



First 5 Association
Meeting the Needs of California's
Under-Resourced Communities

August 19, 2020

FIRST  **5**
ASSOCIATION OF CALIFORNIA

Today's Presenters

- Melissa Stafford Jones | Executive Director, First 5 Association
- Gina Daleiden | Executive Director, First 5 Yolo
- Ruth Fernandez | Executive Director, First 5 Contra Costa
- Karen Scott | Executive Director, First 5 San Bernardino
- Parent voice

Our Leadership Role as Champions for Children



Dedicated voice for 0-5

Change Maker

Convenor

Collaborator

Systems Architect

First 5 Network's Vision and Core Principles

Whole child/whole family

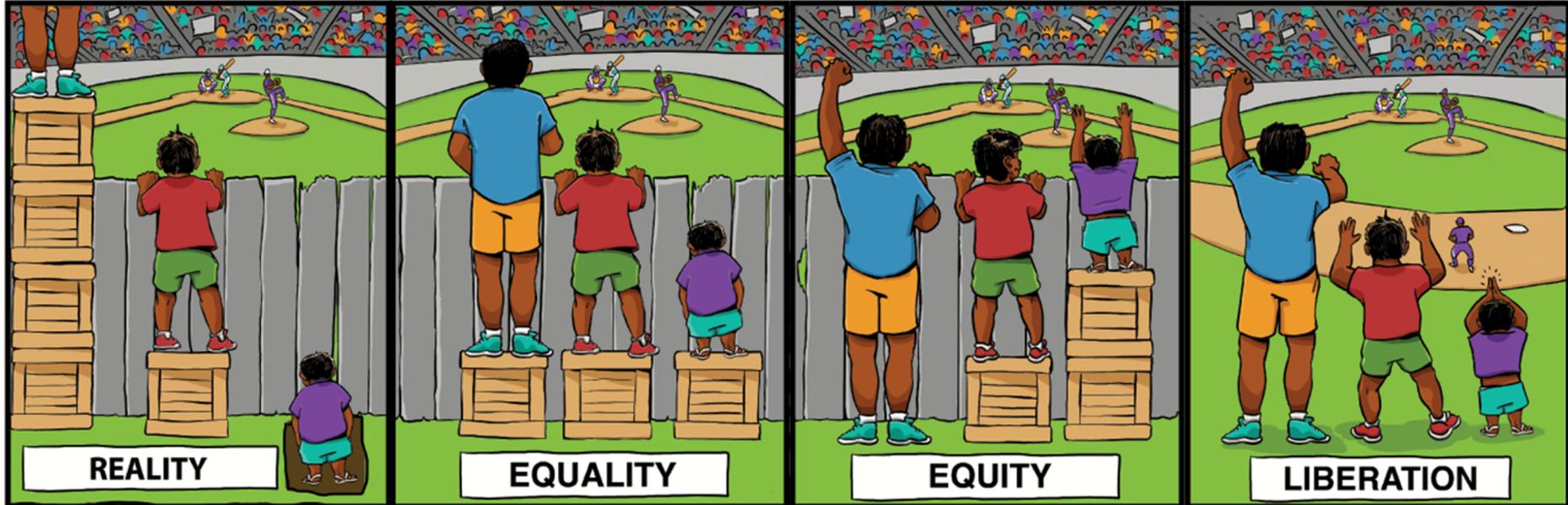
Integrated services

Equity

Prevention



Making Universal Goals, Having Targeted Approaches



Strategically Using Data

Such as:

- Strong Start Index
- Zip Codes (population density, income, ethnicity)
- COVID-19 community transmission rates
- Libraries per 1,000 children 0-5
- 3rd grade academic achievement
- Student body diversity

Local Perspectives

A Funding Quilt | Gina Daleiden

Disinvested Communities | Ruth Fernandez

Responding During Crisis | Karen Scott

A Parent's Experience

QUESTIONS