



Program and Awards Committee
Monday, May 18, 2026
9:00 a.m. – 11:00 a.m.

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

REASONABLE ACCOMMODATIONS FOR ANY INDIVIDUAL WITH A DISABILITY. Pursuant to the Rehabilitation Act of 1973 and the Americans with Disability Act of 1990, any meeting or function of the Madera County Children and Families Commission may request assistance by contacting the Madera County Children and Families Commission – telephone 559-661-5155.

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|---------------------------------|---|--|
| 1.0
ACTION | OPENING REMARKS
1.1 Call to Order
1.2 Roll Call
1.3 Agenda Approval, Additions or Modifications | Deborah Martinez, Chair |
| 2.0 | POTENTIAL CONFLICTS OF INTEREST
Any Commission Member who has a potential conflict of interest may now identify the item and recuse themselves from discussing and voting on the matter. | Deborah Martinez, Chair |
| 3.0
ACTION
pg 3-6 | CONSENT CALENDAR
3.1 Approval of March 16, 2026, PAC meeting minutes | Deborah Martinez, Chair |
| 4.0 | PUBLIC COMMENT
This time is offered for the public wishing to address the Committee on matters not listed on the agenda. Committee members listen but may not discuss non-agenda matters. A public comment period is also offered for items on the agenda when the item is considered. | Deborah Martinez, Chair |
| 5.0
ACTION
pg 7 | AGREEMENT RENEWAL WITH CENTRO BINACIONAL PARA EL DESARROLLO INDÍGENA OAXAQUEÑO TO IMPLEMENT THE NURTURING CHILDREN-CONNECTING FAMILIES INITIATIVE UNDER THE STRENGTHENING FAMILIES PRIORITY AREA
The Committee will review and consider moving forward for Commission consideration an agreement renewal with Centro Binacional para el Desarrollo Indígena Oaxaqueño for continued implementation of the Nurturing Children Connecting Families Parent Education Initiative. | J. Monica Ramirez, ED
Diane Sandoval, Staff |
| 6.0
ACTION
pg 8 | AGREEMENT RENEWAL WITH MADERA COUNTY SUPERINTENDENT OF SCHOOLS EARLY CARE AND EDUCATION TO IMPLEMENT IMPACT LEGACY INITIATIVE UNDER THE QUALITY CARE AND LEARNING PRIORITY AREA
The Committee will review and consider moving forward for Commission consideration an agreement renewal with Madera County Superintendent of Schools for continued implementation of the IMPACT Legacy Initiative. | J. Monica Ramirez, ED
Diane Sandoval, Staff |
| 7.0
ACTION
pg 9-23 | 2024-2029 REVISED FIRST 5 MADERA COUNTY STRATEGIC PLAN REVIEW AND PUBLIC HEARING
The Committee will review, discuss, and consider moving forward the public hearing and adoption of the revised 2024-2029 First 5 Madera County Strategic Plan for Commission consideration. | J. Monica Ramirez, ED
Diane Sandoval, Staff |
| 8.0 | STAFF UPDATES | J. Monica Ramirez, ED |

- | | | |
|------|--------------------------------------|-------------------------|
| 9.0 | ANNOUNCEMENTS | Deborah Martinez, Chair |
| 10.0 | NEXT MEETING
June 15, 2026 | Deborah Martinez, Chair |
| 11.0 | ADJOURNMENT | Deborah Martinez, Chair |

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



**Program and Awards Committee
Monday, March 16, 2026
9:00 a.m. – 11:00 a.m.**

IN-PERSON

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

MINUTES

Present	Deborah Martinez, Chair Jacklyn Lara Jones	Director of the Department of Social Services Madera County Superintendent of Schools
Absent:	Karen V. Wynn, Ph.D., Vice Chair	Community Representative-Eastern Madera County
Staff	J. Monica Ramirez Diane Sandoval	Executive Director Senior Program Manager
Public:		

1.0 OPENING REMARKS

Call to Order:

1.1 Committee Chair D. Martinez called the meeting to order at 9:01 a.m.

1.2 Present: J. Jones, D. Martinez

Absent: K. Wynn

Motion to approve the agenda as presented, M/S by J. Jones / D. Martinez, motion carried.

1.3 No public comments were made or received.

Ayes: J. Jones, D. Martinez
Nays: None
Abstain: None
Recuse: None
Absent: K. Wynn

2.0 POTENTIAL CONFLICTS OF INTEREST

None of the Committee members disclosed any potential conflicts of interest.

3.0 CONSENT CALENDAR

3.1 D. Martinez asked for Motion to approve February 9, 2026, Special PAC meeting minutes.

Motion to approve the minutes M/S by, J. Jones / second, D. Martinez

No public comments were made or received.

Ayes: J.Jones, D. Martinez
Abstain: None
Recuse: None
Absent: K. Wynn

4.0 PUBLIC COMMENT

No public comments were made or received.

5.0 PROPOSED 2026-2027 PROGRAM AND AWARDS COMMITTEE MEETING SCHEDULE

ACTION

D. Sandoval presented the proposed 2026–2027 PAC meeting schedule as developed based on compliance with bylaws and the Brown Act. Meetings are generally held on the third Monday of two consecutive months from 9:00–11:00 a.m. at the First 5 Family Resource Center, followed by one month without a meeting. Staff recommend maintaining this schedule, with two exceptions: December 14, 2026, and February 8, 2027, which will be held on the second Monday to accommodate scheduling needs.

A review and discussion of the proposed schedule was conducted by the Committee.

No public comments were made or received.

Motion to accept schedule as presented.

M/S, J. Jones, Second D. Martinez, passed the motion.

Ayes: J. Jones, D. Martinez
Nays: None
Abstain: None
Recuse: None
Absent: K. Wynn

6.0 REQUEST FOR APPLICATIONS – SPONSORSHIP OPPORTUNITIES

ACTION

D. Sandoval presents the 2026–2027 Sponsorship Opportunities RFA release for First 5 Madera County, \$15,000 one-time funding for community or family education activities that support the Strengthening Families priority area. The approach builds on a previously successful strategy and includes improvements such as updated timelines, a budget template, clearer application guidance, and insurance requirements. Funding categories remain Community Events and Family Education Opportunities, with individual awards up to \$3,000 each to be spent by the end of the fiscal year June 30, 2027.

Following review of the item and subsequent committee discussion, M. Martinez recommended increasing the total Sponsorship Opportunity funding to \$25,000, with a maximum of \$5,000 per individual award. This recommendation reflects the increased application requirements, insurance liability coverage considerations, and the impact of inflation. The proposed increase is also intended to generate greater interest in the opportunity and further support Strengthening Family events.

No public comments were made or received.

Motion to approve the item with an increased total award to \$25,000 available for distribution, allowing for individual awards of up to \$5,000 each.

M/S, J. Jones, Second D. Martinez; motion passed.

Ayes: J. Jones, D. Martinez
Nays: None
Abstain: None

Recuse: None
Absent: K. Wynn

7.0
ACTION

EXPRESS GRANT – BREASTFEEDING INITIATIVE

D.Sandoval presented the release of one Express Grant – Breastfeeding Initiative opportunity for the 2026-2027 program funding cycle. The approach builds on a previously released successful strategy and includes improvements such as updated timelines, a budget template, clearer application guidance, and insurance requirements. The anticipated funding available for this investment opportunity is \$10,000. Having received positive feedback on the initial approach, the Express Grant opportunity will allow for the reinvestment of unspent FY 2025–2026 funds to support one project under the Healthy Beginnings priority area. The efforts will focus on increasing awareness of timely prenatal care and improving breastfeeding initiation and duration collaborating with trusted community partners to address service gaps and implement breastfeeding related initiatives. Staff propose releasing one Express Grant-Breastfeeding Initiative opportunity in May 2026, with PAC review and Commission approval anticipated by October 2026. Award notification is expected to be issued in October 2026, with all funds to be expended by June 30, 2027.

The Committee conducted a review and discussion of the item. D. Martinez recommended revising the application language to more clearly reflect the number of grant opportunities available, specifically using the term “awardee” to indicate that only one award will be issued, and to ensure the request and need are clearly defined for potential applicants. Additionally, to be more specific in the type of project First 5 is seeking for this initiative.

No public comments were made or received.

Motion to approve the item; M/S, J. Jones, Second D. Martinez; motion passed.

Ayes: J. Jones, D. Martinez
Nays: None
Abstain: None
Recuse: None
Absent: K. Wynn

8.0
ACTION

FIRST 5 CALIFORNIA 2024-2025 ANNUAL REPORT

D. Sandoval, presents the First 5 California 2024-2025 Annual Report. The primary objective is to inform the legislature of the local impacts of Proposition 10 and 56 funding throughout the state. Reviewing the annual report and holding a public hearing meets the legislative requirements for eligibility to receive Proposition 10 revenues.

A review and discussion of the item was conducted by the Committee.

No public comments were made or received

Motion was made to move forward the First 5 California 2024-2025 Annual Report for Commission consideration and public hearing.

M/S, J. Jones, Second D. Martinez; motion passed.

Ayes: J. Jones, D. Martinez
Nays: None
Abstain: None
Recuse: None
Absent: K. Wynn

9.0

UPDATES

FRC building update.

10.0

ANNOUNCEMENTS

None

11.0 **NEXT MEETING**
May 18, 2026

12.0 **ADJORNMENT**
9:45 am

DRAFT



AGENDA ITEM 5.0

ACTION INFORMATION

TO: Program and Awards Committee

FROM: J. Monica Ramirez, Executive Director
Diane Sandoval, Senior Program Manager

SUBJECT: Agreement Renewal with Centro Binacional para el Desarrollo Indígena Oaxaqueño to Implement the Nurturing Children-Connecting Families Initiative under the Strengthening Families Priority Area

DATE: May 18, 2026

RECOMMENDED ACTION:

The Committee will review and consent to move forward for Commission consideration an agreement renewal with Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO) to continue to implement Nurturing Children Connecting Families parent education initiative in an amount not to exceed \$150,000 for the second year.

BACKGROUND:

On May 19, 2025, the Commission approved a one-year contract with an option to renew a second year based on performance and availability of funds with CBDIO to implement the Nurturing Children Connecting Families parent education initiative.

The current agreement with CBDIO is set to expire on June 30, 2026. Based on the program's performance and achieved outcomes thus far, staff recommend renewing the agreement with CBDIO for the second year of funding.

FISCAL IMPACT:

Funding from the Commission's 2026–2027 budget has been allocated under the Strengthening Families Priority Area, with a total investment not to exceed \$150,000.

CONCLUSION:

If approved, this item will move forward to the next Commission meeting for review and approval. If not approved, the second year of funding will not be awarded, and staff will seek guidance from the Committee on an alternative funding strategy for FY 2026-2027.



AGENDA ITEM 6.0

ACTION INFORMATION

TO: Program and Awards Committee

FROM: J. Monica Ramirez, Executive Director
Diane Sandoval, Senior Program Manager

SUBJECT: Agreement Renewal with Madera County Superintendent of Schools Early Care and Education to Implement IMPACT Legacy Initiative under the Quality Care and Learning Priority Area

Date May 18, 2026

RECOMMENDED ACTION:

The Committee will review and consent to move forward for Commission consideration an agreement renewal with Madera County Superintendent of Schools (MCSOS) to continue to implement the IMPACT Legacy Initiative in an amount not to exceed \$158,380 for the second year.

BACKGROUND:

On September 3, 2025, the Commission approved an Intent to Partner with an option to renew a second year based on performance and availability of funds with MCSOS to implement the IMPACT Legacy Initiative.

The current agreement with MCSOS is set to expire on June 30, 2026. Based on the program's performance and achieved outcomes thus far, staff recommend renewing the agreement with MCSOS for a second year of funding.

FISCAL IMPACT:

Funding from the Commission's FY 2026–2027 budget has been allocated under IMPACT, with a total investment not to exceed \$158,380.

CONCLUSION:

If approved, this item will move forward for full Commission consideration. If not approved, the second year of funding will not be awarded, and staff will seek guidance from the Committee on an alternative funding strategy for IMPACT Legacy Initiative FY 2026-2027.



AGENDA ITEM 7.0

ACTION INFORMATION

PUBLIC HEARING

TO: Program and Awards Committee
FROM: J. Monica Ramirez, Executive Director
Diane Sandoval, Senior Program Manager
SUBJECT: 2024-2029 Revised First 5 Madera County Strategic Plan Review and Public Hearing
Date May 18, 2026

RECOMMENDED ACTION:

The Committee will review and consent to move the item forward for full Commission consideration

1. Conduct a Public Hearing of the proposed revisions of the 2024-2029 First 5 Madera County Strategic Plan and,
2. Following the public hearing, the revised Strategic Plan will be reviewed and adopted.

BACKGROUND:

On April 3, 2024, the Commission adopted the First 5 Madera County (F5MC) 2024-2029 Strategic Plan. The plan serves as the agency's blueprint for fulfilling its mission and achieving its vision, goals, and objectives for the next five years. It also guides improvements in service implementation, enhancing the organization's impact and sustainability.

In compliance with California Health & Safety Code Section 130140(a)(1)(D), (E), and (F), county commissions are required to hold an annual public hearing to review their county strategic plan. Following this review, commissions must either confirm the plan with no revisions or adopt a new or revised strategic plan and submit the adopted plan to the state commission.

Accordingly, staff reviewed the plan and recommended minor revisions to the priority area objectives and updates to the strategic investments to better reflect the work being implemented in each area as outlined in the 2024–2029 Organizational Development and Evaluation Plan.

The proposed updates include the following:

- Priority Framework - New Introduction paragraph
- Objectives 1.1 and 1.2 - Updated to better reflect First 5's capacity
- Strategic Investments - Updated to reflect actual planned investments and activities

FISCAL IMPACT:

No fiscal impact.

CONCLUSION:

If approved, the revised Strategic Plan will move forward for Commission review and consideration. If not approved, staff will seek guidance from the Committee for next steps.



STRATEGIC PLAN 2024-2029



Adopted by the Commission

Revised April 2, 2025



PRIORITY FRAMEWORK

First 5 is committed to supporting and advancing four priority result areas that strengthen the well-being of young children, families, and communities. These priority areas reflect the Commission’s strategic focus and guide investments, partnerships, and collaborative efforts to improve outcomes for children ages 0–5 and their families.



HEALTHY BEGINNINGS

Promoting the physical, social, and emotional health of young children and mothers-to-be.



STRENGTHENING FAMILIES

Securing access for parents and other caregivers to the tools and resources needed to provide a nurturing environment.



QUALITY CARE AND LEARNING

Ensuring children’s access to early care and learning opportunities in environments that support their social, emotional, and intellectual development.



SYSTEMS OF CARE

Engaging and collaborating with community partners and stakeholders to co-create access to integrated services and resources.



HEALTHY BEGINNINGS

Promoting the physical, social, and emotional health of young children and mothers-to-be.

WHY THIS MATTERS:

👉 Women who begin receiving prenatal care during the first trimester of pregnancy are more likely to have full-term and normal weight babies, which is a direct indicator of newborn health. One key to safety is the reduction of the harmful effects of controlled substances on unborn and nursing babies—an issue that can be addressed through prenatal education.

👉 Breastfeeding promotes attachment and bonding between mother and child, contributes to higher IQs, and lowers the risk of obesity later in life.

👉 Identification through early developmental and health screenings helps identify problems of hearing, vision, oral health, developmental delays, and social-emotional health. Each of these can result in poor academic and health outcomes if left untreated. Early intervention services offered by providers who are skilled in evidence-based practices are proven to support children’s readiness for school.

MADERA COUNTY INDICATORS:

82% of women begin early prenatal care.

59 % of women exclusively breastfeed after childbirth.

of children identified with a special need by age:

270 Children	ages 0-2 (IFSP)
348 Children	ages 3-4 (IEP)
2,091 Children	ages 5-12 (IEP)

Goal 1. Increase knowledge of the importance of timely prenatal care among women and adolescents.

OBJECTIVES (by June 2029)

1.1 Improve community awareness of the importance of early prenatal care, with a focus on women and adolescents accessing care during the first trimester of pregnancy

1.2. Increase breastfeeding initiation and duration among women and adolescents through education, support, and access to resources.

STRATEGIC INVESTMENTS

- Partner with agencies to create and distribute educational materials and community awareness messaging about the importance of prenatal care, lactation support, and breastfeeding.

- Provide opportunities to become a lactation specialist to expand local capacity.

Goal 2. Increase community knowledge and capacity to promote and provide developmental screenings and referrals to appropriate services.

OBJECTIVES (by June 2029)

2.1 Increase provider capacity and knowledge about child development, early childhood social-emotional well-being, and the administration of screening tools.

STRATEGIC INVESTMENTS

- Launch a regional Help Me Grow initiative to strengthen the screening and referral system in the county.
- Ages and Stages (ASQ) train-the-trainers to increase awareness and use of developmental screening tools.

2.2 Increase community knowledge and awareness of early childhood developmental health, early identification and intervention practices.

- ASQ screening conducted through partner collaborations.
- Provide families with navigation, screening, referrals, and case management support
- Developmental screening and milestones public awareness campaign.
- Provide vision screening for children in isolated areas of the county.
- Convene a network of home visiting programs to align home visiting approaches (e.g., models for early identification and intervention) and support each other.

INDICATORS

Examples of indicators of success in achieving **Healthy Beginning** goals and objectives include the following:

- *The percent of women who initiate and maintain breastfeeding for 6 months after childbirth.*
- *Rates of prenatal care, infant mortality pre-term births and low birth weight.*
- *The percent of referrals for child development and social-emotional concerns that result in kept appointments*



STRENGTHENING FAMILIES

Parents and other caregivers have access to the tools and resources needed to provide a nurturing environment.

WHY THIS MATTERS:

- 👉 Promoting protective factors enhances family resilience, child development, and reduces the likelihood of child abuse/neglect.
- 👉 Communities are most effective at impacting family resilience when service providers across organizations are trained and well-versed in family-strengthening practices.
- 👉 Having access to social and concrete supports can help reduce family isolation and promote resilience. Social support refers to a network of healthy relationships with family, friends, or neighbors. Concrete supports, on the other hand, are tangible services that address unmet needs, such as nutritious food and transportation.

MADERA COUNTY INDICATORS:

Rate of children with reported (allegations) cases of child abuse and neglect per 1,000

age 1	8
ages 1-2	0
ages 3-5	1

Rate of domestic violence calls for assistance per 1,000 is **6.4**

Goal 3. Secure access to supportive services that strengthen families' ability to nurture children in a safe and healthy environment.

OBJECTIVES (by June 2029)

3.1 Increase access to social connections, parenting resources, and child enrichment activities.

3.2 Increase systems of care and prevention coordination, shared practices and standards across sectors.

STRATEGIC INVESTMENTS

- Provide early learning activities
- Provide parenting education and concrete support for parents.
- Community Sponsorship Opportunities (early literacy, parent education, family strengthening).
- Preventive Service Program (PSP) client navigation and care coordination support.

- Provide relevant referrals through FRC.
- Preventive Services Program- family care coordination services & support.

INDICATORS

Examples of indicators of success in achieving **Strengthening Families'** goals and objectives include the following:

- *The number of substantiated cases of child abuse and neglect per 1,000 children aged 0-17.*
- *The number of calls reporting domestic violence.*
- *The number of local personnel attending training and the percentage demonstrating knowledge gain.*



QUALITY CARE AND LEARNING

Ensuring children’s access to early care and learning opportunities in environments that support their social, emotional, and intellectual development.

WHY THIS MATTERS:

- 👉 Quality early care and education programs help children learn and develop important skills, while also enabling parents to work or attend school.
- 👉 Reading to a child promotes brain development. Giving a child time and full attention when reading them a story tells them they matter. It also builds self-esteem and vocabulary, feeds imagination, and even improves their sleeping patterns.
- 👉 Empowering parents to be their child’s first teacher involves providing parents with knowledge and support to promote child development, parenting strategies, early detection of developmental delays, prevent child abuse, and increase school readiness.

MADERA COUNTY INDICATORS:

- Only **4%** of children between the ages of 3 and 5 in the county are currently enrolled in preschool.
- Only **43%** of children aged 0-5 have parents who read stories or look at books with them.

Goal 4. Children are cared for in high-quality settings that support their social, emotional, and intellectual development.

OBJECTIVES (by June 2029)

4.1 Increase access to quality improvement programs and services for Family, Friends, and Neighbors and other caregiver providers.

4.2 Increase the number of children who experience language-rich environments and are read to daily.

4.3 Promote awareness and access to School Ready activities and resources.

STRATEGIC INVESTMENTS

■ **IMPACT Legacy-professional development and career growth training.**

- **Family literacy programs: Dolly Parton Imagination Library and Raising a Reader.**
- **First 5 California public awareness campaigns: Toxic Stress, Talk, Read, Sing, and Stronger Starts.**

■ **Promote Universal Pre-Kindergarten (UPK) in collaboration with Local Planning Council and Quality Counts Consortia.**

INDICATORS

Examples of indicators of success in achieving **Quality Care and Learning** goals and objectives include the following:

- *The number of providers engaged in quality improvement plans.*
- *The percentage of children ages 0-5 whose parents read books with them every day.*
- *The number of families participating in School Ready programs.*



SYSTEMS OF CARE

Engage and collaborate with community partners and stake holders to co-create access to integrated services and resources.

WHY THIS MATTERS:

- Effective, ongoing collaboration between early childhood community-based partners strengthens assessment and decision-making, increases understanding of families’ needs, promotes communication and information sharing across systems, and provides better overall support to children and families.
- Bringing individuals, agencies and community members together in an atmosphere of support can systematically solve existing and emerging problems that one group could not quickly solve alone. Madera County has a positive track record of establishing and maintaining collaborative relationships.
- Cooperation among agencies leads to improved systems planning and reduces the potential for duplication of services.

Goal 5. Work toward sustainable and coordinated systems that promote the well-being of children prenatal to age five.

OBJECTIVES (by June 2029)

5.1 Collaborate with county partners to develop and implement steps toward the delivery of services and care coordination.

STRATEGIC INVESTMENTS

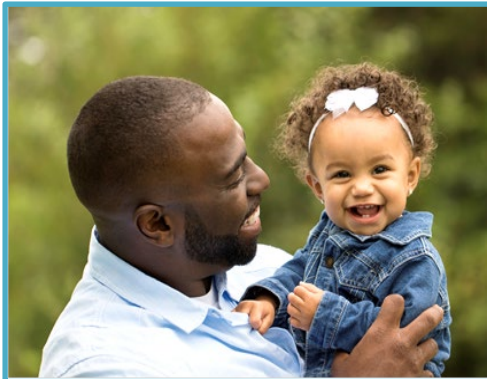
- Participation in local and regional coalitions, committees, and advisory groups.
- Collaborate and partner with Live Well Madera network to share knowledge, tools, and best practices.
- Regional Home Visitation.
- Develop and advocate for policies focused on increasing equity and reducing barriers: Red folder, updates to protocols.

INDICATORS

Examples of indicators of success in achieving **Systems of Care** goals and objectives include the following:

- The number and type of providers actively collaborating in coordinated systems of care and prevention across multiple levels.*
- The level of provider awareness of available resources.*
- The number of service planning and service coordination efforts that are culturally and linguistically competent.*

STRATEGIC PLAN 2024-2029



Adopted by the Commission

Revised April 2, 2025



PRIORITY FRAMEWORK



HEALTHY BEGINNINGS

Promoting the physical, social, and emotional health of young children and mothers-to-be.



STRENGTHENING FAMILIES

Securing access for parents and other caregivers to the tools and resources needed to provide a nurturing environment.



QUALITY CARE AND LEARNING

Ensuring children's access to early care and learning opportunities in environments that support their social, emotional, and intellectual development.



SYSTEMS OF CARE

Engaging and collaborating with community partners and stakeholders to co-create access to integrated services and resources.



HEALTHY BEGINNINGS

Promoting the physical, social, and emotional health of young children and mothers-to-be.

WHY THIS MATTERS:

👉 Women who begin receiving prenatal care during the first trimester of pregnancy are more likely to have full-term and normal weight babies, which is a direct indicator of newborn health. One key to safety is the reduction of the harmful effects of controlled substances on unborn and nursing babies—an issue that can be addressed through prenatal education.

👉 Breastfeeding promotes attachment and bonding between mother and child, contributes to higher IQs, and lowers the risk of obesity later in life.

👉 Identification through early developmental and health screenings helps identify problems of hearing, vision, oral health, developmental delays, and social-emotional health. Each of these can result in poor academic and health outcomes if left untreated. Early intervention services offered by providers who are skilled in evidence-based practices are proven to support children’s readiness for school.

MADERA COUNTY INDICATORS:

82% of women begin early prenatal care.

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of children identified with a special need by age:

270 Children	ages 0-2 (IFSP)
348 Children	ages 3-4 (IEP)
2,091 Children	ages 5-12 (IEP)

Goal 1. Increase knowledge of the importance of timely prenatal care among women and adolescents.

OBJECTIVES (by June 2029)	STRATEGIC INVESTMENTS (examples)
1.1 Increase the number of women and adolescents who begin prenatal care in the first trimester of pregnancy.	<ul style="list-style-type: none"> Access and early entry to comprehensive prenatal care services, addressing risk factors and disparities. Prenatal education that includes information about nutrition and exercise, smoking cessation and safe sleep environments.
1.2. Increase the initiation and duration of breastfeeding among women and adolescents.	<ul style="list-style-type: none"> Lactation support programs. Workplace policies that reduce restrictions to breastfeeding and create environments amenable to pumping breast milk.

Goal 2. Increase community knowledge and capacity to promote and provide developmental screenings and referrals to appropriate services.

OBJECTIVES (by June 2029)	STRATEGIC INVESTMENTS (examples)
2.1 Increase provider capacity and knowledge about child development, early childhood social-emotional well-being, and the administration of screening tools.	<ul style="list-style-type: none"> Effective community awareness messaging and campaigns with resource information. Home visiting models for early identification and intervention Provider training to increase awareness and use of developmental and other screening tools, e.g., ASQs.

2.2 Increase community knowledge and awareness of early childhood developmental health, early identification and intervention practices.

- Screening, counseling and referral services
- Client navigation and case management support
- Provider training to increase awareness, use of developmental and other screening tools, e.g., ASQs.

INDICATORS

Examples of indicators of success in achieving **Healthy Beginning** goals and objectives include the following:

- *The percent of women who initiate and maintain breastfeeding for 6 months after childbirth.*
- *Rates of prenatal care, infant mortality pre-term births and low birth weight.*
- *The percent of referrals for child development and social-emotional concerns that result in kept appointments*



STRENGTHENING FAMILIES

Parents and other caregivers have access to the tools and resources needed to provide a nurturing environment.

WHY THIS MATTERS:

- 👉 Promoting protective factors enhances family resilience, child development, and reduces the likelihood of child abuse/neglect.
- 👉 Communities are most effective at impacting family resilience when service providers across organizations are trained and well-versed in family-strengthening practices.
- 👉 Having access to social and concrete supports can help reduce family isolation and promote resilience. Social support refers to a network of healthy relationships with family, friends, or neighbors. Concrete supports, on the other hand, are tangible services that address unmet needs, such as nutritious food and transportation.

MADERA COUNTY INDICATORS:

Rate of children with reported (allegations) cases of child abuse and neglect per 1,000

age 1	8
ages 1-2	0
ages 3-5	1

Rate of domestic violence calls for assistance per 1,000 is **6.4**

Goal 3. Secure access to supportive services that strengthen families' ability to nurture children in a safe and healthy environment.

OBJECTIVES (by June 2029)

3.1 Increase access to social connections, parenting resources, and child enrichment activities.

3.2 Increase systems of care and prevention coordination, shared practices and standards across sectors.

STRATEGIC INVESTMENTS (examples)

- Identification, assessment and referral through FRCs and other community resources.
 - Targeted family support services, including home visiting.
 - Parenting classes and Fatherhood programs with evidence-based curricula, e.g., Protective Factors, On My Shoulders.
 - Social and concrete supports that reduce the effects of family isolation
-
- Funding partnerships and other collaborative efforts to plan, coordinate, and deliver services.
 - Application of knowledge sharing tools and sharing best practices/successes that nurtures a learning culture among providers.
 - Training and professional development opportunities that increase organizations' and providers' ability to meet the needs of young children and their families.
 - Trauma-informed care.

INDICATORS

Examples of indicators of success in achieving **Strengthening Families'** goals and objectives include the following:

- *The number of substantiated cases of child abuse and neglect per 1,000 children aged 0-17.*
- *The number of calls reporting domestic violence.*
- *The number of local personnel attending training and the percentage demonstrating knowledge gain.*



QUALITY CARE AND LEARNING

Ensuring children’s access to early care and learning opportunities in environments that support their social, emotional, and intellectual development.

WHY THIS MATTERS:

- 👉 Quality early care and education programs help children learn and develop important skills, while also enabling parents to work or attend school.
- 👉 Reading to a child promotes brain development. Giving a child time and full attention when reading them a story tells them they matter. It also builds self-esteem, and vocabulary, feeds imagination, and even improves their sleeping patterns.
- 👉 Empowering parents to be their child’s first teacher involves providing parents with knowledge and support to promote child development, parenting strategies, early detection of developmental delays, prevent child abuse, and increase school readiness.

MADERA COUNTY INDICATORS:

- Only **4%** of children between the ages of 3 and 5 in the county are currently enrolled in preschool.
- Only **43%** of children aged 0-5 have parents who read stories or look at books with them.

Goal 4. Children are cared for in high-quality settings that support their social, emotional, and intellectual development.

OBJECTIVES (by June 2029)

4.1 Increase access to quality improvement programs and services for Family, Friends, and Neighbors and other caregiver providers.

4.2 Increase the number of children who experience language-rich environments and are read to daily.

4.3 Promote awareness and access to School Ready activities and resources.

STRATEGIC INVESTMENTS (examples)

- Professional development and career growth training opportunities.
- Supportive activities that reduce access barriers for families of children with special needs.

- Family literacy programs, e.g., Raising a Reader.
- Incorporate the use of First 5 California’s Talk. Read. Sing. Campaign in all programming.
- Parent-child activities at the FRCs.

- Promotion of Universal Pre-Kindergarten (UPK) options for parents and families and Infant/Toddler care programs.

INDICATORS

Examples of indicators of success in achieving **Quality Care and Learning** goals and objectives include the following:

- *The number of providers engaged in quality improvement plans.*
- *The percentage of children ages 0-5 whose parents read books with them every day.*
- *The number of families participating in School Ready programs.*



SYSTEMS OF CARE

Engage and collaborate with community partners and stake holders to co-create access to integrated services and resources.

WHY THIS MATTERS:

- Effective, ongoing collaboration between early childhood community-based partners strengthens assessment and decision-making, increases understanding of families’ needs, promotes communication and information sharing across systems, and provides better overall support to children and families.
- Bringing individuals, agencies and community members together in an atmosphere of support can systematically solve existing and emerging problems that one group could not quickly solve alone. Madera County has a positive track record of establishing and maintaining collaborative relationships.
- Cooperation among agencies leads to improved systems planning and reduces the potential for duplication of services.

Goal 5. Work toward sustainable and coordinated systems that promote the well-being of children prenatal to age five.

OBJECTIVES (by June 2029)

5.1 Collaborate with county partners to develop and implement steps toward the delivery of services and care coordination.

STRATEGIC INVESTMENTS (examples)

- Participation in local and regional coalitions, committees, and advisory groups.
- Advocacy efforts for children aged 0-5.
- Policy development for increasing equity and reducing barriers.
- Use of social media to share information about the work of First 5.

INDICATORS

Examples of indicators of success in achieving **Systems of Care** goals and objectives include the following:

- The number and type of providers actively collaborating in coordinated systems of care and prevention across multiple levels.*
- The level of provider awareness of available resources.*
- The number of service planning and service coordination efforts that are culturally and linguistically competent.*