—developed local action plans and continued to build organizational infrastructure.
- Goal 2 – Nurturing Relationships and Environments: F5LA focused on sustainability strategies for Home Visitation programs. Successful advocacy and systems change efforts resulted in diversified funding sources for HV services by partnering with systems like LA County Department of Public Health and Department of Mental Health. Home Visitation providers strengthened collaborations with agencies to provide resources for LA County communities and families.
- Goal 3 – Foundation for Well-Being and Lifelong Success: The Dual Language Learner (DLL) communications campaign successfully disseminated messages about the benefits and value of bilingualism. In partnership with over 400 community partners, ~45,000 culturally and linguistically appropriate brochures were distributed in seven languages. Families were reached through multilingual videos to empower caregivers raising DLL children, and through a mix of outdoor media (bus benches, billboards), print publications, radio and tv stations.

## Madera

First, 5 Madera County continued investing in community projects and initiatives that aligned with the 2020-2024 Strategic Plan. Investments centering on prevention and a whole-child, whole-family approach were well-received by the community. The Preventive Services Program provides a tailored approach to prevention services. In partnership with the Madera County Department of Social Services, families are identified and referred to a case manager at a Family Resource Center. The case manager works individually with families to strengthen their protective factors.

The support and prevention strategies enhance resiliency and self-efficacy, based on a belief in the client's parenting abilities. The program is also available to families from the Targeted Enrichment Neighborhood, an area identified as having high needs by the Community Health Assessment. At a macro-level, the PSP program aims to increase and strengthen protective factors, reduce the risk of child abuse and neglect, and decrease the entry of families with children aged 0–5 into Child Welfare Services.

Led by empathy, compassion, and trust, the case manager facilitates this program, guided by the parent/caregiver. The flow of services includes referral, acceptance, screening, connection, follow-up, and successful exit. About 50% of referred families voluntarily participated in the program. Among these families, 60 screenings, surveys, and rescreens were conducted. Of these, 27 raised concerns, 22 were connected to services or resources, and five continued to work on their progress. This program aims to support children's healthy development and family well-being.

## **Marin**

First 5 Marin Children and Families Commission initiated a Request for Proposals due to declining revenue. The RFP process for fiscal years 2024–2027 includes a community investment of one million dollars, a 37% decrease from previous years. Community stakeholders, including parents, co-designed and reviewed proposals, prioritizing equity, collaboration, and care gap solutions. The panel recommended funding ten projects aligned with First 5 Marin's goals. These include expanding developmental playgroups focused on protective factors and early identification, prenatal and postpartum support addressing perinatal mood disorders and supporting marginalized parents, and "Playful Beginnings," which enhances child and family well-being for low-income Marin children by removing barriers to high-quality learning environments. The Pediatric Dental Initiative ensures access to dental surgeries for underserved children. The Evidence-Based Data Exchange project fosters teacher-family relationships and provides strength-based interventions. The Indigenous Nature-Based Playgroup Pilot offers culturally sensitive, Indigenous-led early childhood programs. The Local Parent Advocacy project supports a BIPOC-led parent movement to transform care and social services. The Family Child Care Training Project addresses the loss of child care spaces by helping community members become licensed providers. Performing Stars provides enrichment through dance, gardening, and art for low-income children of color in partnership with local preschools.

To meet First 5 Marin's systems-strengthening goal the team facilitates systems alignment and referral coordination among funded partners and Help Me Grow Marin leads the California Department of Health Care Services CalAIM transition in Marin. In collaboration with Marin Promise Partnership and Future State, First 5 Marin partners with Marin's Federally Qualified Health Clinics to develop an Ages and Stages Questionnaire dashboard.

## **Mariposa**

During this past year, the most significant accomplishment of First 5 Mariposa was the School Readiness Program, which serves two preschools (Cathey's Valley and Lake Don Pedro) located in remote areas of Mariposa County. The two preschools provide an outstanding play-based program that prepares the children for kindergarten. The facilities, curriculum, and activities are creative, educational, and focus on developmentally appropriate activities using Science, Engineering, Art, Technology, and Math (STEAM curriculum). This program is free of charge to children in Mariposa.

Another funded program that was highly successful was the instructional aide hired to work in the Mariposa Elementary School Transitional Kindergarten classroom. The instructional aide worked with the reading program/assessments, and she provided extra assistance to children who were having difficulty. Having the aide in the classroom also provided time for the teacher to work with the children individually.

A growing and successful program in Mariposa, is the Dolly Parton Imagination Library. The 293 children enrolled make up almost 35% of the children 0–5 in Mariposa County.

## **Mendocino**

The decline of Prop 10 revenue has resulted in First 5 Mendocino having to reduce its efforts in providing supports around child health and development, specifically around substance use disorders, and advocacy and outreach activities. These reduced efforts negatively affect the impact of First 5 Mendocino’s message around the importance of the First five years in a child’s development. Accessing grant funding has enabled us to continue community leadership in a more restricted way.

During the last year, we utilized grants from two state departments, including the Department of Health Care Services and the Department of Developmental Services, bringing resources needed to local families with young children. We were additionally able to implement two grant-funded projects with First 5 California to meet the intersecting goals of the First 5 California Commission and our own local priorities, specifically home visiting coordination and professional development for early childhood educators.



Unfortunately, Mendocino County’s budget deficit has been compounded by California’s budget deficit, further compromising County/First 5 Mendocino’s partnership around local contracts to prevent and reduce Adverse Childhood Experiences among young children in our county. The ability of First 5 counties to leverage additional resources, including federal, state, and philanthropic contracts, is significantly impacted by the decline in Prop 10 revenue. First 5 Mendocino has worked with the First 5 Association of California to advocate for sustainable solutions. We are committed to continuing the transformative work of local First 5’s in supporting our youngest children and their families.

## **Merced**

During FY 2023–24, First 5 Merced County invested over \$2 million to support services for 10,081 children, primary caregivers, and providers to enhance the five protective factors that promote optimal development and enhance the system for effective family support.

First 5 Merced-funded culturally responsive programming and reached diverse children and families - including over 1,100 Spanish-speaking children and 500 primary caregivers.

- As part of system strengthening strategies, First 5 Merced led capacity-building and regional coordination efforts to strengthen the system of home visitation both within Merced County and across the wider San Joaquin Valley region.
- For strategies directly serving children and families, the Dolly Parton Imagination Library book distribution program successfully implemented its second year of programs, an initiative that is meant to increase children and families’ access to books to support daily reading. A total of 63,330 books have been mailed out to 7,161 children in FY 2023–24.
- Another notable initiative launched last year was the Kiddiel and Amusement Park Save the Train Initiative, a partnership between First 5 Merced and the Kiwanis Club of Greater Merced. As part of this work, the two organizations are replacing the 50+ year park train and train tracks and upgrading the rides to improve safety, efficiency, and accessibility so that the park can continue to serve Central Valley children for years to come.

As part of the Week of the Young Child, funded partners and community agencies hosted activities with the children in Applegate Park and in Los Banos to increase access on the west side of the area. A total of 534 adults, 461 0–5-year-olds, and 338 6-18-year-olds attended the celebration, and an additional 200 families received food boxes as part of the event. 100 percent of attendees that completed a satisfaction survey shared they found the event valuable.

## **Modoc**

In FY 23–24, First 5 Modoc continued to deal with the steep decline of Proposition 10 funds. Target investments focused on collaborative, systems change efforts to bring 0–5 program awareness and access, bridging system gaps and implementing collaborative systems of care to aid in cross-sector sustainability. Modoc supported four formal (\$10,000+) and two mini (\$5,000 or less) externally funded grant programs, three direct investment projects, and led four grant-funded or sub-contracted projects. External investments included supporting Strong Family Health Center’s culturally responsive playgroup model for Native and non-Native American families; Early Mental Health Services provided families with intensive home-based

psychotherapy and increased support when experiencing crisis; Tulelake/Newell FRC promoted self-sufficiency skill building through service coordination, case management, and parent education; Budding Tree Preschool provided high-quality early education to families not eligible for subsidies; Modoc 4-H Cloverbuds offered experiential agriculture education and life skills building; and OD Austin Foundation focused on physical and emotional health in organized sports.

Direct internal investments included the Dollywood Imagination Library; Parent Powered Trauma-Informed, which provided families weekly engagement to promote their children's development and accessing community resources; and the F5M Early Learning & Resource HUB hosted two AmeriCorps members who assisted local families through community outreach, pop-up events, and at care sites.

Additionally, First 5 Modoc provided Quality Counts county leadership, coaching, and professional development to local caregivers; coordinated local home visiting systems work with Public Health, Early Head Start, and various local, regional, and out-of-state partners; provided COVID-19 vaccination confidence outreach; and collaborated with Resource and Referral to provide technical assistance and professional development to caregivers.

## **Mono**

First 5 Mono continues to expand work in Home Visiting thanks to a new investment from the State general fund and ongoing investment from the County general fund and First 5 California's Small Population County Funding Augmentation and Home Visiting Coordination programs. Thanks to the dedication of Home Visitors, the Parents as Teachers program met affiliate thresholds and is moving forward to seek Blue Ribbon status.

Thanks to funding from Mono County Behavioral Health, First 5 Mono offered playgroups around the County for families with children birth-5 providing an opportunity to socialize for both parents and children, develop school readiness skills, and have fun!

The Home Visiting Coordination program funded by First 5 California enjoyed some concrete successes this year. In partnership with a local translator, a children's book translated in the local Paiute language was published. Data collection was also completed for a forthcoming Equity Action Plan.

Work to improve childcare continued, by developing a local policy platform highlighting the need for advocacy with the goal of allocating local, state, and federal funding for higher provider pay and lower costs for families. Collaboration with childcare providers also continued to sustain and build high-quality settings to promote school readiness with funding from First 5 California's IMPACT Legacy, the Department of Social Services Quality County California Block Grant, and the California Department of Education's California State Preschool Block Grant.

## Monterey

First 5 Monterey County's systems change work focuses on building connections among system partners, addressing key and challenging topics, and shifting from isolated efforts to collaborative and integrated approaches. In FY 2023–24, we supported more than 17,000 parents, caregivers, and providers. Our direct services provide comprehensive support to families as early as possible, with 73% of children served under the age of three. Our partners support those historically underserved by systems of care and support; for example, approximately 40% of children served speak an Indigenous language at home, while 30% speak Spanish and 99% are enrolled in Medi-Cal. We also implement the Infant-Family Early Childhood Mental Health Training Series, building the capacity of providers offering mental health support to families experiencing intergenerational trauma.



Focusing on healing acknowledges that structural and historical inequities have long-term effects on mental health, particularly for communities that have faced systemic discrimination. We aim to change internal practices and influence broader systems around race, equity, diversity, and inclusion, fostering a more equitable environment. We also sponsor the Central Coast Early Childhood Advocacy Network to provide platforms for families to share their experiences, inform policy, and drive change from the ground up. This model ensures that services are responsive to immediate needs and align with broader systemic change goals. Due to the recent, drastic decline of Proposition 10 revenue

that has significantly impacted our direct service and systems change efforts, we seek to secure long-term funding for our services. For example, we are working to become a hub for Community Health Worker and Enhanced Care Management funding under Medi-Cal. In the meantime, we continue to make hard choices about community investments while seeking additional revenue streams to ensure the well-being of our children, families, and providers.

## Napa

In 2023–24 First 5 Napa County issued Community Advocacy and Capacity Building Grants. Through the grants and partnership of our awarded organizations, we were able to support 253 unique children, five years old and under, and 302 primary caregivers. One grantee highlight is the Children's Museum of Napa Valley, who used the funding to support the creation of a children's museum style permanent pop-up in Napa County's Health & Human Services, Self Sufficiency office. When asked about how the project may have built capacity, program staff indicated that the pop-up shows caregivers what is possible and may lead to them using the

ideas in other environments. “Having funding to get high-quality guided play where the families and the caregivers can see how educational and experiential play happens... they can see the difference. Then that grows into a conversation of how they can apply that either at home or at school or in those types of things.”

## **Nevada**

This year, First 5 Nevada County had several highlights, both with internal/operational activities and with our external funded partners. The First 5 Nevada County Commission revised and approved a new Strategic Plan for the period of 2024–2030, released a community-wide Request for Applications, and awarded funding to eight organizations who serve families with children ages 0–5 and community service providers. The recent, drastic decline of Proposition 10 revenue has had a significant impact to our community services, staffing, and systems change efforts. We continue to make hard choices about community investments while seeking additional revenue streams to ensure the well-being of our children, families, and providers. As a result of the decline of Proposition 10 revenue, First 5 Nevada County made the decision to reduce the amount of funding available for community-based programs by about 20%. This led to fewer programs receiving grant awards, and those that did receive awards receiving less than they applied for.

Even with declining funds, First 5 Nevada County's funded partners continue to work diligently to meet the needs of families with children ages 0–5 . Programs continue to find creative solutions to serving families and meeting their unique needs. Local family resource centers have adopted a "mobile" model, meeting families in parks, libraries, churches, and coffee shops to share positive parenting information, concrete supports (such as diapers and laundry vouchers), and bilingual support in accessing additional services. Across the county, the Promotora model continues to give staff the opportunity to connect individually with families and break down language barriers. Home visiting in Nevada County continues to grow, with funded partners conducting outreach in partnership with local hospitals, pediatricians, and prenatal care providers. Across the county, all First 5 Nevada County partners continue to promote the importance of early literacy.

## **Orange**

- **CalWORKs:** In FY 2023–24, First 5 Orange County was awarded \$8 million to implement CalWORKs Home Visiting Program Services. The contract will allow First 5 Orange County to receive referrals from Social Services Agency for CalWORKs eligible families and continue to leverage existing subcontracted service providers, Children’s Bureau and The Priority Center, and add four additional home visiting providers who bring increased cultural competencies to the team.
- **Kid Builders:** Provides free activities for parents to help build children’s developmental skills. In FY 2023–24, there were 29 Kid Builders events held with more than 5,700 participants. In addition, First 5 Orange County received \$100,000 from PNC Bank to support community events.



- **Community Health Workers:** First 5 Orange County is working to maximize the Community Health Workers benefit to address Orange County's gap in services for about 10,000 pregnant and post-birth families. We supported five individuals to become certified as Community Health Workers, who are now working in our prenatal and Engaged Neighborhood programs to support families. They are also helping to pilot billing Medi-Cal for these services to support long-term sustainability. Our Managed Care Plan awarded F5OC \$100,000 to participate in their Community Health Worker Learning Academy, which is providing an in-depth understanding of the organizational and technological capacity needed to effectively support Community Health Worker services.
- **HealthySteps:** The HealthySteps model supports families to ensure their children receive well-child visits, developmental screening, and dyadic behavioral health support. We supported the implementation of HealthySteps in five clinics and received \$1.88 million from our Managed Care Plan to expand to 10 additional clinic sites. The five initial HealthySteps sites serve about 7,000 young children, with an additional 8,000 children to be served through the new sites. Funding from our Managed Care Plan helps offset First 5 Orange County's costs as we absorb upfront expenses until the clinics can fully implement a sustainable HealthySteps program.

## **Placer**

First 5 Placer focused much effort on sustainability of services supporting early child development. One-third of First 5 Placer's investments are funded by sources other than tobacco taxes. With the shift toward collaborative grant making and increasing efforts on systems and sustainability, First 5 Placer has been able to offset declining tax revenue by acting as lead on collaborative grant applications. First 5 Placer was the lead on a Road to Resilience Grant through the Office of Child Abuse Prevention, providing home visiting and wrap services to mothers at risk for substance abuse who are pregnant or parenting infants. First 5 Placer worked with the County to provide home visiting to CalWORKS participants and leveraged First 5 California Home Visiting dollars to build a system of CalAIM providers who serve families through relevant modalities. It partnered with WIC on the Dolly Parton's Imagination Library. Refugee families in Placer, Yolo and Sutter also benefitted from a collaborative application from First 5 California.

First 5 Placer Partner Network services saw continued advancement of the Commission's equity commitment and rebound of outcomes to pre-pandemic levels. First 5 Placer funded services reached priority populations; 51 percent of children served were from historically underserved racial and ethnic communities. The percentage of children who visited the dentist was above pre-pandemic rates. 97 percent of parents reported that their child had been to the doctor in the last year for a routine visit - approaching pre-pandemic rates. 78 percent received early prenatal care during their first trimester, an increase compared to the rates of previous years. Dolly Parton's Imagination library enrolments increased 4-fold from 1,030 per month last year to 4,300 this year. In Early Literacy indicators, data showed greater positive changes among Latino community families compared to others and also for parents with education levels high school and below.

## **Plumas**

First 5 Plumas' mission is to cultivate safe, nurturing, healthy environments for children, prenatal to age 5, and their families through inclusive and accessible services and support. First 5 Plumas supports home visiting programs that provide regular, voluntary home visits to expectant and new parents and offer guidance, risk assessment, and referrals to other services offered in the community. While home visits are the primary investments of the First 5 Plumas Commission, direct services that support home visits include group supports and county-wide family service navigation.

Highlights for FY 2023–24 include a total of 71 families that were provided with home visiting services with a total of 419 home visits. 45 children and 35 parent/caregivers were provided with 399 playgroup service contacts. The Fatherhood Engagement pilot program served 30 parents and 19 service providers with trainings, support groups, and one on one coaching. Imagination Library enrollments grew from 84 to 304 in 2023–24, delivering 2,549 books to Plumas County families.

First 5 Plumas Systems Improvement work included collaborating with county partners to improve oral health access, the Children's Council functioning, mental health services, and early intervention. First 5 Plumas convened an Inclusive Early Education Workgroup to address early intervention intake and referral and to support families, agencies, and community groups with inclusive early education. First 5 Plumas accomplishments also include completing a community needs assessment, coordinating resource mapping, hiring a Family Service Coordinator providing close-looped referrals, strategic planning for 2025–2030, and planning for the integration of Help Me Grow into Plumas County's 211 system.

## **Riverside**

First 5 Riverside County's investments promote an integrated system of prevention and early intervention services and coordinated care in diverse settings to meet individual families' needs. First 5's HealthySteps sites integrate HealthySteps Specialists in pediatric primary care teams to ensure universal screening of all families, provide referrals, and additional intensive services as needed. Coordinated care provided by HealthySteps Specialists improve engagement in preventive services and connection to community resources such as Home Visiting and other First 5 investments. HealthySteps sites partner with Help Me Grow IE to ensure families are connected to needed resources. Participating sites reached 10,000 children with 40% of children requiring referrals for early intervention (19%), mental health (21%), and other family services. First 5's engagement with Health Management Associates supports the integration of HealthySteps in managed care plans and supports participating agencies' plan for sustainability leveraging new Medi-Cal benefits such as dyadic care and the community health worker benefit.

## Sacramento

First 5 Sacramento received First 5 California funding to provide culturally responsive navigation services to newcomer refugee families. First 5 partnered with five trusted agencies in areas with high refugee populations. These agencies worked collaboratively to share resources, remove barriers to services, and support families' resettlement journey. Navigators' lived experience and shared language with participants contributed to the effectiveness of this culturally responsive support.

Participants included 447 refugee families with children under the age of six. Refugee Family Support provided basic needs, navigation services, mental health assessments/support, education workshops, language support, and housing vouchers. Participants were mostly from Afghanistan (98%) and spoke Dari (76%) or Pashto (21%).

At intake, worries about family outside the US (73%), employment (50%), and not having enough money for basic needs (43%) were "big problems;" 62% felt they had a support system and 56% knew who to contact for help with basic needs.

At follow-up, most participants felt Refugee Family Support helped them "somewhat" or "a lot" and improved their experiences and knowledge. Participants felt their ability to navigate life in the US (86%) and their knowledge of programs to contact for help with basic needs (84%) had gotten better.

Family highlight: An Refugee Family Support Specialist worked with a family within a few weeks of their arrival to the US. The family had more than a month before their DHA interview but needed immediate assistance with basic needs. The Specialist helped explain DHA benefits and interpreted documents to ensure they did not miss any appointments. RFS served as an intermediary to longer term support. For instance, the Family Resource Center provided a \$125 grocery gift card, baby essentials, and bilingual books. The family was connected to a Halal food program, the Infant Safe Sleep workshop, and a car seat workshop.

## San Benito

In FY 2023–24, First 5 San Benito and the Family Resiliency Center continued to provide services to children, families, and providers. Families received weekly distributions of food and essential supplies. Many families with young children took part in weekly Story Time, to improve bilingual language development and foster a love of reading. Multiple community events informed families of local services and resources, while children received developmental and health screenings. Families in need of additional support were referred for case management, parent education, and home visiting services. According to surveys completed by participants, families demonstrated improvement in their protective factors, including family functioning, knowledge of parenting and child development, positive parenting practices, access to social and concrete supports, and strengthened parent-child relationship. Their children also gained resilience, measured by an improved ability to stay calm when faced with a challenge.

First 5 San Benito also continued facilitating a multisector Resiliency Network, consisting of over 20 agencies and individuals. The Resiliency Network's objectives included: a) improving capacity of local agencies to provide high-quality, culturally sensitive, trauma-informed care; b) addressing complex problems by breaking down communication silos and promoting collaboration and alignment within and across service sectors; and c) providing multiple entry points to the service system with warm handoffs and a collaborative treatment approach to limit fragmentation and promote continuity of services. This fiscal year, the Resiliency Network and First 5 San Benito celebrated a major milestone by opening a Community Kitchen and Food Pantry. Moreover, the Collaboratory of San Benito, formed last year, made progress towards systems change initiatives, by holding listening sessions and a Community Connections and Capital campaign event, to raise funds and increase support for the planned Community Center.

### **San Bernardino**

A major focus this fiscal year for First 5 San Bernardino has been Home Visiting System Building. Toward this direction, First 5 San Bernardino has started working with Health Management Associates, Inc., an independent consulting firm that supports and advises healthcare and social service providers, policymakers, and other stakeholders. The mission of Health Management Associates, Inc. is to improve the health and well-being of individuals and communities by making publicly funded healthcare, and the social services that support healthcare, more accessible, equitable, and effective. Health Management Associates, Inc. seeks to develop a strategy that advances the rates of engagement in prevention and early intervention services, and address barriers to care, particularly given challenges in remote communities in San Bernardino. This work will result in a prioritized set of recommended strategies for First 5 San Bernardino, intended to impact and improve the quality of pediatric care for families.

California Association for Infant Mental Health (CalAIMH) is a statewide non-profit membership-based organization that advocates for the needs of all children, 0–5, in California. CalAIMH's primary function is promoting professional development in relationally informed practices, infant and early childhood mental health, reflective practices, integrating neuro-biological science, transdisciplinary collaboration, and interaction of infant mental health core principles.

CalAIMH hosted a two-day conference, co-sponsored by First 5 San Bernardino, "Sharing Joy, Where Passion and Meaningful Relationships Take Flight," on October 27 – 28, 2023, in Ontario, CA. The conference welcomed multidisciplinary professionals working with children 0–5 and their parents who aspire to be informed, enhance professional development, and increase competency. The vision, purpose, and mission of CalAIMH align well with the Commission's current strategic plan of systems role as collaborator, connector, convenor, and funder.

## San Diego

First 5 San Diego providers continued to offer both in-person and virtual services during FY 2023–24, a practice that developed out of necessity during the COVID pandemic. First 5 San Diego providers value the ongoing flexibility to meet families where they are at by connecting with them via office visits, home visits, phone calls, text messages, and video appointments. With a goal of reaching a broad cross section of the San Diego community, First 5 San Diego's Talk, Read, Sing media campaign promoted early childhood literacy and encouraged parents and caregivers to talk, read, sing, and be active with their children. This campaign achieved more than 80 million gross impressions during FY 2023–24.

First 5 San Diego supported targeted populations through various pilot programs. Through funding from First 5 California, we implemented the Shared Services Alliance pilot to enhance business sustainability practices for Family Child Care providers, and also received funding for the Refugee Family Services program to connect refugees with organizations to help with socio-cultural adjustment and care coordination.

Over the past few years, First 5 San Diego providers have been challenged by stagnant funding levels, increased costs, and staffing and workforce recruitment and retention issues. Providers also started seeing a higher volume and higher level of need in the children and families that come to them.

In the coming Fiscal Year and beyond, First 5 San Diego will be experiencing a drastic decline of Proposition 10 revenue that will result in a significant impact to our community services, staffing and systems change efforts. We will see reductions in all areas of investments with the greatest reductions to our local San Diego Quality Preschool Initiative, First 5 First Steps home visiting and Healthy Development Services programs.

## San Francisco

In FY 2023–24, the San Francisco Department of Early Childhood, which operates First 5 San Francisco and is entering its third year of existence, oversaw continued recovery of the county's early childhood systems of care from massive disruptions caused by the COVID-19 pandemic. Participation in funded early care and education programs, early educator workforce compensation programs, family resource centers, and developmental screening rose for the third straight year. New initiatives launched last year continued to expand, including accelerated adoption of the Sparkler mobile developmental screening app, and greater participation in wage and stipend enhancements that increased teacher compensation by as much as 47% in Quality Counts California sites.

Recently, our county has seen a remarkable turnaround in children's kindergarten readiness. Since 2007, First 5 San Francisco has monitored the academic, social, emotional, and physical well-being of children entering the San Francisco Unified School District. From 2017 through 2021, the overall proportion of children meeting readiness standards declined each year from 66% to 58%. This pattern held across racial/ethnic groups and children with special needs.

However, in FY 2022–23 and FY 2023–24 there was unexpected improvement. Scores returned to 66% readiness overall, and across all subgroups, without changes to the tool, its administration, or assessment rates. This trend appears counter to trends in the region and nationally post-pandemic. A leading hypothesis behind these results for First 5 San Francisco is that local “hold harmless” funding policies and emergency grants to sustain early childhood programs, as well as new investments in early educator compensation combined with lower numbers of children and families, have created conditions for more caring, individualized, and intensive relationships and programming, leading to improved outcomes. These findings will be more deeply explored with partners in the year ahead.

## **San Joaquin**

First 5 San Joaquin’s investments during the fiscal year delivered substantial outcomes in promoting community health, resilience, and family stability. A key accomplishment was First 5 San Joaquin TEETH’s involvement in the San Joaquin County Oral Health Strategic Plan, which emphasized expanding oral health education and integration in early childhood programs. Through a collaboration with the San Joaquin Dental Society, First 5 San Joaquin TEETH assisted with the annual Give Kids a Smile Day event, which provides pro-bono dental treatment to the underserved and under-insured children in the county. As part of its ongoing efforts to reach underserved populations, First 5 San Joaquin TEETH distributed oral health toolkits and educational materials to local families.

Another highlight was the second annual Home Visiting Workforce Summit. The summit brought together over 180 home visitors from 45 agencies, and representatives from seven regional partner counties, to offer professional development opportunities through workshops on mindfulness practices, navigating professional boundaries, and supporting families with children who have special needs. The event also featured a father engagement panel that highlighted the importance of father involvement in early childhood development. This summit demonstrated First 5 San Joaquin’s ongoing commitment to workforce development and empowering home visitors to deliver higher quality support to families.

Another highlight was the expansion of the HousingWORKs program to provide Rapid Re-Housing and Preventative Services. This year HousingWORKs served 288 families in underserved areas of the county. Services included tailored case management, housing navigation, individualized financial assistance, and collaboration with landlords and property managers to enhance housing stability. The program’s expansion has strengthened the local housing support system, helping more families secure safe and stable housing, and building pathways to long-term well-being.

## San Luis Obispo

First 5 San Luis Obispo County hosted community conversations and engaged Commissioners to craft a new Strategic Plan for FY 2024-2028, with an emphasis on systems building. The plan was guided by a Theory of Change Framework that helped to identify three high priority areas for our attention and investment: Early Health Foundations; Parent Engagement, Connection & Education; and Early Learning & Child Care. REDI continues to inform all of our work and community partnerships. One programmatic example this year was a professional development workshop hosted through the First 5 Health Access Training Project, “Promoting Resiliency for Immigrant Families” that attracted 119 attendees, representing 30+ agencies, included a resource fair and future workshop opportunities. Over the last four years, First 5 San Luis Obispo County has funded development of the First 5 San Luis Obispo County Home Visiting Collaborative –an initiative to build cross-agency coordination and professional development.



A highlight of the Collaborative this year was the San Luis Obispo Thrive Symposium. The program featured Dr. Donna Beegle, who shared her personal and professional journey to inform more than 100 home visitors and family advocates on poverty's impact on maternal, infant, and early adolescent health. Participants gained insights into the experiences of families living in financial crises and reflected on how their own backgrounds influence communication and relationships. First 5 San Luis Obispo County continues to be the fiscal lead for regional IMPACT Legacy work to advance early learning and care systems across San Luis Obispo, Santa Barbara and Ventura Counties, through their respective Offices of Education.

We also marked the culmination of our Shared Services Alliance pilot initiative, led by Community Action Partnership of San Luis Obispo County, which coordinated more than 80 events to help childcare businesses with coaching and capacity-building efforts such as automated software, access to affordable insurance, network building and peer support.

## San Mateo

During FY 2023–24, First 5 San Mateo County maintained its multi-faceted investments in programs supporting all aspects of a child's early years, including Quality Early Learning; Healthy Development; Resilient Families; and Policy, Advocacy, and Communications. Supported by \$4.3 million in community investments, our funded partners served over 12,000 children, parents, and providers. Highlights include:

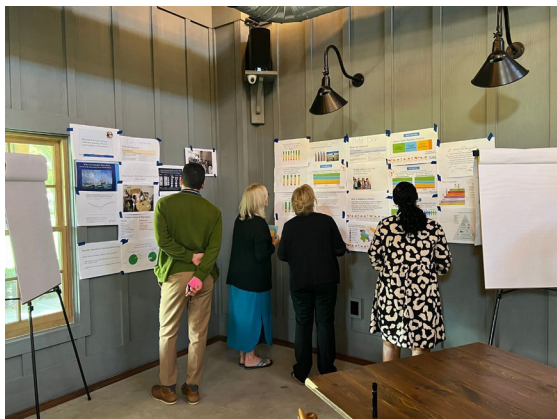
- **Baby Bonus Project:** First 5 San Mateo County is a key partner in the design and implementation of Congresswoman Jackie Speier’s initiative to pilot a program providing direct cash payments to families of newborns with incomes below the federal poverty line. Each family in the program will receive monthly payments for 36 months, from the baby’s birth to their third birthday. Along with partners including our County Health

System, Stanford University, Stanford Children’s Health, and the Jackie Speier Foundation, this year we have designed a Randomized Controlled Trial to evaluate the project, developed service delivery and evaluation protocols, and secured much of the funding. We are on track to begin implementation in early 2025.

- **Centering Parent Voices:** This year we undertook a Human Centered Design project focused on putting families at the center of program planning and design. Based on disparities in rates of postpartum depression and a local need for more early childhood mental health resources, we invited Latino/a/e parents of children with mental or behavioral health challenges to share their experiences and program development ideas. After conducting many interviews and hosting meaning-making conversations with project participants, service providers, and First 5 San Mateo County staff, we are developing these parents’ ideas into tools that will support systems navigation for families who need additional mental and behavioral health services for their children.

## Santa Barbara

In FY 2023–24, First 5 Santa Barbara County invested in services for 9,000+ children and their families (~1,500 caregivers), and over 900 providers/professionals. Investment strategies included Early Learning Implementation Plans with school districts, Family Literacy & Support programs, and various systems-building efforts (including launching Help Me Grow Santa



Barbara County). One of the most notable achievements this year was the regional collaboration with First 5 San Luis Obispo and First 5 Ventura to support the home-visiting workforce through grant funds from First 5 California. This work aims to improve the home visiting ecosystem among regional programs, referring professionals, and the families they serve. Deliverables from the first year of the two-year grant include: a Home Visiting Executive Committee to guide decision-making throughout the grant cycle, a Home Visiting Training Needs Survey to inform strategies,

regional Brazelton Touchpoints Training to address professional development gaps, focus group data about local home visitor needs regarding referrals, a virtual Resource Hub for home visitors (<https://centralcoasthomevisitors.org/>) and the families they serve (<https://centralcoasthomevisitors.org/home-visiting-family-information/>), bilingual communications assets targeting healthcare providers and families, and the first of its kind 2024 Pediatric Health Summit for home visitors and medical providers across the tri-counties.

First 5 San Luis Obispo used local funds to bolster home visiting coordination with their Public Health Department partners while First 5 Ventura used funds to conduct a landscape analysis to better understand their local context and needs. In the second year of the grant, the group will work to address additional expressed gaps in professional development through collaboration with Start Early's virtual home visiting trainings, Train the Trainer opportunities with Brazelton Touchpoints, as well as local partners.



## Santa Clara

First 5 Santa Clara County concluded a ten-month collaborative effort incorporating input from community partners, grantees, and families to formulate the 2024–2027 Strategic Plan. The plan outlines key focus areas, including connecting families to basic needs, strengthening the early childhood and home visiting workforce, engaging communities, and promoting diversity, equity and inclusion in our work.

Aligned with our strategic goals, we launched the Stronger Systems, Stronger Families Initiative to strengthen our network of neighborhood resource centers, address critical service gaps, and promote bold approaches to improve systems of care. The initiative aims to support families impacted by poverty, trauma, and systemic inequities.



We also launched our inaugural Family Child Care Leadership Conference for 150 providers. Attendees participated in workshops on licensing, housing rights, and Family Child Care Home Education Networks. In addition, forty participants (80%) of our Early Learning Apprenticeship program earned their Associate Teacher permit and 83% of them reported they will remain in the early childhood field. This two-year program provided participants with college coursework and valuable work experience, directly addressing a need for

skilled childcare professionals. Finally, we extended our partnership with the Children’s Discovery Museum of San Jose to expand our statewide traveling exhibit, Potter the Otter: A Healthy Adventure, with one location reporting over 6,000 visitors during the three-month exhibition.

The ongoing decline of Proposition 10 revenue will continue to have a significant impact on our community services, staffing, and systems change efforts. We are making difficult choices about community investments while seeking additional revenue streams to ensure the well-being of our county’s children, families, and providers.

## Santa Cruz

Triple P is an evidence-based parenting support system designed to strengthen families by promoting positive relationships, teach strategies for handling parenting challenges, and increase access to parenting information.

## Highlights

- Assessment results show that families are making significant improvements in child behavior and emotional regulation, increased use of positive parenting styles, and improvements in parental emotional well-being and family relationships.
- Parents who begin the program with more serious issues demonstrate the greatest improvements.

## Investments

- The California Dept. of Health Care Services awarded First 5 a grant for Round 1 of the Children & Youth Behavioral Health Initiative to: 1) Increase capacity to provide Triple P to populations most likely to experience access barriers and health disparities, 2) Improve equitable access to Triple P, 3) Strengthen positive parenting practices, and 4) Improve child emotional and behavioral challenges.
- Kaiser Permanente awarded First 5 a grant to enhance the county-wide Triple P system: 1) Launch a new Triple P program designed for parents of children aged 6-14 with anxiety, and 2) Increase the availability of brief, targeted parenting support as an early intervention service offered through Federally Qualified Health Centers' HealthySteps programs, Family Resource Centers, and other partners.
- Central California Alliance for Health awarded First 5 a grant to enhance access to Triple P for Medi-Cal members with children aged 0–5 , focusing on Spanish-speaking families.

First 5 participated in the Child, Youth, and Family Well-Being Cabinet that guided the development of the County's Comprehensive Prevention Plan for the Family First Prevention Services Program. First 5 was recognized as a resource currently providing prevention services and received funding to expand partners' capacity to provide Triple P. First 5 is expanding Triple P and its outreach to underserved populations.

## Shasta

First 5 Shasta received a CYBHI grant and has partnered with local agencies to provide Trauma-Informed services to children, their parents, and caregivers who have experienced trauma, including TF-CBT services, training, and parent support groups.

We continue to work with partner organizations around ACEs education, screening, and intervention to increase public awareness of the prevalence of ACEs, their long-term negative effects on individuals' health and their long-term costs to society.

Through support of Help Me Grow Shasta, F5S helped identify children with developmental delays. In FY 2023–24, Help Me Grow completed 772 developmental screenings (ASQ-3 and ASQ-SE), an increase of 26% over FY 2022–23. Help Me Grow provided case coordination services to over 2,200 children and families. To date, Help Me Grow has served over 4,000 children 0–5 and their families. The Help Me Grow collaborative presented the Champions for Children event for parents, caregivers, and children.

First 5 Shasta is using a grant from Practitioners' Voice CA to train a cohort of 15 participants in understanding leadership and advocacy in Early Childhood Education. Cohort members traveled to Sacramento to meet with state legislators and participate in Advocacy Day to advocate for policies that support early childhood development and ECE.

First 5 Shasta distributed 8,472 new, high-quality books to children, caregivers, and ECE providers.

First 5 Institute presented high-quality training and resources to more than 170 providers of services to children 0–5 and their families and more than 75 ECE providers. First 5 Institute sponsored 12 Smart Starts & Smart Lunches presenting topics such as Understanding Poverty, The Growing Brain, and Implicit Bias Training. First 5 Institute provides access to high-quality early literacy programs by funding community “Storytimes”, which provide young children and their families access to early literacy material and an opportunity for social connections. First 5 Institute funded Storytime sites directly served 1,075 children ages 0–5.

## Sierra

The FY 2023–24 marked the launch of the inaugural Home Visiting Program in Sierra County. Throughout this year, First 5 Sierra has been instrumental in supporting the program's early phases through strategic referrals and facilitating collaborative meetings with key stakeholders, including the Public Health Department, County Office of Education, Sierra Nevada Children's Services, High Sierras Family Resource Center, and various local community-based organizations. These collaborative efforts have strengthened partnerships and fostered a community-oriented system of care. In addition, First 5 Sierra established a Home Visiting parent leadership group to assess families' current needs, ensuring representation of the Hispanic community's perspectives in the decision-making process.



community.

First 5 Sierra also played an active role as a partner in "TechWise Sierra," a county-wide initiative grounded in the Sierra County Comprehensive Prevention Plan. This initiative brings together numerous local agencies and departments, including the Sheriff's Office, Probation, the School District, the County Office of Education, Behavioral Health, Public Health, the Child Abuse Prevention Council, and Sierra Nevada Children's Services. Its goal is to educate parents and children about the potential dangers and adverse effects of technology while promoting responsible usage. The collaboration and partnerships formed through this initiative have been inspiring, demonstrating significant beneficial impacts on the

First 5 Sierra County is committed to developing a comprehensive early learning and education system. To support this initiative, the agency provides preschool subsidies for children aged 3 to 5, assists with operational expenses for preschool providers, and invests in culturally enriching programs. First 5 Sierra has also established a robust quality improvement program to ensure childcare providers possess the necessary expertise.

## **Siskiyou**

**Program Highlight Summary: Home Visitation Systems Coordination & Welcome Home Baby!**  
The Siskiyou County Home Visitation Systems Coordination represents a significant systems change effort, aimed to strengthen early childhood development and family outcomes through home visitation services. The initiative focused on creating a regional professional development plan and improving internal communication among home visitors, increasing community awareness of available services and developing a referral system, to match families with services. This collaboration enhanced the region's ability to serve more families and laid the groundwork for a stronger, integrated early childhood continuum of care.

A standout home visitation program within this effort is the "Welcome Home Baby!" providing new parents with mental health and wellness supports and personalized guidance on newborn care, such as infant sleep, crying, feeding, and nutrition. Since last year, the program nearly doubled its reach, serving 31 families through 67 home-visits. As part of this program, 42% of mothers received postpartum depression screenings and subsequent referrals. The program showed high effectiveness in supporting breastfeeding, with 90% of mothers who exclusively breastfeed at hospital discharge continuing to breastfeed six months later. These services contributed to the life-changing impact of the program on the babies in its care. Among many examples is one infant who significantly benefitted from home visiting services by moving from a being at risk of failure to thrive to reaching a healthy 77th percentile.

**Summary of Findings:** The strong outcomes for maternal and infant health of "Welcome Home, Baby!" home visiting program under the Home Visitation Systems Coordination umbrella of system-level efforts demonstrate the exceptional leadership of First 5 Siskiyou in systems change, reflecting the effectiveness of a coordinated home visitation system in addressing both systemic needs and individualized family care.

## **Solano**

First 5 Solano authored the First 5 California Impact Brief, which highlighted the significant strides First 5 counties across have made in improving the lives of children and families across the state. Drawing on the Heckman Equation, the Brief is intended to show legislators the profound benefits of First 5's investments in early childhood systems and why this system must be sustained.

A former school campus was purchased with the intention of creating a Vallejo Early Learning Center. The County's local Head Start provider will operate the site's programs. A Project Management Firm and General Contractor has been secured to oversee the site renovations. Additionally, a launch event was held in January 2024. The site has been named Rise Vallejo Early Education & Community Resource Center ("Rise Vallejo"), and a graphic designer created a logo and style guide for future marketing and communication purposes. This Center will operate multiple childcare sites developing up to 300 new childcare slots for children under 5 years old.

The First 5 Center in Vallejo, a model of family engagement and systems integration, celebrated its 4th birthday in February 2024. This center provides a wide range of services and activities to children and families in Solano County, including parenting classes using the Triple P model, developmental screenings, family support services with a food pantry, and various community activities. In FY 2023–24, the center met all its performance measures, including the engagement of nearly 1,500 individuals, connections for 304 families to community resources, and developmental screenings for more than 200 children to identify developmental or social-emotional challenges.

In partnership with the City of Fairfield, First 5 Solano is replicating its Vallejo First 5 Center to create a First 5 Center in Fairfield. Slated to open by the end of 2026, construction has not yet begun due to pending permits, but the project remains on track.

## **Sonoma**

In FY 2023–24, staff completed the pilot phase of the Shared Services program, Alianza de Proveedoras de Cuidado de Niños Familiar. The first cohort graduated and the second has started. The program is specifically designed to meet the needs of newly licensed, monolingual Spanish-speaking Family Child Care providers. We provided a range of professional development training opportunities to our ECE community. 238 providers across 27 counties were engaged in 37 events, with a combined total of 1,782.5 professional development hours completed by our ECE community. New Parent TLC (an MHSA INN project) successfully trained 141 childcare providers and cosmetologists to be connectors, able to recognize symptoms of parental depression, and connect families to resources. In follow-up with connectors, we found a gap in services with a lack of mono-lingual Spanish mental health services and have started working to increase access and available services. We established the bilingual Dolly Parton Imagination Library countywide, with a goal of reaching all 26,000 Sonoma County children 0–5.

We led a 21-county regional home visiting technical assistance collaboration to deepen the local First 5 relationships with their managed care plan. With this success, Partnership HealthPlan released a funding opportunity specifically for the 24 local First 5 Commissions in the PHC region to support First 5's becoming contracted CHW and/or Enhanced Case Management providers, working toward birth equity. We dispersed a combined \$3.2 million in ARPA funding between facilities grants to childcare providers, child savings accounts and guaranteed basic income through our pilot, Pathway to Income Equity. Although we still have not had to make significant cuts, due to the Commission's ability to leverage one-time ARPA funds and other public funding

streams, First 5 Sonoma County's reserves are almost depleted, and we continue to focus sharply on sustainability.

## **Stanislaus**

It is the mission of First 5 Stanislaus to be a catalyst to help give children and families the best start. In FY 2023–24, First 5 Stanislaus funded partners delivered services to the community that allowed 15,932 children, families, and early care education providers to remain connected to their support systems and basic needs when they were most needed. First 5 Stanislaus and its partners distributed supplies to assist families, including 559 new parent kits, 4,881 books and over 52,800 diapers. First 5 Stanislaus funded partners fostered the children and families they serve thrive in their communities. The parents of 5,988 children received family support services through countywide Family Resource Centers or other programs. Ninety-four percent of pregnant and parenting women (167/177) reported less stress as a result of attending support group sessions during their pregnancy through their child's first year. During this fiscal year, our partnership with Imagination Library welcomed 528 new applicants, serving children aged 0–5 living in Stanislaus County. A total of 1,486 books were given out through Imagination Library in efforts to increase the time being spent at home reading with family. Ninety-six percent of caregivers surveyed (582/609) gained an increase in skills and knowledge from attending parent education classes.

## **Tehama**

In 2024, First 5 Tehama conducted a community survey to understand families' post-pandemic priorities. Participants ranked education to manage children's behavior as a higher priority than in 2020. Recognizing that this starts with managing adult emotions, First 5 focused the third annual Stressbusters Café on Culturally Responsive Self-Care. This event connected interagency and interdisciplinary professionals serving Tehama County's 0–5 families through hands-on engagement around the shared mission to enhance family resilience through protective factors. Participants who shared key takeaways appreciated collaborating with other agencies and emphasized the importance of self-care/self-awareness, strategies to regulate emotions, and understanding how self-care varies for everyone. One provider noted, "I need to put my own oxygen mask on first to help those around me." Impressively, 94% learned something new, particularly about the significance of self-care.

In its commitment to center family and provider voices to progress strategic plan goals, First 5 Tehama developed a community recommendation report, including insights from a quarterly focus group of nine diverse parents (i.e., moms, dads, bilingual/bicultural participants) and survey data from parents and providers across the county.

Key areas for growth included:

- Strengthening referral networks between community-based services and medical services, encompassing both physical and mental health.
- Providing additional pathways for social connections within existing strategies.

First 5 Tehama will continue to build on the recommendations and insights gained from the Home Visiting Coordination regional grant to establish strong networks between systems. This will create future opportunities for knowledge sharing to better serve families, particularly among those providing prenatal and perinatal care. First 5 Tehama also aims to expand referral networks across systems, incorporating multiple pathways.

### **Trinity**

The First 5 Trinity County Children and Families Commission invests in a variety of services aimed at supporting children prenatal through age five and their families. Primary investments include School Readiness, Trinity Smiles, and a Welcome Baby program. We also support two local swim programs to increase water safety awareness and practices as drownings are a leading cause of childhood injury within our community.

### **Tulare**

Over the past 25 years, First 5 Tulare County has served as a funder, partner, and convener. We are proud of our community and partnerships. In FY 2023-2024, all funded programs served 21,969 parents and children. Most recently our partnership with our local Health and Human Services agency for our Play Program, which focuses on home visitation for CalWORKs families has served 195 families. Utilizing the Parents as Teachers (PAT) model eight Family Resource Centers throughout Tulare County (Cutler Orosi, Lindsay, Dinuba, Goshen, Porterville, Visalia, Tulare, and Woodlake) served 222 children. 94% of families demonstrated stressors.

Through our partnership our program has been able to increase positive outcomes and provide early detection and identification for families throughout our county. The families were provided in depth support via 1,801 personal visits, 85 group connections, and 86% of children 19-35 months old were up to date on immunizations. Children received developmental screenings of which 43% were identified of a potential delay/concerns (developmental, social emotional, hearing, vision, or physical health). This program has demonstrated success in collaborations and linking families to much needed services.

### **Tuolumne**

First 5 Tuolumne County provides leadership and support for programs to achieve the vision that all children are thriving and ready to learn. First 5 Tuolumne invested \$628,583 in the FY 2023–24, providing services to roughly 2,550 young children, parents, and providers.

- **Family Functioning:** Data collected by our home visitors reflected that 28% of our highest-risk families receiving In-Home Parenting Supports were able to make significant progress on their parenting goals by increasing their positive behaviors with their children. Additionally, home visitors observed that 50% of parents were never observed helping their child identify their feelings, which highlights the need for continued targeted and intensive parenting support.

- Improved Child Health: 20 years of our Smile Keepers Oral Health program suggests that the comprehensive prevention approach has sustained a reduction in the incidence of active cavities in the pre-k population.
- Child Development: Tuolumne County invested \$219,000 to improve the quality of our early care and education providers and sites. This was done by investing in professional development stipends for providers who participate in continuing education and/or coaching.

**Improved Systems of Care:** We now have Help Me Grow in Tuolumne County and a partnership with Unite Us, in the effort to connect all family serving systems and get all children screened for developmental delays using the Ages and Stages Questionnaire. After 7 years of investing in the Imagination Library, we now have nearly 40% of our 0–5 children getting a book in the mail each month and have supplied 43,750 books to 1,850 children. Since we know 90% of a child's brain is developed by the age of 5, we encourage parents to talk, read, and sing to their children every day. We are confident that the Imagination Library supports caregivers in those vital interactions.

## Ventura

First 5 Ventura County's FY 2023–24 investments in the early childhood system supported the place-based Neighborhoods for Learning, providing Parent and Child Together classes and family support services; Help Me Grow; and systems integration, advocacy, and capacity building. Recognizing the negative impact of the pandemic on families with young children, First 5



Ventura County secured \$3.5 of the county's American Rescue Plan Act funding to expand Neighborhoods for Learning services and pilot a light-touch home visiting program Welcome Every Baby targeting pregnant moms and new parents. Neighborhoods for Learning services were expanded to incarcerated fathers ages 16 to 24 at the Ventura County Juvenile Justice facility, focusing on topics such as attachment and bonding, communication, child development and temperaments, and appropriate discipline. Welcome Every Baby advance maternal and child health

outcomes, promotes upstream prevention efforts, fills gaps in services, and provides referrals with Ventura County Public Health to triage families into the most appropriate home visiting services. First 5 California's Regional Home Visiting Technical Assistance grant facilitated efforts to further build and strengthen the home visiting system within the broader system of support for children and families. The home visiting evaluation design was informed by Managed Care Plan performance standards around maternal and child health outcomes, such as linkage with medical home, timely completion of postpartum and well-child visits, immunizations, screenings



and follow-up. Significant progress was made with the Commission's parent engagement strategy with the support of a consultant engaged to facilitate efforts to strengthen the partnership between Commission staff and parent leaders focused on relationship building, decision-making, and defining the role of parent leader, thereby culminating in the development of a Parent Leader Handbook.

## **Yolo**

First 5 Yolo deepened its focus on prevention and sustainability by coordinating multiple state and local funding streams, efficiently using resources to advance systems transformation. Key achievements included preparing to fully merge and sustain Welcome Baby and Road to Resilience, First 5 Yolo's largest systems transformation efforts aimed at high-risk perinatal families and including behavioral health and parenting supports. Given the steeper decline in Proposition 10, the work demands braiding multiple revenue streams to support sophisticated systems efforts like Welcome Baby, Road to Resilience, Help Me Grow, and others. The leveraging of both Prop 10 and other funding makes possible the critical efforts needed by families closest to risk, but it also creates uncertainties for the type of strategic systems building Proposition 10 envisioned. While celebrating the success of our partnerships, the fiscal complexity and administrative burden remain heavy and largely unfunded. Variability in eligibility, timing, and data reporting creates barriers for families, particularly those most in need of improved systems.

First 5 Yolo also broke new ground by achieving a reliable and sustainable funding source through Medi-Cal billing. Grounded in the proven maternal/child health impacts of Welcome Baby, Road to Resilience, and Help Me Grow, First 5 Yolo is now an enrolled provider, serving as Supervising Provider for the Community Health Worker Benefit and contracting under CalAIM. This significant change requires careful attention to legal, programmatic, data security, and fiscal systems. The ability to participate in CHW and CalAIM builds sustainability but also requires additional funding for capacity-building. To date, this effort has been funded by a patchwork of grants.

While the immense efforts of First 5 Yolo Commissioners, staff, and partners have protected meaningful impact for now, we look forward to a future of increased collaboration among state agencies in support of counties.

## **Yuba**

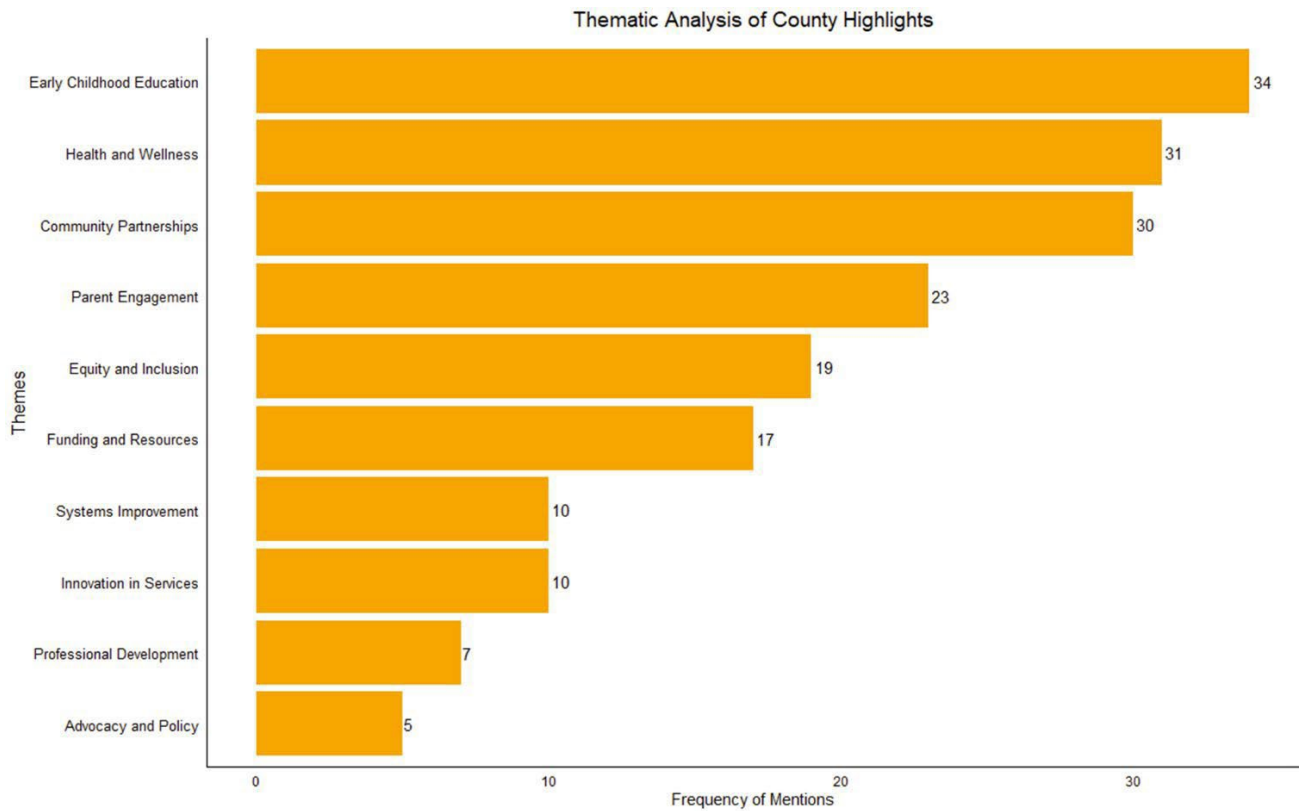
This past fiscal year, First 5 Yuba launched a Parent-Centered Leadership Cohort to empower parents and grassroots leaders as advocates for their children and families. This initiative aimed to connect them with opportunities to exercise their leadership skills, sustain community programs, and enhance local advocacy efforts by centering parent voice. The Parent Ambassador Leadership Program officially kicked off in November 2023, in partnership with the Yuba County Family Resource Center.

The cohort of parent leaders met bi-monthly, engaging in training on leadership and advocacy while developing essential skills to effect meaningful change for their families. Participants were provided with professional development opportunities, including training in evidence-informed Maternal Mental Health, online advocacy and leadership modules, and self-reflection exercises. They also attended a local Women’s Day conference and Purpose Workshops facilitated by community-based organizations. With backbone support from First 5 the cohort, which officially adopted the name “Momigas,” leads weekly moms walking group in one of our most underserved areas where they provide a space for connection, well-being and access to educational resources.

The recent, drastic decline of Proposition 10 revenue has had a significant impact to our local services, staffing, and systems change efforts. During this time the Momigas have been an invaluable asset as they continue to help drive local outreach, education, and advocacy on behalf of First 5. The success of this program combined with the significant commitment by local parents has underscored the need for ongoing leadership and advocacy development as well as continued services and programs. First 5 Yuba is committed to continuing this work, recognizing parent voice as a crucial element for driving change and enhancing programs and systems affecting children ages 0–5.



## First 5 County Highlights: Thematic Analysis of County Highlights, FY 2023–24



† The bar chart illustrates a thematic analysis of key themes identified in the county highlights during the reporting period 2023–24.

† Missing County Highlights from Sutter County.



**Table. Thematic Analysis of County Highlights: Themes and Descriptions**

Themes	Descriptions
<b>Early Childhood Education</b>	Focus on early learning, school readiness, and child development programs.
<b>Health and Wellness</b>	Programs targeting mental health, physical health, nutrition, and wellness for children and families.
<b>Community Partnerships</b>	Collaborations with schools, non-profits, and local organizations to extend program reach and impact.
<b>Parent Engagement</b>	Initiatives to involve parents through workshops, training, and support groups to enhance caregiving skills.
<b>Equity and Inclusion</b>	Efforts to ensure programs are accessible and beneficial to diverse and underserved populations.
<b>Funding and Resources</b>	Allocation and management of financial resources, including grants and local tax revenues.
<b>Systems Improvement</b>	Enhancing service delivery through better processes, infrastructure, and coordinated care.
<b>Innovation in Services</b>	Introduction of new methods, tools, or programs to address community-specific challenges creatively.
<b>Professional Development</b>	Training and capacity building for staff and partners to improve program effectiveness.
<b>Advocacy and Policy</b>	Supporting policies and initiatives to address systemic issues affecting early childhood and family well-being.

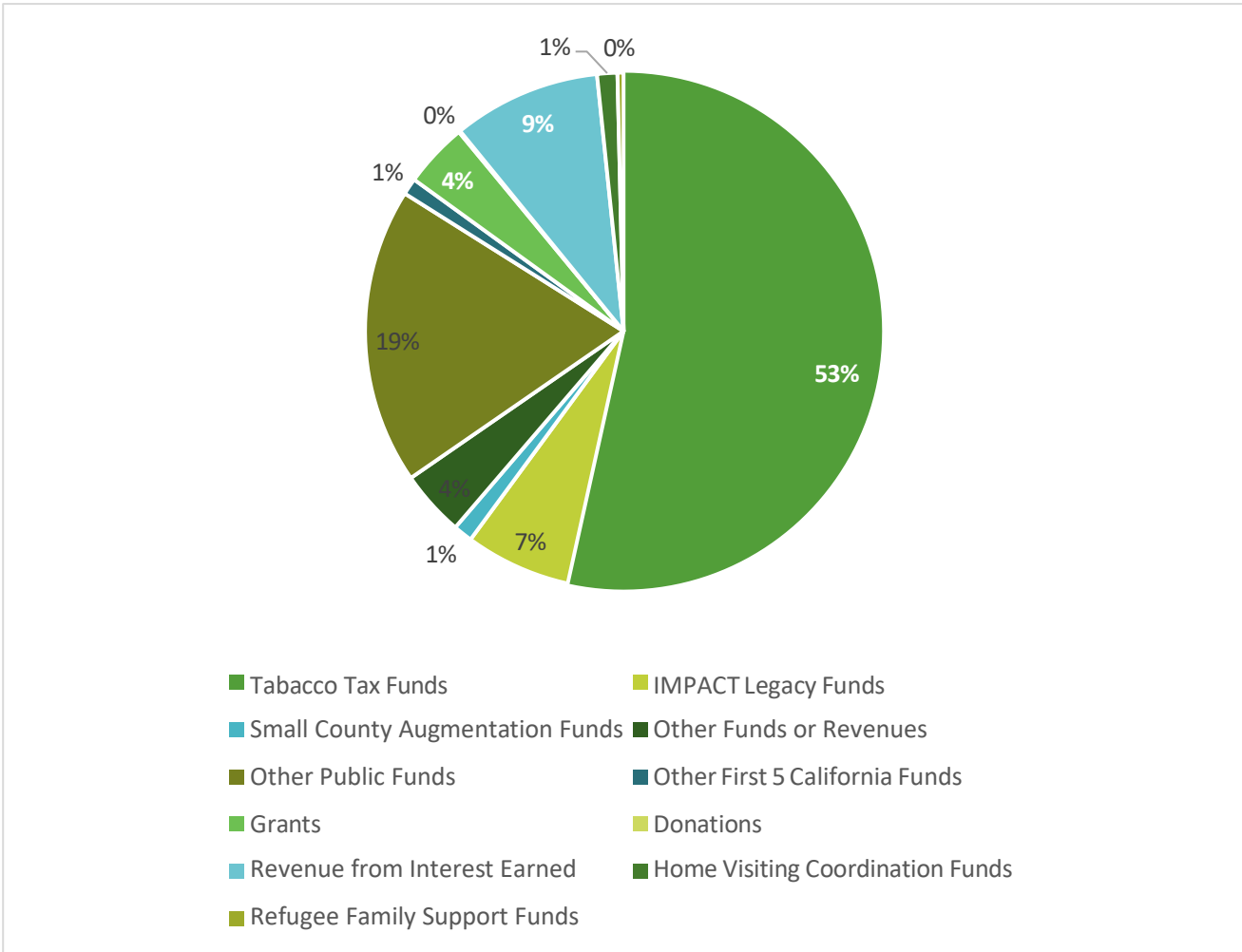


## Appendix A1: Revenues by Source, FY 2023–24

Tabacco Tax Funds <sup>1</sup>	\$ 236,011,821
IMPACT Legacy Funds <sup>2</sup>	\$ 29,210,670
Small Population County Funding Augmentation Funds <sup>3</sup>	\$ 5,286,729
Other Funds or Revenues <sup>4</sup>	\$ 18,111,720
Other Public Funds <sup>5</sup>	\$ 81,908,734
Other First 5 California Funds <sup>6</sup>	\$ 4,563,451
Grants <sup>7</sup>	\$ 17,805,287
Donations <sup>8</sup>	\$ 422,170
Revenue from Interest Earned <sup>9</sup>	\$ 40,854,306
Home Visiting Coordination Funds <sup>10</sup>	\$ 5,587,445
Refugee Family Support Funds <sup>11</sup>	\$ 1,664,723
<b>Total Revenue</b>	<b>\$ 441,427,056</b>

† Data includes all county commissions, except for Sutter.

1. Total Proposition 10 and Proposition 56 tobacco tax revenue
2. IMPACT Legacy consortia or regional hub funds received from First 5 California
3. SPCFA funds received from First 5 California
4. Other funds or revenues received, may include rental income or revenue from services provided.
5. Other federal, state, or public funds received
6. Other funds received from First 5 California
7. Grants received by the county commission
8. Donations received by the county commission
9. Interest earned in all Children and Families Trust Fund revenue accounts by the county commission
10. Home Visiting Coordination Funds received from First 5 California
11. Refugee Family Support Funds received from First 5 California



## Appendix A2: Number of Services and Expenditures by Result Area and Service Type, FY 2023–24

### Improved Family Resiliency

Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers & Providers	Total Number of Services	Percent of Services in Result Area (1)	Percent of Total Number of Services (1)	Total Expenditures for Services	Percent of Service Expenditures in Result Area (1)	Percent of Total Expenditures (1)
General Family Support	112,904	251,114	26,502	277,616	390,520	52%	31%	\$71,866,781	71%	19%
Intensive Family Support	9,703	14,180	799	14,979	24,682	3%	2%	\$25,258,201	25%	7%
Family Literacy and Book Programs	197,216	121,624	10,775	132,399	329,615	44%	26%	\$4,449,263	4%	1%
<b>Total Improved Family Resiliency</b>	<b>319,823</b>	<b>386,918</b>	<b>38,076</b>	<b>424,994</b>	<b>744,817</b>	<b>100%</b>	<b>59%</b>	<b>\$101,574,245</b>	<b>100%</b>	<b>27%</b>

## Improved Child Development

Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers & Providers	Total Number of Services	Percent of Services in Result Area (1)	Percent of Total Number of Services (1)	Total Expenditures for Services	Percent of Service Expenditures in Result Area (1)	Percent of Total Expenditures (1)
Quality Early Learning Supports	77,578	16,991	21,641	38,632	116,210	75%	9%	\$68,074,228	85%	18%
Early Learning Program Direct Costs	28,688	4,645	5,316	9,961	38,649	25%	3%	\$11,873,430	15%	3%
<b>Total Improved Child Development</b>	<b>106,266</b>	<b>21,636</b>	<b>26,957</b>	<b>48,593</b>	<b>154,859</b>	<b>100%</b>	<b>12%</b>	<b>\$79,947,658</b>	<b>100%</b>	<b>21%</b>

## Improved Child Health

Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers & Providers	Total Number of Services	Percent of Services in Result Area (1)	Percent of Total Number of Services (1)	Total Expenditures for Services	Percent of Service Expenditures in Result Area (1)	Percent of Total Expenditures (1)
General Health Education and Promotion	24,793	32,888	5,102	37,990	62,783	17%	5%	\$5,803,580	5%	2%
Oral Health Education and Treatment	36,032	18,665	326	18,991	55,023	15%	4%	\$3,996,838	4%	1%
Early Intervention	83,996	29,577	4,021	33,598	117,594	33%	9%	\$30,429,471	28%	8%
Perinatal and Early Childhood Home Visiting	38,243	52,177	1,030	53,207	91,450	25%	7%	\$60,446,596	57%	16%
Prenatal and Infant/Toddler Pediatric Support	19,691	13,143	1,587	14,730	34,421	10%	3%	\$6,226,698	6%	2%
<b>Total Improved Child Health</b>	<b>202,755</b>	<b>146,450</b>	<b>12,066</b>	<b>158,516</b>	<b>361,271</b>	<b>100%</b>	<b>29%</b>	<b>\$106,903,183</b>	<b>100%</b>	<b>28%</b>

## Improved Systems of Care

Result Area and Service Type	Children	Primary Caregivers	Providers	Total Primary Caregivers & Providers	Total Number of Services	Percent of Services in Result Area (1)	Percent of Total Number of Services (1)	Total Expenditures for Services	Percent of Service Expenditures in Result Area (1)	Percent of Total Expenditures (1)
Policy and Public Advocacy	-	-	-	-	-	-	-	\$30,521,346	33%	8%
Systems Building	-	-	-	-	-	-	-	\$62,281,860	66%	16%
Emergency and Disaster Relief	-	-	-	-	-	-	-	\$1,094,721	1%	0%
Total Improved Systems of Care	-	-	-	-	-	-	-	\$93,897,927	100%	25%
Grand Total								\$382,323,013		

† Data includes all county commissions, with the exception of Sutter.

(1) Totals may not equal 100 percent due to rounding.





## Appendix B: Result Area and Service Type Definitions

### Result Area: Improved Family Resiliency

Providing parents, families, and communities with relevant, timely, and culturally appropriate information, education, services, and support.

#### Family Literacy and Book Programs

Programs promoting family literacy, parent-child book sharing, or book ownership for families with children ages 0–5. The Kit for New Parents may be included if these statewide efforts are locally modified to promote literacy. For example, adding a children’s book, and information and registration link to Imagination Library to the Kits can be an effective way to distribute books and reinforce the importance of access to early literacy activities. Program models or initiatives include Dolly Parton’s Imagination Library<sup>1</sup>, Kit for New Parents<sup>2</sup>, Little by Little<sup>3</sup>, Potter the Otter<sup>4</sup>, Raising a Reader<sup>5</sup>, Reach Out and Read<sup>6</sup>, and other Local Models.

#### General Family Support

Programs providing short-term, non-intensive instruction on general parenting topics, and/or support for basic family needs and related case management, including meals, groceries, clothing, and temporary or permanent housing acquisition assistance. General family support may include general playgroup programs that provide parents/caregivers with opportunities to engage, learn, and play with their children. Playgroups are structured, intentional opportunities for parents and/or caregivers and their young children to support the optimal development of the child, the social-emotional needs of the family, and increase social connectedness. General family support may also include referrals to family services such as Family Resource Centers (FRCs) and other community resources. Core Operating Support includes staff, facilities, materials, and other general operating costs associated with an organization’s day-to-day functioning. Fatherhood programs and other operational and support for family support agencies and/or networks are included. In general, these programs are designed to provide less

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<sup>1</sup> The [imagination Library of California](#) gifts high quality, age-appropriate books every month to children from birth until the child turns five.

<sup>2</sup> The [Kit for New Parents](#) provide free kit for new parents that includes parent guide, numbers touch-and-feel book, what to do when your child gets sick boo, and more. Kits are available in English, Spanish, Chinese, Korean, and Vietnamese.

<sup>3</sup> The [Little by Little](#) Program is an evidence-based early literacy program for young children (ages 0–5 ) from families engaged in the WIC program.

<sup>4</sup> The [Potter the Otter](#) is a free bilingual book that is a perfect reminder for children to drink water every day to stay hydrated and healthy.

<sup>5</sup> The [Raising A Reader](#) program provides a way for children and their parents or caregivers to participate in a weekly rotating book bag program through early care and education settings.

<sup>6</sup>The [Reach Out and Read](#) is a program that promotes early literacy and school readiness by integrating children's books and advice about the importance of reading aloud into pediatric care.

intense and shorter term (“lighter touch”) support services and classes for families by paraprofessional staff (e.g., FRCs). Program models or initiatives include Abriendo Puertas<sup>7</sup>, Avance<sup>8</sup>, Core Operating Support<sup>9</sup>, Playgroups, Triple P<sup>10</sup> Levels 2-3, and Five Protective Factors<sup>11</sup>.

### **Intensive Family Support**

Programs providing intensive and/or clinical services by a paraprofessional and/or professional, as well as one-to-one services in family support settings. Programs are generally evidence-based and designed to support at risk parents and families prenatally or with young children to increase knowledge and skills related to parenting and improved family resiliency (e.g., counseling, family therapy, parent-child interaction approaches, and long-term classes or groups). This also is the category for comprehensive and/or intensive services for special populations (i.e., homeless, teen parents, foster children, special needs). Program models or initiatives include Incredible Years<sup>12</sup>, Nurturing Parenting Program<sup>13</sup>, and Triple P<sup>14</sup> Levels 4-5.

## **Result Area: Improved Child Development**

Increasing the quality of and access to early learning and education for young children.

### **Early Learning Program Direct Costs**

Early learning programs for children ages 0–5 years old may include preschool programs, kindergarten transition services, and early learning programs for all ages. Programs may include child related early literacy and Science, Technology, Engineering, and Math programs; programs for homeless children; migrant programs; and similar investments. Extra supports in early learning settings for homeless children, Federal Migrant or Tribal Child Care programs, and children receiving Alternative Payment vouchers for childcare should be included here. Program models or initiatives include Facility Grants, First 5-funded Preschool/Childcare Reimbursement, and Summer Bridge Programs.

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<sup>7</sup> The mission of [Abriendo Puertas/Opening Doors](#) is to honor and support parents as leaders of their families and their child’s first and most influential teacher.

<sup>8</sup> [AVANCE](#) walks alongside children and caregivers in primarily Latino communities to achieve social and economic justice.

<sup>9</sup> [Core/General Operating Support](#) is defined by Hutton Parker Foundation as unrestricted funding enabling an organization to carry out its mission. Funding awards are intended to underwrite administrative infrastructure, support increased agency capacity, assist with strategic financial and organizational capacity and/or help maintain core programs and essential staff

<sup>10</sup> [Triple P](#) gives parents simple and practical strategies to help them build strong, healthy relationships, confidently manage their children’s behavior and prevent problems developing

<sup>11</sup> The [five protective factors](#) at the foundation of Strengthening Families are characteristics that have been shown to make positive outcomes more likely for young children and their families, and to reduce the likelihood of child abuse and neglect.

<sup>12</sup> [The Incredible Years®](#) offers a variety of evidence-based early intervention programs for parents, teachers, early childhood educators, counselors, and other professionals who work with children ages 0–12

<sup>13</sup> [The Nurturing Parenting®](#) Programs are a family-centered trauma-informed initiative designed to build Nurturing Parenting® skills as an alternative to abusive and neglecting parenting and child-rearing practices.

<sup>14</sup> [Triple P](#) gives parents simple and practical strategies to help them build strong, healthy relationships, confidently manage their children’s behavior and prevent problems developing

## **Quality Early Learning Supports**

Programs designed to enhance early learning programs such as professional development for early educators, or implementation and integration of services. This service category may include quality and improvement system investments as part of IMPACT investments and Quality Counts California. This service category covers early learning and care (ELC) settings work, most commonly by licensed care providers, but is also inclusive of alternative settings such as Family Resource Centers; Family, Friend, and Neighbor Care; Boys and Girls Clubs; and libraries. This service category may include interagency collaboration, quality improvement supports, support services to diverse populations, and database management and development. Program models or initiatives include Quality Counts California.

## **Result Area: Improved Child Health**

Promoting optimal health through identification, treatment, and elimination of the risks that threaten children's health and lead to developmental delays and disabilities in young children.

### **Early Intervention**

Programs providing screening, assessment, and diagnostic services, including referrals or follow-up to needed services. Programs including early intervention or intensive services to children with disabilities and other special needs, or at-risk for special needs, should be included here. May include strategies targeting language and communication skills, social and emotional development, developmental delays, and related parent education. Developmental playgroups are specifically intended for children who have been identified as at-risk for developmental delays. Additionally, the playgroup staff are trained to support each child's specific early intervention goals. Mental Health Consultations in early learning and care (ELC) settings are included here. Program models or initiatives include Care Coordination and Linkage, Developmental Playgroups and Mild-to-Moderate Supports.

### **General Health Education and Promotion**

Programs promoting children's healthy development, including nutrition, fitness, access to insurance (health, dental, vision) and health services. Programs also may focus on increased awareness of information about child safety seats, fire, safe sleep, and substances education (drugs, alcohol, tobacco). Program models or initiatives include Nutrition/Breastfeeding, Safety Education, and Smoking or Tobacco Cessation.

### **Oral Health Education and Treatment**

Programs providing an array of services including dental screening, assessment, cleaning and preventive care, treatment, fluoride varnish, and parent education on the importance of oral health care. Category may include provider training and care coordination of services. Program models or initiatives are Local Models.

## Perinatal and Early Childhood Home Visiting

Home visiting is the primary service delivery strategy for inter-generational family-centered supports. Home visiting services are provided in the home by qualified professionals with parents, prenatally and/or with children birth to age three. These voluntary programs tailor services to meet the needs of individual families and offer information, guidance, and support directly in the home environment. While home visiting programs vary in goals and content of services, in general, they combine parenting and health care education, early intervention, and early learning supports for young children and their families. Their visits focus on linking pregnant women with prenatal care, promoting strong parent-child attachment, and coaching parents on learning activities that foster their child's development and supporting families during the pivotal window of pregnancy through early childhood. Program models or initiatives include Early Head Start<sup>15</sup>, Healthy Families America<sup>16</sup>, Healthy Steps<sup>17</sup>, Home Instruction for Parents of Preschool Youngsters(HIPPY)<sup>18</sup>, Nurse Family Partnership (NFP)<sup>19</sup>, Parents as Teachers<sup>20</sup>, Welcome Baby<sup>21</sup>, and other Local Models.

## Prenatal and Infant/Toddler Pediatric Support

Out-of-home programs include prenatal care and follow-up for healthy development-related services during the first three years of a child's life. These programs are designed to improve the health and well-being of women during and after pregnancy, and the infant or young child by a paraprofessional and/ or professional outside of the family home, including, but not limited, to pediatric or clinical environments. Programs may provide comprehensive support, including parenting education, health information, developmental assessments, providing referrals, and promoting early learning. Program models or initiatives include Developmental Understanding and Legal Collaboration for Everyone (DULCE)<sup>22</sup>, Healthy Steps, and other Local Models.

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<sup>15</sup> [Early Head Start](#) is a federally funded program that provides services for infants, toddlers, and pregnant women from low-income families.

<sup>16</sup> [Healthy Families America \(HFA\)](#) works with pregnant and parenting families of children prenatally up to age 5.

<sup>17</sup> [HealthySteps](#) program provides early childhood development support to families where they are most likely to access it-pediatric primary care office.

<sup>18</sup> [Home Instruction for parents of Preschool Youngsters \(HIPPY\)](#) aims to support parents and caregivers as their children's first teacher.

<sup>19</sup> [Nurse Family Partnership \(NFP\)](#) is designed for low-income pregnant people and their children and focuses on first-time parents.

<sup>20</sup> [Parents as Teachers](#) is a voluntary early childhood development program offering research-based curricula that help families raise children to be healthy, safe, and learning.

<sup>21</sup> [Welcome Baby](#) is a voluntary, universal hospital-and home-based intervention for families who are expecting or have recently given birth.

<sup>22</sup> [DULCE](#) is an innovative approach based in the pediatric care setting that proactively addresses social determinants of health, promotes the healthy development of infants, and provides support to their parents, all during the precious and critical first six months of life.

## Result Area: Improved Systems of Care

Implementing integrated, comprehensive, inclusive, and culturally and linguistically appropriate services to achieve improvements in one or more of the other Result Areas.

### Emergency and Disaster Relief

Unplanned expenditures made in response to a community disruption resulting from local, regional, or statewide events such as fires, earthquakes, floods, widespread illness (epidemic, pandemic), or riots. Direct materials or support may include addressing immediate needs of individuals or communities for items such as diapers, clothing, food, shelter, transportation, childcare, and lost wages. Also includes coalition building funding used in concert with other philanthropic, government, and business partners to support broader emergency response systems efforts. Program models or initiatives for material support and coalition building.

### Policy and Public Advocacy

Services include community awareness, public outreach and education on issues related to children ages 0–5 years old and their families. This also includes work focused on policy change, work with local and statewide stakeholders, Town Halls, policy development, and related efforts. Program models or initiatives to address resilient families and communities, child health, early learning, and revenue Sustainability.

### Systems Building

Efforts to improve service quality, connections between programs, infrastructure support, and professional development. This category includes activities such as strategic planning, business planning, grant writing workshops, sustainability workshops, and assistance in planning and promoting large community conferences or forums. These improvement efforts should result in improved outcomes for children ages 0–5 years old. Improvements could be geared toward creating a well-trained workforce with shared professional standards and competencies, creating strong and effective linkages across system components, or leveraging funding to sustain the system of care. Database management and other cross-agency systems evaluation are also reported here. Program models or initiatives include Early Identification and Intervention (e.g., Help Me Grow<sup>23</sup>), Family Resiliency<sup>24</sup>, Health Systems, Place-Based<sup>25</sup>, and Trauma Informed Care/Adverse Childhood Experiences<sup>26</sup>.

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<sup>23</sup> [Help Me Grow](#) is a system of supports for pregnant women, caregivers with new babies, and families with young children with developmental delays and disabilities

<sup>24</sup> [Family resilience](#) is the family's ability to maintain or resume effective functioning—including care of its members—following potentially traumatic events.

<sup>25</sup> [Place-based early identification and intervention](#) refers to services and support that help babies and toddlers (from birth to 3 years of age) with developmental delays or disabilities and their families

<sup>26</sup> [Trauma-informed care](#) is an approach to healthcare delivery that recognizes and responds to the signs, symptoms, and risks of trauma to better support the health needs of patients who have experienced. [Adverse Childhood Experiences \(ACEs\)](#) and

## Appendix C: Demographics of Populations Served, FY 2023–24

Age Category	Individuals Served
Children Less Than 3 Years Old	213,455
Children from 3rd to 6th Birthday	202,353
Children—Ages Unknown (birth to 6th birthday)	186,533
Primary Caregivers	539,120
Providers	72,832
<b>Total Children 0–5</b>	<b>602,341</b>
<b>Total Primary Caregivers</b>	<b>539,120</b>
<b>Total Children, Caregivers, and Providers</b>	<b>1,214,293</b>

Language Category	Children 0–5	Primary Caregivers	Total
English	259,996	205,228	465,224
Spanish	122,267	92,299	214,566
Cantonese	2,247	1,629	3,876
Mandarin	1,804	1,633	3,437
Vietnamese	4,716	47,448	52,164
Korean	180	245	425
Other - Specify with text box	20,034	14,299	34,333
Unknown	175,108	139,543	314,651
<b>Total</b>	<b>586,352</b>	<b>502,324</b>	<b>1,088,676</b>



Toxic stress. It is characterized by an understanding that problematic behaviors may need to be treated as a result of the ACEs or other traumatic experiences someone has had.

Race/Ethnicity Category	Children 0–5	% Distribution of Children 0–5	Primary Caregivers	% Distribution of Primary Caregivers	Total
Alaska Native/American Indian	4,170	0.7%	2,947	0.5%	7,117
Asian	33,857	5.6%	32,957	6.1%	66,814
Black/African-American	27,143	4.5%	18,001	3.3%	45,144
Hispanic/Latino	228,829	38.0%	193,194	35.8%	422,023
Middle Eastern or North African	301	0.0%	342	0.1%	643
Native Hawaiian or Other Pacific Islander	1,608	0.3%	931	0.2%	2,539
Two or more races	21,075	3.5%	11,862	2.2%	32,937
White	71,648	11.9%	52,867	9.8%	124,515
Other	213,681	35.5%	226,004	41.9%	439,685
Total	602,312	100.0%	539,105	100.0%	1,141,417

† Other-includes respondents who selected unknown or did not specify their race/ethnicity. This group may also include individuals who identify with a race or ethnicity not explicitly listed in the available categories, or those who opted not to disclose this information for personal reasons. Data regarding these responses is available upon request.

