



First 5 San Joaquin

STRATEGIC PLAN Annual Review 2019

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I. First 5 San Joaquin Strategic Plan Annual Review 2019

On December 14, 2017 First 5 San Joaquin (F5SJ), with the guidance and direction from the Planning Committee, the Advisory Committee, and upon the completion of Commission revisions and updates, a recommendation was made to extend the F5SJ Strategic Plan 2015-2018 through 2018-2021. The F5SJ Strategic Plan Extension 2018-2021 covers the period of July 1, 2018–June 30, 2021. The Annual Review 2019 covers the period of July 1, 2018–June 30, 2019.

The Goal Areas listed below provide a framework for F5SJ program and service models, funding allocations, evaluation, communications, and desired outcomes for children and families. F5SJ’s three Goal Areas are:

- To Enhance Early Learning
- To Improve Child Health
- To Strengthen Family and Community Support and Partnership

F5SJ is comprised of several Committees that provide guidance and oversight to ensure F5SJ remains in alignment with the F5SJ Strategic Plan Extension 2018–2021 and, when necessary, makes recommendations for edits and/or updates. The following Committees report to the Commission as a whole:

- Advisory Committee (through the Planning Committee)
- Evaluation Committee
- Finance Committee
- Marketing Committee
- Planning Committee

In accordance with Proposition 10: *“The County Commission shall, on at least an annual basis, be required to review its county strategic plan and to revise the plan as may be necessary or appropriate.”*¹ The F5SJ Strategic Plan Annual Review 2019 serves to outline F5SJ’s accomplishments, changes, and revisions to services throughout Fiscal Year (FY) 2018-2019. Through its initiatives, programs, and services F5SJ continues to be responsive to community needs.

II. First 5 San Joaquin Vision and Mission Statements

First 5 San Joaquin Vision

All San Joaquin County children will thrive in supportive, nurturing and loving environments, enter school healthy and ready to learn and become productive, well-adjusted members of society.

¹ See California Health and Safety Code § 130140 (a)(1)(C)(ii)

First 5 San Joaquin Mission

The Commission's mission is to facilitate the development and implementation of a comprehensive, integrated system of early childhood development services for all children prenatal to five years of age regardless of ethnic, socio-economic, or immigration status, and including children with disabilities and other special needs.

III. Highlights of Fiscal Year 2018 - 2019

Data collected from the F5SJ Client and Services Database for FY 2018-2019 and other data sources, such as F5SJ Evaluation Newsletters, are listed under each of the F5SJ's Strategic Plan Goal Areas:

Enhance Early Learning

- 643 children participated in a free, half-day quality preschool program
- 643 children participated in a one-week kindergarten bridge program
- 115 providers participated in *Raising Quality! Improve and Maximize Programs so All Children Thrive (IMPACT)* – *this impacted approximately 3465 children in their care that were better prepared for kindergarten*
- 1356 families participated in family literacy services through the Raising A Reader (RAR) book bag exchange program
- 7761 children participated in Read to Me Stockton!

Improve Child Health

- 3232 children received a care coordination and/or dental services through the San Joaquin Treatment & Education for Everyone on Teeth & Health (SJ TEETH) program
- 3331 children received a screening for developmental delays with 240 of those children being referred for further specialized services
- 878 families were connected to at least one service through the Help Me Grow Call Center

Strengthen Family and Community Partnership and Support

- 756 families received weekly home visits focused on their child's development, their family's self-sufficiency, and/or their family's healthy eating and physical activity
- 2005 parents accessed community services in San Joaquin County through the 2-1-1 Call Center
- 218 families received employment and skills coaching through the CalWORKs Helping to Enhance Parents' Potential (CalHEPP) program

Please see Attachment A for more information.

IV. Collaborative Efforts

San Joaquin County Training and Events

F5SJ hosted or co-hosted trainings by leveraging resources and working together with agencies that enhanced the quality of services provided to children ages 0 to 5 the following trainings and events:

The following trainings were offered free of cost (hosted or co-hosted):

- Ages and Stages Questionnaire (ASQ); ASQ & ASQ-SE Training (English and Spanish)
- CalWORKs, CalFresh, and Medi-Cal Training
- Oral Health Care Coordination Training (multiple topics)
- Case Management Essentials
- Child Abuse Mandated Reporter Training
- Classroom Assessment Scoring System (CLASS) Overview Training and Review
- Community Links Resource Meeting – F5SJ hosts a minimum of eight workshops per year
- Culturally Proficient Professional
- Desired Results Developmental Profile (DRDP-2015) – Meaningful Observation
- Early Childhood Environment Rating Scale (ECERS)
- Environment Rating Scale (ERS) – Looking Deeper at ERS
- Health Insurance Patient Portability Act (HIPPA)
- Home Visiting Essentials
- Making the Most of Classroom Interactions (ten sessions for preschool, ten sessions for infant/toddlers)
- Motivational Interviewing
- Smiles for Life Oral Health Curriculum
- Strengthening Families Protective Factors (six sessions)
- Time Mastery
- Trauma Informed Care

Events: F5SJ either participated in or sponsored the following events:

Coordinating Agency	Event
Delta Health Care	<i>7th Annual Breastfeeding</i>
CAPC	<i>CASA SUPERHERO RUN</i>
San Joaquin Partnership Foundation	<i>Family Day at the Park</i>
Stockton Black Family Day Inc.	<i>Black Family Day 2018</i>
Family Resource and Referral Center	<i>Pixie Woods</i>
NorCalCenter on Deafness	<i>Family Picnic</i>
Public Health Advocates	<i>Kelley Drive Block Party</i>

Community Meetings

F5SJ staff attends and/or facilitates the following community meetings on a regular basis. In an effort to be of added value by serving as a voice for the 0 to 5 population, F5SJ is able to connect, inform, and learn about direct and indirect services.

- Children’s Services Coordinating Commission
- Community Based Organization Meeting (for Covered San Joaquin)
- Community Health Needs Assessment and Community Health Improvement Plan Planning Committee
- Council for Quality Education and Care of Children
- Early Intervention Services Committee
- Health Net Center of Excellence on Childhood Trauma Workgroup
- Healthier Community Coalition
- Healthy San Joaquin Collaborative
- Local Oral Health Program – Steering Committee
- Obesity and Chronic Disease Prevention Taskforce
- First 5 San Joaquin Preschool Initiative Cluster Meeting
- Quality Counts – CA Region 3 ERS Assessor Learning Communities
- Quality Counts – CA Region 3 ERS Anchor Meetings

- Quality Counts – CA Region 3
- Raising Quality! Assessor-Coach Learning Community
- Raising Quality! Consortia
- Raising Quality! Countywide Training Calendar
- Raising Quality! Early Educators’ Growth and Development System Workgroup
- Raising Quality Region 3 Rural Family Engagement
- Raising Quality! Task Force
- REACH: Racial and Ethnic Approaches to Community Health
- San Joaquin 5C’s: California Community Care Coordination Collaboration
- San Joaquin Head Start Health Services Advisory Committee
- San Joaquin Council of Governments Social Services Transportation Advisory Committee
- San Joaquin Treatment & Education for Everyone on Teeth & Health (SJ TEETH) Care Coordination
- SJ TEETH Collaborative

F5SJ continues to be committed to helping children grow up healthy and ready to succeed in school upon kindergarten entry. F5SJ is taking a more intensive approach by increasing its emphasis on systems change and collaboration. F5SJ has created meaningful collaborations by participating in local partnerships. The role of F5SJ staff ranges from attending the meetings, to providing data related to the targeted population, to reviewing proposals.

V. Strategic Marketing & Communications

In FY 2018-2019, F5SJ continued to work with Runyon, Saltzman, Inc. (RSE), marketing firm, to work toward the goals identified in the F5SJ Strategic Communications Plan, and develop and expand several specific marketing campaigns implemented within the framework of the Strategic Communications Plan. The Strategic Communications Plan has been and will continue to be used to shape the strategic interactions between F5SJ and F5SJ’s target audience, with the goals of increasing F5SJ’s recognized role as a credible early childhood resource and community leader, and increase the number of partnerships, practices and policies in San Joaquin County that are supportive of children ages 0 to 5 and their families. Listed below are highlights from FY 2018-2019 on the campaigns:

Marijuana Education Campaign

In 2018-2019, the previously implemented “Weed Free Baby” campaign, which was aimed at marijuana prevention in pregnant and breastfeeding woman, was expanded to include additional messages on marijuana edibles and child safety. Weed Free Baby “Edibles Safety” campaign used an integrated media approach, with a combination of digital/social, radio and out-of-home mediums to reach and inform parents and caregivers with young children in San Joaquin County about the importance of keeping children safe by storing all marijuana products in a locked area, where children cannot see or reach it, and in child-resistant packaging. The following are campaign results highlights:

- The digital campaign in total generated over 3.2 million impressions and over 10,000 clicks to the weedfreebaby.org site.

- Paid social media campaign generated over 199,000 impressions and reached over 113,000 people. The social media campaign also generated over 4,000 post engagements and 284 post shares.
- Display banners generated over 8,000 clicks with a total Click-Through rate of 0.31%, nearly three times above the display industry average CTR of 0.12%.
- The campaign accomplished its goal of increasing website traffic and raising awareness. During the campaign, 9,092 users visited the website.

Talk. Read. Sing. Draw. Play (TRSDP)

The TRSDP campaign, developed in partnership with University of the Pacific’s Beyond Our Gates and San Joaquin Reads is an established local brand that is further boosted by First 5 California’s Talk, Read, Sing statewide education campaign. The communications goal for TRSDP is to expand its reach and amplify the TRSDP messages for target audiences. The TRSDP campaign ran from March 2019 to May 2019. The objective of the campaign was to use paid social media to push out educational messages to the targeted audience, parents with young children. Overall, paid social performance for TRSDP was a success. The campaign generated over 1.8 million impressions and over 8,000 clicks to the First 5 San Joaquin site.

San Joaquin Treatment & Education for Everyone on Teeth & Health (SJ TEETH)

Oral health is a critical public health concern, with increased focus throughout the country, the state and at the county level. To help address these concerns within San Joaquin County, San Joaquin County Public Health Services and F5SJ work together in a joint effort to help eliminate dental disease in children and promote a lifetime of oral health for some of our county’s most vulnerable populations. The SJ TEETH oral health campaign aimed to engage and connect target audiences to early and preventive oral health information and services, by utilizing success stories of families and individuals that have been impacted by the SJ TEETH program. The paid social and digital display ads for the “Success Stories” campaign generated over 3.8 million impressions and over 21,000 clicks to the sjteeth.org website.

Raising Quality!

The Raising Quality! campaign objective in 2018-2019 was to continue to raise the visibility of quality as a critical factor when selecting child care and empower parents to find quality care by providing them with helpful information. Campaign highlights included:

- Paid social media campaign generated more than 391,000 impressions, reached over 46,000 people, and had over 1,800 clicks to raisingqualitysjc.org.
- “Finding Quality Preschool” checklists were provided in both English and Spanish
- Raising Quality! “Provider Appreciation” video developed to promote the Raising Quality! program and raise awareness about the importance of selecting quality care

Be Well San Joaquin

In 2018-2019, F5SJ launched the Be Well San Joaquin campaign, which helped to raise awareness about the importance of emotional well-being and the availability of supportive services and resources. With the key message of “You Are Not Alone”, a multi-strategy approach was implemented to reach a diverse target population of parents with young children. Key messages were amplified through digital, paid social, C-store posters, radio ads and a new campaign landing page (bewellsjc.org). Campaign highlights included:

- Paid social ads generated more than 1.74 million impressions
- The campaign reached over 295,000 people
- Video ad was played more than 1 million times

Moving Forward

F5SJ will continue implementation of strategies indicated in the Strategic Communications Plan. More specifically, program-specific campaigns (Weed Free Baby, TRSDP, SJ TEETH, and Raising Quality!) will re-launch in 2019--2020 with phase three of implementation. Phase three will include expanded messaging and paid media, as well as the development of new campaign assets to continue to effectively reach the targeted populations. In addition to this expansion, F5SJ will launch a new public education campaign aimed at raising awareness of, and increasing access to, mental health services and resources in the community, and reduce the stigma associated with mental health. The new campaign will also work to bring awareness to the effects of Adverse Childhood Experiences and childhood trauma.

VI. LOOKING AHEAD

F5SJ continues to strengthen partnerships and leverage resources in order to invest in quality programs that improve the quality of life for children in San Joaquin County. In FY 2018-2019, more than 27 percent of F5SJ’s \$10,700,566 budget came from funding sources other than direct tobacco tax revenues. In FY 2019-2020, more than 55 percent of F5SJ’s \$14,906,094 budget will come from funding sources other than local tobacco tax revenues. This is an increase of over \$4.1 million from the previous year. This increase in other funding streams confirms the efforts being made by F5SJ to leverage other resources as tobacco tax revenues continue to decline. Listed below are ways that F5SJ is working to continue to increase non-tobacco tax resources.

Improve and Maximize Programs so All Children Thrive (IMPACT)

In FY 2018-2019, IMPACT met and exceeded enrollment targets, provided coaching and technical assistance to participants, and awarded scholarships and Quality Awards based on program quality levels. IMPACT also provided a variety of workshops and trainings designed to support increased

program quality. In order to continue support for increased program quality countywide, IMPACT continues to collaborate at the local, regional and state levels. In FY

2019-2020, through IMPACT, F5SJ will provide opportunities for peer mentorship and capacity building in efforts to sustain long term program quality locally. During the 2019-2020 year, a new application will be submitted to First 5 California for IMPACT 2020 (July 2020-June 2023), which will continue its focus on quality improvement, supporting family child care, private centers and nontraditional providers, and partnerships with the families and children they serve.

Early Childhood Education Efforts

F5SJ is exploring opportunities to bring in messages of the importance of the first five years. F5SJ is partnering with Reinvent Stockton Foundation to provide scholarships to college students that elect to change their studies to Early Childhood Education (ECE). Scholarships, funded through Reinvent Stockton, but administered by F5SJ staff, will be offered in for up to \$300 per semester in an effort to boost the ECE workforce. In January 2020, a Request for Applications will be released for the Child Savings Account. F5SJ is working closely with the Mayor's Office of Stockton on the planning of this new project.

Raising Quality! Consortium

The Raising Quality Consortium brings together key stakeholders focused on early care and education to develop a system of quality. The five agencies together form one voice, have one logo, and work toward one vision. The mission statement for Raising Quality! is *"Raising Quality! helps the early childhood community support success for all children by working together to improve the quality of services and provide opportunities for growth."*

In late FY 2017-2019, work in the Raising Quality! Consortium identified a countywide need to support professional development in the Early Childhood and Education workforce. To address this need, stakeholders from across San Joaquin County came together in FY 2018-2019 and the Early Educators' Growth and Development System (EEGADS) workgroup was established. The purpose of EEGADs is to build on the existing professional growth advisor process to design a support system for early educators constructing and carrying out meaningful professional growth plans that improve their effectiveness as an educator. The EEGADS system is on schedule to be implemented in early 2020.

CalWORKs Home Visitation Program

FamilyWORKs

In January 2019, The Family Work Opportunity and Responsibility to Kids (FamilyWORKs) launched. Funded through by the California Department of Social Services (CDSS), FamilyWORKs utilizes the Parents as Teachers (PAT) model to provide up to 238 CalWORKs families with children ages 0 to 5 home visitation services. The goal of this funding is to support positive outcomes for families, and infants born into poverty in an effort to increase the likelihood that they will exit poverty. In Fiscal Year (FY) 2018-2019, three partner agencies were trained and began providing services to families. Services include screenings using the Ages and Stages developmental and social emotional tools, introduction to early literacy through the Raising A Reader program, access to community resources and group connections through monthly parent meetings, and direct one-on-one job search/job readiness. In August 2019, CDSS awarded an additional amount of funding to increase FamilyWORKs direct services. Beginning in FY 2019-2020, services will be available to an additional 102 families.

San Joaquin Treatment & Education for Everyone on Teeth & Health (SJ TEETH)

The California Department of Health Care Services awarded \$3.5 million to the San Joaquin County community to implement a Local Dental Pilot Program. As a result of this funding in June 2017, SJ TEETH officially commenced. In FY 2018-2019, an additional \$2 million was awarded to the Commission, with new and expanded programs (a total of 15 agencies are funded through this initiative) commencing in January 2019. In close partnership with San Joaquin County Public Health Services, SJ TEETH coalition is building upon innovative strategies to improve oral health for children. Strategies included: oral health screenings for children at schools and community sites, Virtual Dental Home (VDH) services for children with disabilities at Walton Development Center along with schools and community sites, and Care Coordination services to assist parent's with access to dental services. Additionally, SJ TEETH worked to strengthen countywide collaboration in an effort to improve oral health outcomes in the county by offering stipends for medical providers and staff to complete oral health training.

Some highlights since 2017 include:

- Setting up preventive dental services at schools and community sites started with five sites in 2017 and has grown to 120 sites as of September 2019 with 5,543 children served. These sites are visited every six months to provide continuity of care for both screening and cleanings and VDH service sites.
- VDH first site was Walton Special Center (Stockton Unified School District) which serves over 200 children with special needs. A total of 578 students have been served county-wide since the program started (with many being served multiple times over the years)
- Care coordination has grown from three agencies funded in 2017 to 11 agencies funded in 2019. This increase was made to respond to the need in SJC and to reach Medi-Cal population groups that were underserved or not been reached with the original care coordination agencies including African American, Southeast Asian, homeless, mixed immigration families, and rural residents
- Care coordination has served 2,813 children insured by Medi-Cal starting in June 2017.

Legislation

Gov. Gavin Newsom signed his first budget at the end of the F& 2018-2019. The largest in the state's history at \$214.8 billion, it included increased spending for public schools, more residents (including non-citizens) qualifying for Medi-Cal and other healthcare subsidies, reserve funds for economic downturn and funding for cities to combat homelessness. It also included increased funding for programs that benefit California's youngest and their families. Key victories for early childhood include expanding of paid family leave by two weeks along with the California Earned Income Tax Credit, increased funding for conducting trainings for developmental and trauma screenings, increased funding for home visiting programs and expansion of access to child care spaces and preschool. The Governor and his senior staff spent months traveling the state (including San Joaquin County) discussing these goals that are now a part of the budget.

With additional funding for programs key to First 5, much time will be dedicated to ongoing Strategic Planning with the Commission regarding priorities, systems, and legacy.

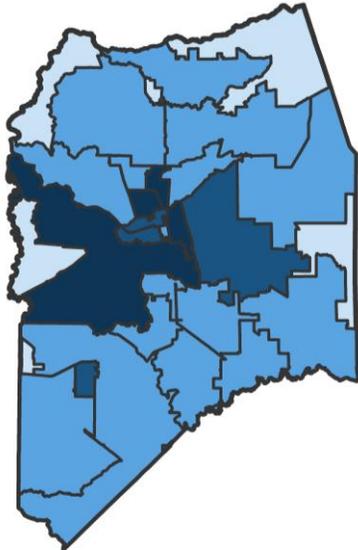
In Conclusion

As F5SJ advances into the future, strides will continue to be made to carry out the F5SJ Mission that “All San Joaquin County children will thrive in supportive, nurturing and loving environments, enter school healthy and ready to learn, and become productive, well-adjusted members of society.”

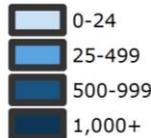
In Fiscal Year 2018-2019, First 5 San Joaquin invested over \$9 million dollars in programs and services aimed at increasing the number of children who are ready for school. This summary highlights the services provided by First 5 San Joaquin funded programs as well as the characteristics of clients served.

Who First 5 San Joaquin Served

Children and families across the county were served, with the **greatest number of children served living in Stockton** (95206, 95205, and 95210)



Children Served by Zip Code, Fiscal Year 2018-2019



23,131 children, parents, and child care providers were served, including:

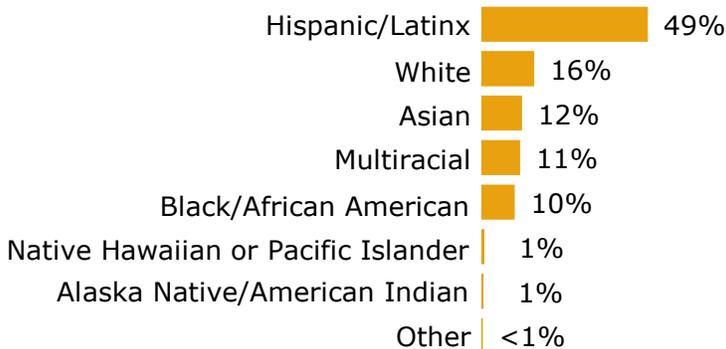
16,888 children ages 0-5

6,128 parents with children 0-5

115 child care providers

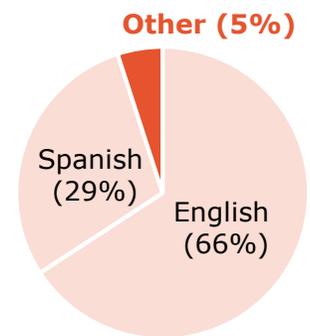


Children served by First 5 San Joaquin were **ethnically diverse**



Five percent of children spoke a primary language **other than English or Spanish**, including:

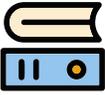
- Punjabi
- Hmong
- Vietnamese
- Khmer
- Arabic
- Farsi



84% of children participating in a First 5 San Joaquin funded program were **enrolled in Medi-Cal**



Enhance Early Learning



First 5 San Joaquin invests in programs that help young children succeed in school.

- **643 children** ages 3-5 participated in a half day quality preschool program
- **643 children** participated in a one-week kindergarten bridge program
- **1,356 children** participated in Raising a Reader, a family literacy program
- **7,761 children** participated in Read to Me, Stockton!, a program that gives books to children ages 0-5 who live in Stockton
- **115 child care providers** participated in *Raising Quality! IMPACT*, a program to ensure high-quality early care and education

Strengthen Family & Community Support

First 5 San Joaquin invests in programs that strengthen the ability of families to provide for young children's physical, mental, and emotional growth.



- **756 children** and their parents received weekly home visits focused on child development, family self-sufficiency, and/or healthy eating and physical activity
- **2,005 parents** of children ages 0-5 contacted the 2-1-1- Call Center to access services in San Joaquin County
- **218 parents** received job skills training and home visits through CalWORKs Helping to Enhance Parent's Potential (CalHEPP) and FamilyWORKs

Improve Child Health



First 5 San Joaquin invests in programs to improve the health and well-being of young children.

- **3,232 children** ages 0-5 received dental services or oral health care coordination through the San Joaquin TEETH program
- **3,331 children** received a screening for developmental delays, and **240** of those children received a special needs referral
- **878 children** were connected to at least one service through the Help Me Grow Call Center
- **982 children** received a screening or an intervention for a special need from the Great Beginnings program

