



ANNUAL REPORT
2014-2015



Welcome to Our 2014–2015 Annual Report

I am pleased to present the FY 2014–2015 Annual Report covering the second year of our 2013–2017 Strategic Plan. The First 5 Alameda County Commissioners and staff, and the Alameda County early childhood community have worked passionately and collaboratively to provide high quality services to young children and their families in our county.

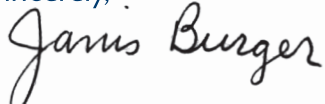
The Annual Report is organized around our 4 result areas and reflects services and supports from each of our strategies: Home Visiting/Family Support, Healthy Child Development, Quality Early Care & Education, School Readiness, Community Grants, Place Based, Trainings@First5, Policy and Evaluation.

As we reflect on the past year and move forward in our collaborative work, we continue to build on lessons learned. We have received additional State funding to expand our early care and education Quality Counts program with new partners, received funding from the Long Foundation to expand Help Me Grow with greater access to developmental screening and new program components and have expanded our place based approach in the Castlemont Corridor. We continue to focus on authentic parent engagement, Strengthening Families protective factors and Fatherhood supports. With Too Small to Fail, we have implemented a community strategy for the Talk, Read, Sing campaign.

In Partnership with the Alameda County Interagency Children's Policy Council — Birth to 8 group and other partners we are building the foundation for an Early Childhood System so families and young children are better served and have access to community supports.

We have also worked with several Alameda County early childhood initiatives such as Oakland Starting Smart and Strong, Hayward Promise Neighborhood, Boys and Men of Color and other local efforts.

I hope you see your hard work reflected in our Annual Report. Please don't hesitate to contact me or our staff at any time if you have questions or suggestions on how we can advance our community's collective work to make sure that all children thrive and succeed.

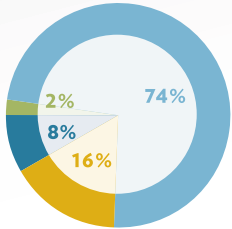
Sincerely,


Janis Burger, CEO
www.First5Alameda.org



Financials

Available Funds
July 1, 2014 – June 30, 2015
 (IN THOUSANDS)



Prop 10 Tax Revenue \$13,295

Grants & Partnership Funding \$2,896

Sustainability Fund \$1,530

Other* \$358

***FUNDING FROM INVESTMENTS (\$315,526) AND MISCELLANEOUS REVENUE (\$42,669)**

EXPENDITURES (IN THOUSANDS)

Home Visiting & Family Support	\$4,582
Healthy Child Development	\$2,045
Quality Early Care & Education	\$4,668
School Readiness	\$581
Place-Based Initiatives	\$369
Grants for Community Support	\$2,035
Training	\$429
Evaluation & Technology	\$1,007
Policy, Advocacy & Communication	\$763
Administration	\$1,600
TOTAL EXPENDITURES	\$18,079



OUR COMMISSIONERS

Pamela Simms-Mackey, Chair
 Ricky Choi, Vice-Chair
 Alex Briscoe
 Wilma Chan
 Lori Cox

Cecilia Echeverria
 Renee Sutton Herzfeld
 Helen Mendel
 Deborah Roderick Stark

OUR FUNDERS

Interagency Children's Policy Council
 Alameda County
 Behavioral Health Care Services
 Alameda County
 Health Care Services Agency
 Alameda County Office of Education
 Alameda County Public Health Department
 Alameda County Social Services Agency
 California Department of Education
 California Department of Public Health
 Cal State University East Bay Foundation

First 5 California
 First 5 Contra Costa
 Koshland Foundation
 Morris Stulsaft Foundation
 NORC, University of Chicago
 Substance Abuse and Mental Health
 Services Administration: Project
 LAUNCH, Early Connections
 The David and
 Lucile Packard Foundation
 Thomas J. Long Foundation
 US Department of Education

RESULT 1: Stable, supportive, and nurturing environments for children

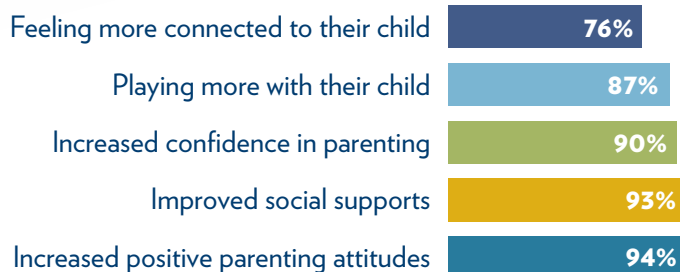
Resilience and Social Connections

Home visiting programs and community agencies funded by F5AC help families build resilience, cope with adversity, and form closer ties with other families. Of the 1,594 parents screened for depression, 439 screened positive.

REFERRALS INCLUDED:

- 542 primary medical provider
- 349 mental health
- 295 housing or shelter
- 247 financial assistance

FAMILIES SERVED BY COMMUNITY GRANTEES REPORT:



The group helped me feel sure of myself during my pregnancy and the first year of my baby's life. — Parent Survey

Child Development and Growth

PARENTING ENGAGEMENT

F5AC-funded parent-child playgroups and parenting education and support groups were offered at various locations like libraries, park and recreation centers, and community-based organizations.

- 1,466 parents and 1,627 children attended 1,134 parent-child activities
- 1,452 parents/caregivers attended 605 parenting education and support meetings
- 85% of parents surveyed reported increased understanding of child development/school readiness
- 82% reported increased understanding of how to support their child's social-emotional development and how to advocate for their child's needs

We learn so much, and practice what we learn on a daily basis. — Parent Survey

TALKING IS TEACHING: TALK, READ, SING CAMPAIGN

In 2014, Oakland became a flagship city for the Talking is Teaching: Talk, Read, Sing campaign. The campaign promotes everyday opportunities to support brain development for infants and toddlers. F5AC is partnering with Too Small To Fail, the Kenneth Rainin Foundation and the Bay Area Council to engage “Trusted Messengers” (doctors, teachers, early care and education providers, social workers, ministers, home visitors) in early childhood development.



For the Fall 2014 pilot, F5AC worked with community agencies to distribute 2,675 educational toolkits with simple early literacy tips; another 7,500 toolkits will be distributed in 2015–16

Child Development and Growth (...cont')

HELP ME GROW FAMILY RESOURCE

Help Me Grow's phone line and in-person assistance connects families to resources like screenings, assessments, treatment and other supports. Through a contract with F5AC, Applied Survey Research conducted telephone surveys with 140 families who had received Help Me Grow services and found high overall satisfaction.

- Between 93% and 95% agreed that their understanding of their child's development, knowledge of available services, connection to services, and ability to advocate for their child had improved
- 12% said there were services they needed but could not get, due to insufficient health insurance coverage or being ineligible for services

Parent Leadership and Neighborhood Involvement

F5AC supports the coordination of services at Room to Bloom, a family resource center in East Oakland. Room to Bloom served 112 families through programs funded by F5AC, Alameda County Public Health's Best Babies Zone, Oakland Fund for Children and Youth, and the David and Lucile Packard, Tipping Point, and Rainin foundations. A Parent Advisory Committee helped to select the programs, many of which were parent-led, including a nutrition art class and a Daughters Without Dads group.

- 54 parents attended three 6-week Parent Cafes; 57% attended all 6 weeks of the session.
- 23 parents received leadership training at Room to Bloom and elsewhere in Oakland

Economic Self-Sufficiency

Home visiting programs and community agencies funded by F5AC help families connect to community resources and work toward educational and employment goals.

- 78% of surveyed parents reported increased use of community resources
- 71% of teen parents served by home visiting programs graduated or remained in school



An African American mother of 2 children... completed the parent leadership program... Fired up by the data she learned [during the program]... [she]...decided to do everything in her power...to make sure the district...[be-gan] allocating the necessary resources... She is now the School Site Council Vice-chair... and was elected to...[the] School District's Parent Advisory Committee for the Local Control Accountability Plan.
— Grantee Report

I really appreciate the community aspect, everyone really supports one another.
— Room to Bloom Parent Survey

'Lucy,' a single mother [living in a shelter]...had been offered a job but [was unable]...to accept the position as she did not have child care for her one year old son. 'Lucy'...felt hopeless... [about being able to obtain housing] without increasing her income ... Staff networked with local service providers and linked 'Lucy' with a [child care] provider that not only offered extended hours but also provided transportation to and from their center. 'Lucy' was able to start her new job.
— Grantee report

RESULT 2: CHILDREN ARE PREPARED FOR SCHOOL THROUGH QUALITY EARLY EXPERIENCES

School Readiness

SCHOOL READINESS POLICY FORUM

In November 2014, a school readiness forum co-sponsored by F5AC and the Interagency Children's Policy Council brought together over 100 stakeholders from school districts, community-based organizations, foundations and policy makers to:

- Create a common definition of kindergarten readiness
- Reflect on county school readiness data
- Build school readiness collaborations and partnerships
- Advocate for sustainable funding, such as Local Control Funding Formula, to continue Summer Pre-K and other quality ECE programs

Quality Early Childhood Education

A quality rating and improvement system (QRIS) is a system that rates the quality of early care and education programs, shares that information with parents, and uses the rating to improve quality for those programs. Participation in the state Race to the Top Early Learning Challenge Grant has allowed Bay Area First 5s to develop a QRIS that is aligned with the state of California's "Quality Continuum Framework."

QUALITY IS MEASURED IN THREE CORE AREAS:

- Child development and readiness for school
- Teachers and teaching
- Program and environment quality

This effort has strengthened relationships with the Alameda County Local Planning Council, child care Resource and Referral agencies and the Alameda County Office of Education.

As a result of her QRIS participation, a Spanish-speaking family child care provider began using books, songs and visual props to teach skills about expressing feelings and making daily transitions. She also began using the Help Me Grow Developmental Screening program. She has since reported a decrease in challenging behavior and has found it easier to help children engage in learning activities. Her child care moved from a 2 to a 3 star rating.

93 sites in Alameda County have been rated and participate in quality improvement activities.

On a 1 to 5 Star Rating Scale (5 is the highest level of quality)



1 TO 3 STARS = "EMERGING QUALITY SITES"

4 TO 5 STARS = "HIGH QUALITY"

Quality Early Care and Education (ECE) Provider Capacity Building

With F5AC funding, 3 Alameda County Resource and Referral agencies provided almost 100 trainings reaching 972 ECE providers. The trainings align with the California Quality Continuum Framework's pathways to quality early care and education and include Developmental Screening, Concept Development in the Classroom Assessment Scoring System (CLASS), the Desired Results Developmental Profile 101, How to Build a Curriculum, Preschool Expulsion, and Loss, Trauma and Young Children.

- Las Positas, Merritt and Chabot Colleges awarded 49 educational stipends to ECE providers
- 190 ECE providers obtained new, first time child development permits and 91 upgraded their permits
- Bay Area First 5s convened 100 higher education experts to support the integration of QRIS concepts and tools into teacher preparation curriculum at local colleges

Research shows that educators who receive mental health consultation feel more equipped to manage challenging behaviors in classrooms. Using the **National Resource Center on the Social and Emotional Foundations for Early Learning (CSEFEL) Pyramid Model**, F5AC trained and certified 11 coaches who train providers in social emotional development and school readiness.

Public Libraries and Recreation Systems Expand Early Learning Opportunities

Libraries and recreation centers are “hubs” for families who may not have other connections to preschool or social service programs. Since 2010, F5AC's Neighborhood Partnership grants program has consulted on family friendly spaces, trained staff on family engagement and age-specific programming, and funded parent-child playgroups, storytimes, and parenting education at these neighborhood-based institutions.

Current grantees are serving Spanish-speaking families who do not have access to affordable Spanish or bilingual-language preschool programs and have not enrolled their children in licensed child care or preschool.

- 634 children and 563 parents/caregivers attended primarily bilingual Spanish-English school readiness programming
- 26 staff participated in training, peer support or agency-specific consultation

The opportunity to work with [the F5AC consultant has] improved [my] relationship building ... I'm engaging with parents more often. — Grantee Report

INTEGRATION OF SUMMER PRE-K CAMPS INTO SCHOOL DISTRICT PROGRAMMING

To support the transition to kindergarten for children not in licensed child care, F5AC piloted 6-week summer Pre-K programs (SPKs) in the Oakland and Hayward school districts during the summers of 2001 and 2002. F5AC subsequently expanded the number of SPK sites, with funding from The Thomas J. Long Foundation. Now, 8 of our 11 school district partners are sustaining SPK programming.

RESULT 3: CHILDREN REACH THEIR OPTIMAL DEVELOPMENTAL OUTCOMES

Extending “Baby Friendly” Approaches to Prenatal Care

While research shows that breastfeeding education results in the most success when provided prenatally, it typically happens after the baby is born. In partnership with WIC, the Alameda County Baby Friendly Perinatal Breastfeeding Education pilot supports two community health centers and their birthing hospitals through provider training and health promotion, with support from F5AC.

To support messages about initiation, exclusivity and duration of breastfeeding, clinicians were given an educational guide to use with families.

Community-based Lactation Support

F5AC funded the Lactation Café at Room to Bloom to support African American and teen mothers. Twelve mothers and 2 fathers met to discuss breastfeeding with a lactation consultant.

F5AC helped the African American Breastfeeding Task Force and Alameda County Public Health Department secure 2 years of funding from the National Association of County and City Health Officials.

- A breastfeeding curriculum aligned with Black Infant Health and the Loving Support Peer Counselor training was developed
- 20 hours of the Loving Support Peer Counselor training was provided for 12 African American counselors; 3 of the new counselors are now East Oakland Health Center “Breast Friends-East” staff
- 30 community health workers were trained to facilitate breastfeeding support groups
- Fathers Corps will be linked with resources on breastfeeding

Help Me Grow Phone Line Reaches More Children and Families



Help Me Grow (HMG) Alameda County is a cross-sector collaboration that serves children at risk of developmental concerns and helps families connect with services and supports. HMG celebrated its 5th anniversary in 2014, and saw a 27% increase from 2013–14 with 1,945 calls and referrals to the HMG phone line.

100% OF 14 MOTHERS

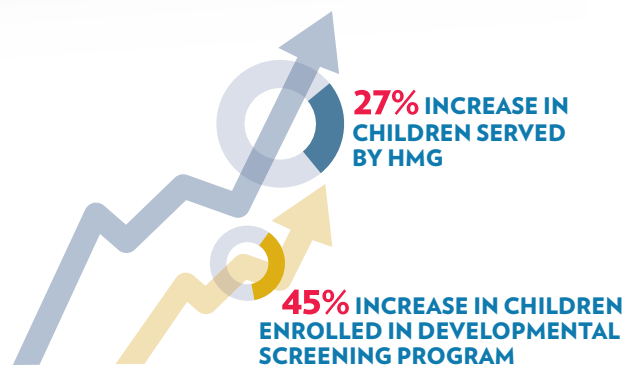
from a participating clinic agreed that “The doctor or midwife at the clinic provided me with information about the importance of breastfeeding and encouraged me to fully breastfeed in the hospital”

AND

“The materials the clinic offered about breastfeeding were helpful and easy to understand.”

M had a hard time with breastfeeding due to an emergency C-section. At the... Lactation Cafe, M received... support from the lactation consultant and the baby latched... and fed on both breasts for about 30 minutes. M... said she was confident that she can put her baby to breast now.

— Report about a Lactation Café participant



Increased Developmental Screening in the County

F5AC-funded programs continue to emphasize developmental screenings in pediatric offices, home visiting, early care and education and community settings, and the number of completed screenings continues to increase. Help Me Grow's Developmental Screening Program (DSP) gives free access to all parents and caregivers with children 0–5 years in the county. The Ages and Stages Questionnaires (ASQ-3) is available in English, Spanish, or Chinese. HMG staff score screenings and mail the results with age appropriate activities. If a child's scores warrant a referral, the child is automatically connected to the HMG phone line. This year, DSP enrolled 304 children, a 45% increase over the number enrolled the previous year; 151 completed at least one screening.

Linking Families to Child Development Resources

ASR's 2013 Alameda County school readiness study found that:

- 5% of kindergarteners had a diagnosed special need
- 7% were suspected to have a special need, but had not been diagnosed
- The average age of diagnosis was almost 3 years old

IDENTIFYING CHILDREN EARLY IS A MAJOR OBJECTIVE OF HMG

- 42% of the children referred to HMG were younger than 2
- HMG referrals came most frequently for communication concerns
- 70% of families referred to the HMG phone line were connected to at least one service

PROGRAM	NUMBER OF SCREENINGS	PERCENT SCORING "OF CONCERN"
Home Visiting Programs	993 (ASQ)	33%
Pediatric Sites	5,159 (ASQ) 1,892 (MCHAT)	20%
Community Programs	437 (ASQ) 302 (ASQ-SE)	22% 25%
DSP	151 (ASQ)	14%



“LEARN THE SIGNS, ACT EARLY” AT WIC SITES

Local WIC programs and HMG partnered to support healthy development by implementing a program that uses the U.S. Centers for Disease Control's “Learn the Signs, Act Early” materials with WIC families. WIC nutrition counselors distributed developmental checklists in English and Spanish to parents with children from 2 months to 5 years of age. The checklists highlight developmental milestones and provide a quick check on a child's development, promoting developmental screening when appropriate.

- 3 Alameda County Public Health WIC sites in East Oakland, North Oakland, and Hayward participated this year, with additional WIC sites to be added in 2015–16
- 214 children were referred to the HMG phone line from WIC offices

RESULT 4: A COMPREHENSIVE, COORDINATED EARLY CHILDHOOD SYSTEM IN ALAMEDA COUNTY

Common Outcomes Framework for Home Visiting Programs

With support from F5AC and the Alameda County Public Health Department, Applied Survey Research reviewed Alameda County home visiting data collection tools and protocols to identify opportunities for better alignment across the 12 programs.

Coordination, Integration and Linkages Across Early Childhood Systems

SINGLE POINT OF ENTRY FOR HOME VISITING

F5AC's Perinatal Hospital Outreach Coordinators (PHOCs) serve a key role in connecting women to the 12 home visiting programs managed by the Alameda County Public Health Department. Using a universal intake form, PHOCs enrolled 1,105 women through 30 agencies — including hospitals, clinics, WIC offices, and schools — and made 1,227 referrals.

FAMILY PARTNER MODEL FOR MENTAL HEALTH SERVICES

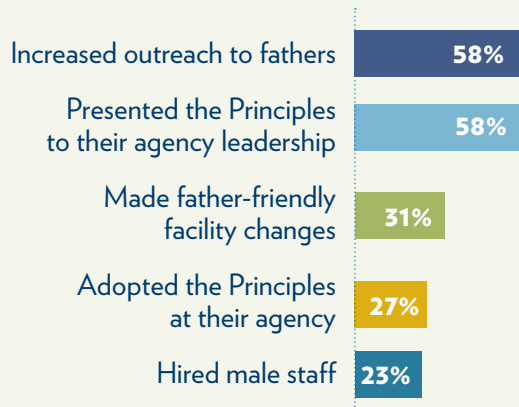
In 2009, the United States Substance Abuse and Mental Health Services Administration (SAMHSA) funded the Alameda County Behavioral Health Care Services Agency's Early Connections. The initiative provided training, implementation and the

"I have a much greater sense of the needs of a wide range of men who are fathers and what they need to be engaged in their children's lives."

— Fathers Corps Participant Survey

The Fathers Corps encourages agencies serving families in the county to adopt and implement a set of Father Friendly Principles (FFP).

FATHERS CORPS RESULTS IMPLEMENTING FATHER FRIENDLY PRINCIPLES



FATHER ENGAGEMENT AND FATHER-FRIENDLY SERVICES

The Fathers Corps, a learning community for male service providers, completed its second year, with 50 providers participating from 25 agencies. 93% of participants reported that the Fathers Corps helped them to be a more knowledgeable, skillful or engaged provider/supervisor, and 96% reported having a stronger commitment to advocating on behalf of male caregivers. Fathers Corps members reported a stronger connection to other male providers, more knowledge of community resources, and better understanding of public systems like child support and social services.

Coordination, Integration and Linkages (...cont')

integration of 11 Family Partners into agencies serving children with serious mental health needs.

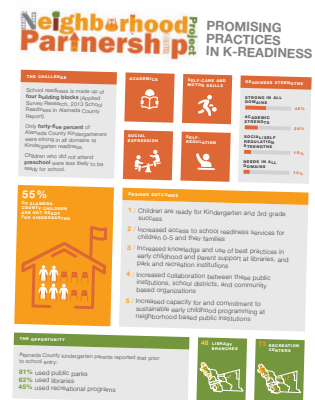
In 2014–15, F5AC completed a comprehensive evaluation of how agencies integrated Family Partners into their work. Staff strongly agreed that their agencies were supporting integration by hiring Family Partners who had “lived experience” navigating child-serving systems, and who represented the cultural and ethnic make-up of clients. The evaluation showed less indication that agencies engage Family Partners in decision-making or policy-setting roles, and there were inequities in paid compensation and benefits for Family Partners.

Two Early Connections staff moved to the Office of Family Empowerment at Alameda County Behavioral Health Care Services to facilitate infrastructure development and help agencies integrate Family Partners into mental health treatment.

Sharing Lessons Learned

In September 2014, 34 providers attended a Parenting Education Curricula symposium to discuss the selection, implementation and evaluation of parenting curricula (e.g., Triple P, Make Parenting a Pleasure, Leaders for Change).

This past year, F5AC participated in 2 Learning Labs with the Early Childhood Learning and Innovation Network for Communities (EC LINC), sponsored by the Center for the Study of Social Policy. One was focused on Systems Change Evaluation and the other on Toxic Stress. Based on this work, two EC LINC briefs are being developed to share insights with others in the field.



In June 2015, F5AC exhibited posters at the American Library Association on partnerships with libraries and recreation centers to support school readiness.

Increased Awareness of and Focus on Early Childhood

TRAINING@FIRST 5

Training@First 5 offers free, CEU-bearing trainings on core and emerging early childhood topics. F5AC hosted thirty-five trainings this year; the number of awarded CEU's increased from 1,106 last year to 1,441 this year. Roughly the same number of providers attended trainings (over 500 unduplicated individuals) in 2013–14 and 2014–15, but this year, providers, on average, attended more trainings.

“First 5 Alameda County’s extensive free training opportunities, including the Touchpoints series, are a vital service for the early childhood community and results in high quality care for children 0–5.” — Dr. T. Berry Brazelton

FUNDED PARTNERS

A Better Way
Abode Services
Alameda County General Services Agency
Local Child Care Planning Council
Alameda County
Health Care Services Agency
Alameda County Library
Alameda County Medical Center
Alameda County Public Health Department
Alta Bates Summit Foundation
Andrea Youngdahl
Ann Martin Center
Applied Survey Research
Asian Community Mental Health Services
Asian Health Services
BANANAS, Inc.
Barbara Stroud, Ph.D.
Bay Area Council Foundation
Bay Area Hispano Institute for Advancement,
Inc. (BAHIA)/Centro VIDA
Bay Area Parent Leadership
Action Network (PLAN)
Berkeley Unified School District
Better World Advertising
Brandi Howard
Bright Research Group
Brighter Beginnings
CALICO Center (Child Abuse, Listening,
Interviewing and Coordination Center)
California State University East Bay
Castlemont Community
Transformation School
Castro Valley Unified School District
CEID
Center for Digital Storytelling
Chabot College
Child Care Links
City of Fremont, Youth and Family Services
City Of Oakland – Office Of Parks And
Recreation
City of Pleasanton
City Slicker Farms
Community Child Care Council (4C's)
of Alameda County
Community Initiatives (BANDTEC)
Consulting for Community
David B. Nelson
Deborrah Bremond, Ph.D.
East Bay Agency for Children
ESL International
Family Emergency Shelter Coalition
(FESCO)
Family Resource Network
First 5 San Mateo County
Focali Consulting
Fred Finch Youth Center
Fremont Unified School District
Habitot Children's Museum
Harder + Company Community Research
Hayward Area Recreation And Park District
Hayward Unified School District
Health Reach
International Contact
Jewish Family & Children's Services
of the East Bay
Jme McLean
Kadija Johnston, L.C.S.W.
La Clinica De La Raza
LARPD Preschool Programs
Las Positas Community College
Lawrence Hall Of Science
Leadership That Works
Lighthouse Community Charter School
Lincoln Child Center
Livermore Valley
Joint Union School District
Lotus Bloom Child & Family
Resource Center
Loved Twice
Low Income Investment Fund
Lucile Packard Children's Hospital
Marti Roach Consulting
Mary Claire Heffron
Melinda Martin
Merritt College
Mills College
Mujeres Unidas y Activas
Nadine Greiner, Ph.D.
Nadirah Stills, MFT
National Federation of
Families for Mental Health
New Haven Unified School District
Newark Unified School District
NonProfit Technologies, Inc.
(David Robbins Consulting)
Oakland Parents Together
Oakland Unified School District
Ohlone Community College District
Our Family Coalition
Parent Voices
Patel & Associates
Patton/University NOW
Prevent Blindness Northern California
Public Consulting Group, Inc.
Quentisha Davis
Raising A Reader,
San Francisco and Alameda Counties
Randi Wolfe
Regents of the University of California
Remcho, Johansen & Purcell, LLP
Resource Development Associates
Rona Renner
Ruby's Place (formerly known as
Emergency Shelter Program)
San Leandro Public Library
San Leandro Unified School District
Social Interest Solutions
Sutherland-Edwards
Through the Looking Glass
Tibetan Association of Northern California
Tiburcio Vasquez Health Center
Tri-Valley Haven for Women
United Way
UCSF Benioff Children's Hospital &
Research Center at Oakland
VIVA Strategy + Communications
WestEd Center for Child and Family Studies
Wiley, Price & Radulovich, LLP
Xantrion

EVALUATION REPORTS COMPLETED IN 2014-15

School Readiness Assessment of Hayward Unified School District
Home Visiting Program Evaluation, Part 2
Help Me Grow Family Survey
Fathers Corps – One Year Overview
Early Connections – Family Partner Evaluation
Quality Counts – Databook

**This Annual Report and Evaluation Reports
can be found at www.First5alameda.org**

