



FIRST 5 SANTA CLARA COUNTY
Annual Evaluation Report

July 2021 to June 2022

PREPARED BY:



EXECUTIVE SUMMARY

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

In 1998, California voters approved a 50-cent tax increase on tobacco products by passing Proposition 10, the Children and Families First Act. Each county created a local commission and received revenue to be used for programs for children prenatal through age five. Governed by nine commissioners, FIRST 5 Santa Clara County is charged with administering the funds to support programs for children and their families.

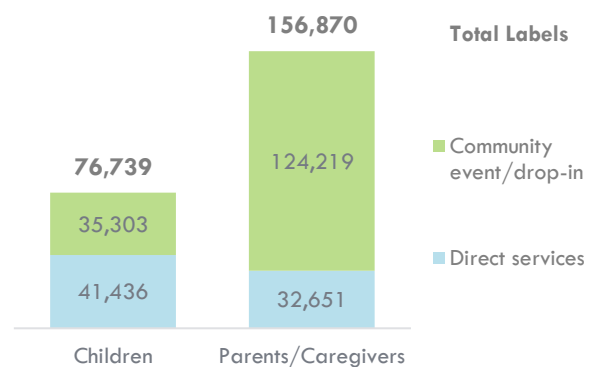
The vision of FIRST 5 Santa Clara County is to be a catalyst for ensuring that the developmental needs of children prenatal through age five are a priority in all sectors of the community. To that end, the mission of FIRST 5 is to support the healthy development of children prenatal through age five and enrich the lives of their families and communities. FIRST 5 Santa Clara County’s programming is designed around the premise that children with cumulative risk factors are likely to have poorer developmental outcomes. Therefore FIRST 5 focuses on strengthening protective factors among families, especially those who are from the highest-risk zip codes in the county. Furthermore, FIRST 5 believes that children do not develop in isolation, but rather, within a set of interconnected social systems, and therefore benefit best from multi-faceted, integrated approaches across service systems.

In service of its mission and vision, FIRST 5 promotes six strategic initiatives. The FY 2021-22 Evaluation Report presents data for each of these key initiatives, as well as related community indicators. Key highlights and takeaways are presented in the executive summary below.



FIRST 5 reached over 156,800 parents/caregivers and over 76,700 children.

FIRST 5 Santa Clara County serves children, families, providers, and community members through a combination of direct services, as well as community events. Among families who received direct services and provided race, language, and zip code of residence, 69% resided in high-risk zip codes, 41% were Latino, 32% were Asian, 78% spoke a language other than English (42% Spanish, 31% Vietnamese). In FY 2021-22, FIRST 5 reached 156,870 parents/caregivers and 76,739 children (duplicated). In FY 2021-22, FIRST 5 also distributed over 150,000 Potter the Otter books to support healthy development.



COVID-19 Emergency Response

The COVID-19 pandemic exacerbated challenges many families and service providers in Santa Clara County were already facing, including financial insecurity and physical and mental health issues. In response, FIRST 5 Santa Clara County swiftly and strategically transformed its service provision to meet community needs. The table highlights key efforts of FIRST 5 from July 2021 to June 2022.

Family Strengthening and Support



- A “Needs Tracker” was developed in 2020 and implemented throughout the 2021-22 year to track family needs and provide appropriate referrals/resources.
- Food, calming kits, activity kits, resource guides, wipes, diapers, formula, period products, and personal protective equipment were distributed at approximately two dozen community sites. Over 2.2 million diapers and 15,800 cans of formula were distributed. Existing systems were utilized to deliver aid to schools and Family Resource Centers.
- iPads donated from the County Social Services Agency were distributed to families to help close the digital divide and improve access to supports.

Early Learning



- FIRST 5 Santa Clara County received a donation of 66 cases of iHealth Rapid COVID-19 tests and 5,670 packs of COVID-19 test kits from Supply Bank to distribute to our network of QUALITY MATTERS ... a STRONG START for kids Family Child Care Home and Center-based Providers. The cost and availability of testing kits was negatively impacting their income and capacity to serve families.
- Providers who received COVID-19 testing kits were also provided other materials such as books, QUALITY MATTERS water bottles, and a Raising a Reader bag filled with books.

Health and Wellness



- In FY 2021-22, 89 calming kits, more than 8,000 PPE supplies, and over 34,800 period products were provided to 3,900 clients.
- Health education workshops and court/re-entry services were delivered virtually to be able to support families and ensure health and safety.

Community of Learning



- People in the workforce serving children prenatal through age five and their families participated in virtual professional development trainings, including SEEDS of Learning, Classroom Assessment Scoring System (CLASS), 24/7 Dad, and Parents Helping Parents.

Finance and administration

- Leveraged \$1.6 million from new grants and repositioning of community programs to meet the needs of the community.

Strengthening Families Initiative

FIRST 5 Santa Clara County's Strengthening Families Initiative is a place-based strategy that strengthens community knowledge of child development, family resilience, and social connections. Specific services include parent workshops, developmental screenings, drop-in services, and referrals to community resources.

Family Resource Centers (FRCs) served as community hubs for over 2,400 parents/caregivers and their children.

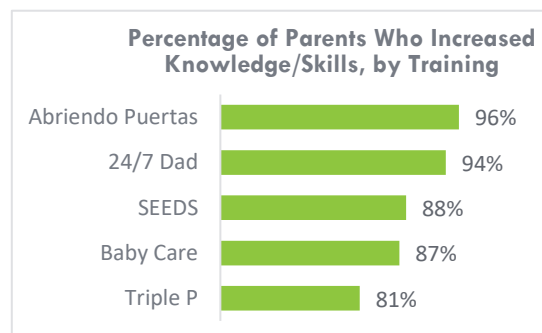
In FY 2021-22, there were 26 FRCs around the county providing resources, referrals, programs, volunteer opportunities, and other direct services for 2,438 parents/caregivers and their children. Additionally, FIRST 5 continued to hold large- and small-scale community engagement events, serving 122,663 parents/caregivers and 33,815 children (attendees potentially duplicated for attending multiple events). In FY 2021-22, Family Resource Centers continued to provide access to essential supplies for families in response to the pandemic including over 2.2 million diapers and 15,800 cans of formula.

Children received developmental screenings and were connected to early intervention services.

In FY 2021-22, 406 children served across the initiative received a developmental screening using the ASQ-3, and 443 received a behavioral screening (ASQ-SE2). The ASQ-3 revealed that about 34% (140) were flagged as having a developmental concern, and 19% (83) of children were identified with a behavioral concern on the ASQ-SE. Of those who were flagged with a developmental concern on the ASQ-3, 17% (25) were referred to KidConnections Network for support services and 16% (24) were referred to other resources in the community, and for 32% (45) of children, their parent preferred to monitor and re-screen later.

Over 1,100 parents/caregivers strengthened their ability to parent.

FIRST 5 Santa Clara County offered a suite of evidence-based parent education classes to help 1,108 parents/caregivers (duplicated) along their journey of parenthood from birth-to school-age years. BabyCare helped parents/caregivers understand the basics of caring for newborns (and themselves!), and SEEDS of Learning helped parents/caregivers develop their children's literacy abilities. Triple P Positive Parenting Program helped parents/caregivers understand and modify their expectations and management of their children's behavior, Abriendo Puertas helped parents/caregivers become the most important advocate for their child's education, and 24/7 Dad helped fathers see the importance of being involved in their children's lives.



FIRST 5 helped nearly 128 incarcerated parents/caregivers prepare for transitions back to their families.

FIRST 5 provided evidence-based workshops and support services in the Elmwood Correctional Facility and Santa Clara County Main Jail for incarcerated parents/caregivers who have children ages 0-5. In FY 2021-22, 143 parents/caregivers participated in one or more workshops offered. The most highly attended workshop was Parenting Inside Out (96 participants). In addition, Elmwood conducted ongoing support groups for families.

Early Learning Initiative

FIRST 5 Santa Clara County's Early Learning Initiative includes QUALITY MATTERS...a STRONG START for kids, an initiative co-led by the Santa Clara County Office of Education to continuously improve families' access to affordable, quality early learning and care environments for children. In addition, the Universal Access Pilot is a systems-level effort to support a whole-child approach to early learning and family support in the Alum Rock and Franklin-McKinley school districts.

Goal

All children experience high-quality early care and education opportunities in all settings, preparing them to be lifelong learners at home, school, and in their communities.

QUALITY MATTERS reached 642 early education sites in 2021-22.

QUALITY MATTERS included 642 sites, including 139 centers. The Initiative increasingly engaged Family Child Care Homes (FCCHs) (362) and 141 alternative sites, including 25 Family Resource Centers and six Parks and Recreation Centers operated by the City of San Jose. These sites served 10,986 children benefiting from high-quality early education.

Infant/Toddler educators improved their ability to support social-emotional development and create inclusive learning environments.

In FY 2021-22, the Santa Clara County Office of Education (SCCOE) Inclusion Collaborative provided Teaching Pyramid (CSEFEL) training to QUALITY MATTERS FCCH providers to promote social-emotional development and support providers who work with children with disabilities. The Inclusion Collaborative also helped 10 rated QUALITY MATTERS sites become more inclusive, to better understand inclusive practices, promote improvements as needed, and track changes over time. FIRST 5 supported San Jose Public Library Family, Friend, and Neighbor (FFN) Caregiver Support Network to promote the healthy development of children and families through the co-creation of individualized learning pathways and support services for FFN caregivers to provide high-quality care.

Family Child Care Home providers engaged in innovative communities of practice.

The QUALITY MATTERS Communities of Practice helped FCCH providers gain new knowledge and skills, with the ability to connect with peers as part of their professional development. In partnership with the coaching team at Inclusion Collaborative, monthly Collaborative Coaching sessions were held via Zoom in Spanish and English, with sessions focused on key topics such as Social Emotional & Self-Regulation Strategies and Equitable Practices in Early Childhood Education. Participants felt that all resources were useful and thought highly of the coaches, describing them as supportive, knowledgeable, and respectful. Inclusion Endorsed FCCH providers supported this peer-to-peer, practice-based, learning model as co-coaches which also supported their continued leadership development.

Universal Access Pilot: Social determinants increase kindergarten readiness.

The County Board of Supervisors challenged Alum Rock and Franklin-McKinley school districts to create replicable models for improving children's health and school success. The Universal Access Pilot Program (UAP) launched in FY 2018-19, providing increased access to coordinated services, including family navigators, health screenings, social workers, Family Resource Centers, and early education. Since 2018, 89,376 service connections were provided for families. Kindergarten assessment data in fall 2019 revealed that UAP children were twice as likely to be ready for kindergarten when key social determinants were in place — early education, developmental screenings, medical and dental homes, and engaged families. In 2021-22, a three-year report was created that summarized the major accomplishments of the Initiative, as well as opportunities to sustain the innovative service delivery models that had been created.

Health and Wellness Initiative

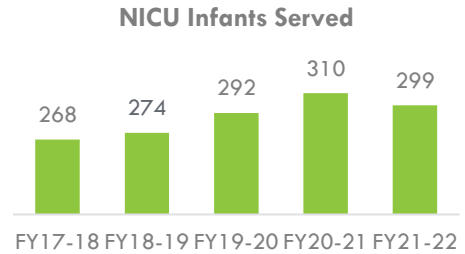
FIRST 5 Santa Clara County’s Health and Wellness Initiative invests in a variety of health and developmental screenings, as well as early intervention services. This improves the physical, developmental, and behavioral health of children while strengthening positive parent-child relationships.

Goal

Children are born healthy and experience optimal physical, behavioral, and developmental health.

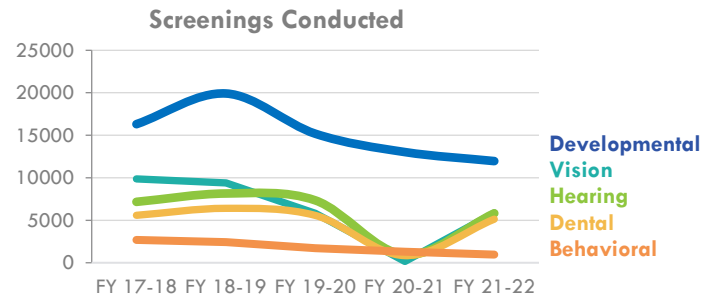
FIRST 5 invests in state-of-the-art medical care for an increasing number of infants with complex medical needs.

In FY 2021-22, 299 infants were born at Valley Medical Center (VMC) and were admitted to the Neonatal Intensive Care Unit (NICU). Of these 299 infants, 27% (82) were drug exposed. In the NICU, babies benefitted from life-saving medical equipment funded by FIRST 5, including a Pea Pod unit, which enables staff to monitor babies’ weight gain, and Giraffe Beds, which stabilize babies’ body temperature and oxygen levels. FIRST 5 also provided family support specialists to help families adjust to caring for babies’ complex medical needs and connecting to community resources.



Over 30,000 child health screenings were conducted.

Early detection of children’s health issues is essential for addressing needs and preventing later problems in school. The goal of the Universal Developmental Screening Initiative is to ensure that developmental (ASQ-3) and behavioral health (ASQ-SE2) screenings are routinely conducted during well-child visits in pediatric offices throughout the county. This includes all FIRST 5 FRCs and early education partners. If needs are identified, children are often referred to Help Me Grow/KidConnections Network (see below). Healthier Kids Foundation also conducts hearing, vision, and oral health screenings, and provides case management to children who require follow-up care. In FY 2021-22, a total of 29,720 health and developmental screenings were conducted across the county. This year’s vision, dental, and hearing screenings were higher than last year’s (16,267) due to the return to normal operations post-pandemic.



Help Me Grow/KidConnections Network (KCN) addressed the developmental and behavioral needs of 1,300 children.

In FY 2021-22, KCN providers supported 1,300 children with developmental and behavioral concerns. More than half (60%) of the children were flagged on the ASQ-3 as having a developmental concern at baseline, compared to the nationwide average of 14% (Rice, et al. 1999). After receiving home-based developmental and therapeutic services, 44% of children were meeting more of their developmental milestones and 50% had fewer actionable items in the Child and Adolescent Needs and Strengths Early Childhood (CANS-EC) assessment. Additionally, 42% of parents/caregivers became more attentive and supportive of their children’s needs, according to pre/post gains observed on the Keys to Interactive Parenting Scale (KIPS).

44% improved on ASQ-3

50% improved on CANS-EC

Superior Court and Child Welfare Initiative

FIRST 5 Santa Clara County invests in public health nurses and care coordinators to conduct screenings, assessments, and to connect families in the court and child welfare systems to essential services. The desired outcome of these efforts is that families will have the skills, support, and resources they need to promote their children's optimal development.

Goal

Families are resilient and raising happy, healthy, and thriving children.

Public Health Nursing Home Visiting Services improved child and family outcomes.

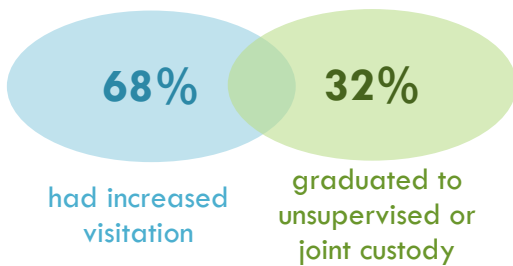


of children had developmental needs

In FY 2021-22, 133 children in the child welfare system received home-visiting services by a public health nurse (PHN). Children were given a full medical assessment and developmental screenings, after which PHNs connected each family to appropriate services, including WIC, Early Start, medical homes, and dental homes. Approximately 35% of the children screened in FY 2021-22 were identified as having a developmental concern (ASQ-3). Additionally, PHNs screened children using the ASQ-SE2, of those, about 13% were flagged for behavioral concerns. Also, the Omaha Problem Rating Scale revealed parents/caregivers improved their knowledge, behaviors, and actions to better care for and nurture their child's development.

Families involved in the court systems were supported to strengthen family cohesion.

Resource Specialists in the Family Law Treatment Court strengthen parent-child relationships and promote family cohesion. They help parents/caregivers maintain their sobriety and connect them to Gardner Court's Care Coordinator to facilitate supervised visitation services. In FY 2021-22, 38 parents/caregivers and 34 children were served by the Family Law Treatment Court. To help rebuild family bonds, 22 parents/caregivers received supervised visitation services with children. Over time, 68% (15 of 22) of them were granted increased frequency of visits and 32% (seven of 22) went from supervised to unsupervised visitation time or joint custody. Additionally, 36 parents/caregivers who have a substance use disorder or co-occurring SUD and mental health disorder whose children have been removed from the home and are involved in Dependency Wellness Court (DWC) received case management services from FIRST 5 specialists. Specialists work with families to provide services and referrals aiming to enhance the coordination of reunification.



Community of Learning Initiative

The Community of Learning (COL) Initiative strives to create a highly-qualified workforce that provides the highest quality services to children, families, and communities. FIRST 5 Santa Clara County offers evidence-based and research-informed learning opportunities. These include training that supports parents with special needs children, Brazelton Touchpoints Approach, Triple P Positive Parenting Program, and Teachstone.

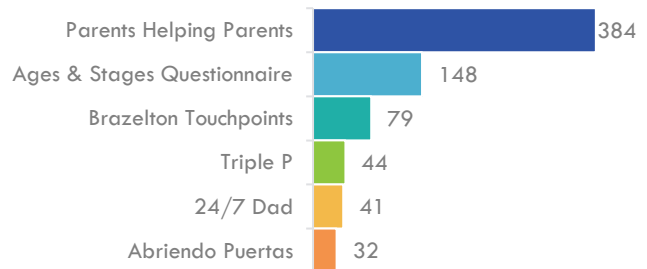
Goal

The community (FIRST 5 staff, partners, and other service providers) has the knowledge, skills, and capacity to support children prenatal through age five and their families.

Over 600 professionals were trained by the Community of Learning (COL) Initiative in FY 2021-22.

FIRST 5 partners received support to provide early childhood promotion, prevention, and early intervention services. In FY 2021-22, the COL Initiative offered 61 trainings on 18 different topics, reaching a total of 637 providers (unduplicated). Across all workshops, participants consistently reported that these professional development opportunities were of high quality and informative. The most commonly attended trainings are shown in the figure to the right.

Most Commonly Attended Trainings



FIRST 5 partners accessed high-quality continuing education opportunities.

FIRST 5 invests in high-quality services by ensuring partners maintain the appropriate professional licenses to serve children and families. As a licensed continuing education provider through the California Association of Marriage and Family Therapists and the California Board of Registered Nurses, FIRST 5 provided 430 hours in FY 2021-22 of free continuing education credits to 51 participants.

Family Child Care Home providers learned new ways to nurture the development of children in their care.

Many families choose Family Child Care Homes over center-based care, for reasons related to the age of their children, cost, or preference. FIRST 5 brings quality to these environments, engaging providers to participate in professional development opportunities such as Teachstone (144 providers) and SEEDS of Learning (157 child care providers). About 90% of SEEDS participants indicated that their knowledge and skills have improved by taking the online training. Nearly 89% of Teachstone participants indicated that Teachstone was an effective online professional development resource.

The Dual Language Learners program encouraged early learning providers to engage families in dual-language learning strategies.

FIRST 5 Santa Clara County partnered with Catholic Charities and ParentChild+ to design and implement a Dual Language Learning Project. The project aimed to promote thriving, development of bilingual ability, kindergarten readiness, and success in school and beyond for young Dual Language Learners in the Santa Clara County. The pilot program grant period ran between January of 2021 and June of 2022. During this time, two programs were selected to achieve the aforementioned objectives: ParentChild+ home-visiting program and Creative Connections workshops series for parents and child care providers. The two programs were adapted to support families with young Dual Language Learners (DLL) and strengthen the use of DLL strategies in early care settings.

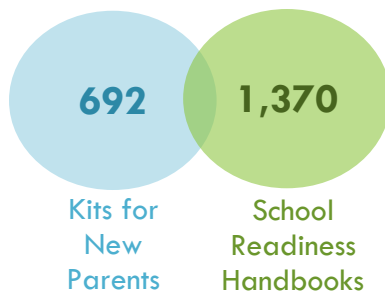
Communications Initiative

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

Goal

The community is aware of the importance of early childhood and FIRST 5's mission, priorities, investments, partners, and impact.

Families gained access to child development information.



In FY 2021-22, 692 Kits for New Parents were distributed online and on-site at Family Resource Centers (FRCs) for pregnant families. The kits, which were available in six languages, included information, advice, and useful tips for new parents/caregivers. It also helped spread information about nutrition, safety, quality child care, health, and early learning.

In addition, 1,370 School Readiness Handbooks were distributed at FRCs, schools with kindergarten and pre-K programs, and resource fairs. The handbooks helped parents/caregivers become more

knowledgeable about how to prepare their preschool-aged children to succeed in kindergarten and beyond. An additional 328 impressions and 97 reads took place online (Issuu).

Over 150,000 Potter the Otter books were shared to encourage healthy eating and kindergarten readiness.

In FY 2021-22, 150,304 Potter the Otter books were distributed in English, Spanish, and Chinese. These books assisted parents/caregivers and child care providers in talking with young children about making healthier choices and getting ready for kindergarten. The Potter the Otter books were distributed widely throughout the United States. Additionally, 1,377 books were read online (3,576 impressions).



FIRST 5 is leveraging social media to increase its reach.

FIRST 5 Santa Clara County's team is making strategic use of various social media platforms in order to reach a broader audience of parents/caregivers, providers, and community members at large. In FY 2021-22, FIRST 5's reach metrics across each platform showed impressive results, including:

- 5,504 people visited the Potter the Otter website, and 39,268 people visited the FIRST 5 website.
- FIRST 5's Facebook page had a total of 4,381 page likes. The communications team posted 101 times and had 2,557 post likes. The Potter the Otter Facebook page had 1,260 page likes and reached 4,251 people.
- The Communications team posted on FIRST 5 Santa Clara County's Twitter account 339 times and had a total of 1,696 likes and 170 mentions. Potter the Otter's Twitter page had 74 followers with 56 new posts, 213 likes, and nine mentions.
- In FY 2021-22, 11 videos were loaded to YouTube, which garnered 229,200 views.

