



The Value of the First 5 Brand Let's talk about it.

First 5 California and the First 5 Network have been successfully advocating for children ages 0 to 5 and their families for over 20 years since our establishment with the passage of Proposition 10 in 1998. First 5 California, in partnership with 58 county commissions, has played an instrumental role in expanding access to quality child care for low-income families, raising awareness of the importance of early childhood development, and strengthening standards and workforce development in the early childhood education sector. California has invested over three billion new dollars over the last two years in early care and education, reflecting, in part, the hard work of First 5s throughout the state.

Fifteen years ago, First 5 California developed what is recognized today as a trusted brand—our ubiquitous logo highlighted by our iconic

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Camille's Corner

Camille Maben, Executive Director, First 5 California



As 2019 draws to a close, it is important to take time to celebrate our successes, reflect on our challenges, and plan for the year ahead. Together, our work has resulted in record numbers of young children receiving the high-quality child care they need to grow and thrive.

Whether this care is in a center, family child care home, or an alternative setting, more providers and families are being supported each year with resources, training, higher education, and coaching under the banner of Quality Counts California. The First 5 California Commission has given us the clear direction that in all the work we do, we must prioritize hard-to-reach families, and our communities where the opportunity gap is largest. The opportunity gap for all our children and families to succeed is a challenge First 5 California takes seriously.

This year brought a new Governor who has renewed California's commitment, ensuring all of California's children have the opportunity to succeed. Governor Newsom put the state's money "where its mouth is," so to speak, through a series of investments in early childhood. A few examples are:

- 10,000 new full-day preschool slots

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(Camille's Corner continued from page 1)

- \$300 million for full-day kindergarten expansion
- \$195 million to train and support the state's hard-working child care professionals
- \$273 million toward building and improving child care facilities
- \$800 million to expand a \$1,000 Child Tax Credit in the Earned Income Tax Credit program
- \$135.5 million to expand home visiting services
- Paid family leave benefits extended from six weeks to eight weeks

I hope everyone takes a moment this season to appreciate what a sea change this approach represents for the children of California. But only take a moment—our job isn't done yet! There is so much more to do for our kids and families in the coming year.

One thing our current system lacks is comprehensive paid family leave for new parents, which is critical for the well-being of both our children and new parents. The first weeks and months of bonding time is critical and significantly impacts a child's health and ability to succeed throughout their lifetime.



Improving the state's paid family leave laws is a high-priority for First 5 California. We look forward to working with the Administration and Legislature this upcoming legislative session as we eagerly await the release of Governor Newsom's Paid Family Leave Task Force recommendations.

The year 2020 will provide multiple opportunities to help shape the future of early learning and care in California. From the Governor's Master Plan to the implementation of the next round of IMPACT, working together will be key to our success.

On pages 1 and 3, you will read about our current First 5 "Network" branding and possibility of First 5 California's rebranding efforts. In addition, you will read about our home visiting efforts on pages 4.

Lastly, let's not forget our upcoming Summit this February. Please visit our [website](#) for more information and to register.

Happy holidays to you and your loved ones. See you next year!

Camille

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“child’s hand imprint” and our use of primary colors in the design. More than 55 partner commissions and the First 5 Association use our logo as a baseline in their own identification, enhancing brand recognition, and ensuring that families and policy makers know that when they see a First 5 logo, they are dealing with a trusted partner. See examples below.

Additionally, its presence in our award-winning Talk.Read.Sing.® campaign provides the First 5 California brand even more exposure through television, radio, and social media. With heavy representation across all mass market mediums, the logo is widely associated with the good work of First 5 California, and is recognized by almost 88 percent of households with children under age 5.

Even the most successful logos and branding should be periodically evaluated to remain relevant to new audiences. First 5 California is leveraging the deep experience of Golin and Runyon Saltzman, Inc. (RSE) to evaluate the First 5 California logo, and help consider a unified “First 5 Network” brand to tie together the State Commission, the 58 county commissions, and the First 5 Association. A key task in developing the Network brand will be an audit and review of First 5 California’s existing logo to better understand its recognition, status, and relatability with today’s audiences of families, children, and policy makers.

Work has commenced and preliminary information has revealed that while our logo is considered a trusted brand, its look and feel is considered dated. At the most recent First 5 California Commission meeting, the Commission received a briefing from Executive Director Camille Maben and Deputy Director Erin Gabel.

The review of our existing logo and the consideration of a unified Network logo is being conducted in partnership with county commissions, the First 5 Association, and other stakeholders. This process includes gathering feedback from parent and policy maker focus groups about their impressions of First 5 California and our logo, which provides real-world responses and views of our target audiences.

So stay tuned. This process will be fascinating, fun, and hopeful, and ultimately it will represent First 5 California and our Network partners for a whole new generation of young families!



First 5 California Invests \$24 Million for Home Visiting Coordination



At its October 2019 meeting, the First 5 California Commission authorized up to \$24 million in new grants designed to assist counties in their efforts to improve coordination among their home visiting programs.

“The Commission continues to lead with compassion, foresight, and a commitment to California’s children. The impact of quality home visitation on young families, and especially new parents, can have positive, life-long implications.

This funding will help systems solidify and expand the great work our counties are doing for California’s children and families,” said Camille Maben, Executive Director of First 5 California.

Home visiting programs provide a variety of services to families with young children, which can include mental health services, parental support training, and referrals to critical support services. By bringing services to families in their own homes, home visiting programs have been demonstrated to improve outcomes for families in vulnerable populations.

Over the last several years, California has invested heavily in support of these important programs. Governor Newsom’s first budget includes \$154.9 million in new and leveraged funding, in addition to the \$158.5 million made available over three years in former Governor Jerry Brown’s last budget in 2018.

Most California counties offer, or plan to offer, at least one home visiting program using local First 5 county investments, as well as funding through several state and federal sources. While most home visiting programs operate separately and distinctly, they generally share similar goals, principles, and desired outcomes.

In order to be successful, local home visiting programs must be able to effectively communicate and coordinate with each other, as well as with a myriad of medical, education, mental health, and other service providers. Effective coordination is especially critical in cases where home visiting programs must cross-refer families to multiple programs due to the complex needs of children and parents.

The need for broad-based coordination and collaboration across local home visiting programs is greater than ever. By 2021, the number of families served is expected to exceed 135,000—triple the number served in 2017. The dramatic increase in need for home visiting has compounded the need for investment in coordination systems.

“As a former home visitor, this service is close to my heart. The investment by the First 5 California Commission thrills me and many others for numerous reasons as it is substantial enough to make a difference. The improvement in infrastructure and coordination will help fill needs and address gaps over the next five years,” said Lani Schiff-Ross, First 5 San Joaquin Executive Director.

First 5 California’s investment will support facilitation of local, regional, and statewide coordination among local home visiting programs. This backbone funding will enable counties to integrate home visiting programs into their broader early childhood systems, and help the programs better serve

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California's most vulnerable children and families.

A Request for Proposal is anticipated to be released in spring 2020. For more information on First 5 California's investment, please see [Item 7](#) and Item 7 ([Attachment A](#)) from the Commission's October 24, 2019, meeting.

San Diego Mothers' Milk Bank/UCSD Health Facility to Open Spring 2020

Juanita Garcia, MPH, Project Coordinator, First 5 San Diego

San Diego County is excited to celebrate the opening of the region's first milk bank in spring 2020. Operated by University of California (UC) San Diego Health, the goals of San Diego Mothers' Milk Bank (SDMMB) include helping mothers to breast feed, improving breast milk donation, and ensuring all premature or ill babies in San Diego County and the Imperial Valley have access to donor milk.

SDMMB is partnered with and will be co-located with the San Diego Blood Bank, which has experience screening donors, accepting donations, cold storage, and shipping frozen biologic products.

First 5 Commission of San Diego (F5SD) is also proud to be partnering with SDMMB to promote and build awareness among its partners and the community at-large. First 5 San Diego participates in or sponsors events reaching over 100,000 San Diegans annually to ensure the region is coming together to address preterm births and low birth weight outcomes.

Research consistently shows that human breast milk provides the healthiest start to life. The impact is even more significant for premature babies, yet many of these tiny patients—who need breast milk the most—do not receive it.



Breast milk benefits premature babies like no other food because human milk empties from the stomach faster, helps the intestines mature faster, decreases health issues, and leads to less time spent in a hospital. The usual recipients of banked milk are infants with very low birth weight (less than 1,500 grams, equivalent to 3.3 pounds) or infants with intestinal injury. Many neonatologists now advocate that the smallest preterm infants should not be fed infant formula, but instead be fed their mother's own milk and/or donor milk until they reach a more mature stage of development.

An integral component to the success of the SDMMB is the 'MothersMilk' app, which was developed to educate and engage the community about infant nutrition, breast feeding, and milk donation. The app is a valuable resource for learning about SDMMB and the donation process, tips and videos on learning how to breastfeed, catching up on the latest information on breast feeding, and finding local breast feeding resources.

The San Diego Mothers' Milk Bank is led by Dr. Lisa Stellwagen, professor of clinical pediatrics at UC San Diego School of Medicine and medical director for Newborn Medicine at UC San Diego Health.

To learn more about the SDMMB, please contact mothersmilk@ucsd.edu or 1-858-249-1717.

**SAN DIEGO
MOTHERS'
MILK BANK**

A Developing Milk Bank Opening 2019

UC San Diego Health



Early Childhood Model of Care Grounded in Family, Community

Jessica Berthold, Communications Director, First 5 Center for Children's Policy/First 5 Association

The First 5 Center for Children's Policy and the California Children's Trust co-released a report detailing a vision for delivering care to children and their families titled, "Whole-Family Wellness for Early Childhood: A New Model for Medi-Cal Delivery and Financing." The paper outlines a new approach for California to conceptualize, deliver, and fund a system of care for Medi-Cal eligible infants and toddlers that is grounded in family wellness. At present, California is not adequately addressing the needs of young children on Medi-Cal, allowing millions to miss out on important preventive care each year because Medi-Cal health plans do not meet the whole family's needs.

"The need for family- and community-centered care is critical during pregnancy and the first five years of life, when the brain's neural connections grow at an astonishing rate," said Jess Berthold, Communications Director, First 5 Center for Children's Policy and the First 5 Association. "During this time, the brain shapes key abilities for long-term wellness, such as forming trusting relationships, being open to learning, and regulating emotions. Young children need healthy, loving caregivers to promote their healthy development, which is why the whole-family context is vital."

The First 5 Center is an initiative of the California Children and Families Foundation, a sister organization of the First 5 Association of California. The California Children's Trust is an initiative to reinvent the state's approach to children's social, emotional, and developmental health using consensus building and systems change approaches.

Currently in California, the Medi-Cal system focuses on delivering individual services for children, outside the context of their families and communities. For example, healthcare providers and systems must determine a young child's "psychopathology" before they offer mental health care or are reimbursed for it. Yet many clinicians do not receive training in early childhood mental health, and the diagnostic criteria are based on adult symptoms, calling accurate diagnosis into question. At the same time, young children in genuine distress due to family conflict, community violence, economic hardship, and parental mental illness may not fall under a diagnosis, but still need support.

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The proposed new model of care, the Whole-Family Wellness Hub-and-Spoke Model, recognizes the importance of early prevention, identification, and support to mitigate adversity, and to bolster protective factors and family resilience. Providers would include community-based organizations, county-operated clinics, Federally Qualified Health Centers, and primary care practices, working together to provide peer support and age-appropriate models for attachment and bonding (Hubs), as well as resources to address broader social needs (Spokes). This family-centered model of care and parenting support is preventive, need-based, and therapeutic; it focuses on supporting children and families in community settings that build social connections and directly address the social determinants of health. The model would be financed by accessing and leveraging multiple sources of funding (e.g., Early and Periodic Screening, Diagnostic and Treatment, Realignment, Mental Health Services Act dollars).

To read the entire publication, please visit first5center.org/projects-and-publications.

Learning Policy Institute Provides Guide to Help Policymakers Develop a Strong Early Childhood Workforce

Promising Models for Preparing a Diverse, High-Quality Early Childhood Workforce, a new report released by the Learning Policy Institute, offers practitioners and policymakers an opportunity to learn from promising programs that recruit and prepare racially, ethnically, culturally, and linguistically diverse cohorts of educators to teach in programs serving children birth to age 5 in California.

The report comes at a pivotal time as California prepares to develop a Master Plan for Early Learning and Care designed to guide the state's early childhood investments, including the quality standards and workforce development needed to ensure a high-quality system of care for all children.

"As a leader in high-quality instruction and learning, cradle to career, the Learning Policy Institute's valuable guidance will help improve California's commitment to our early childhood teachers," explained Camille Maben, Executive Director of First 5 California. "Our early learning teachers and caregivers are the heart of California's child care system, and the muscle behind effective child development practices in diverse settings."

The report provides case studies of three distinct approaches to early educator preparation that offer innovative, affordable pathways for candidates who reflect the communities they serve and identifies their shared features. Building on insights from policies enacted at scale in New Jersey that supported similar initiatives, the report provides policy recommendations to better support the early care and education workforce, and strengthen early learning systems. The report can be found [here](#).



Summary of October 24, 2019, State Commission Meeting

On October 24, 2019, the First 5 California Commission met at First 5 Fresno County. Highlights of the meeting include the following:

General Business

First 5 California Commission Chair George Halvorson swore in Mayra E. Alvarez as the Commission's newest member appointed by Governor Gavin Newsom. Ms. Alvarez is the President of The Children's Partnership, a nonprofit children's advocacy organization.

First 5 California Executive Director Camille Maben introduced Brandon Biegert, First 5 California's first Director of Strategic Partnerships.

State and Federal Budget and Legislative Update and Funding for a Dedicated Federal Lobbyist

Erin Gabel, Deputy Director of External and Governmental Affairs, requested and received funding approval for a dedicated federal lobbyist to support the First 5 Network on federal issues. In addition, Ms. Gabel recapped legislative efforts in 2019, and provided a status update on First 5 California's legislative and policy agenda for 2020 at the state and federal levels.

County Office of Education Partnership

Erin Gabel provided an overview of county office of education structures and responsibilities, including the county office regional coordination role in early childhood education, and highlighted opportunities to leverage deeper local partnerships among county offices and their early childhood partners.

Home Visiting State-Wide Infrastructure

The Commission approved \$24 million over 5 years to strengthen and expand high-quality state home visiting services. For a detailed report on this investment, See pages 4 and 5.

First 5 Fresno County Presentations

First 5 Fresno County staff provided an overview of the Lighthouse for Children, a partnership with the Fresno County Office of Education, which houses programs, services, and training opportunities that support children and families in the Fresno community.

First 5 Fresno staff also presented an overview and update on the Fresno Language Project, which focuses on dual language learners, infants through age five, in a mixed delivery system.



2020 CHILD HEALTH, EDUCATION, AND CARE SUMMIT:

***Equity in Action: Elevating Children, Families,
and California's Workforce***

Meet Our Powerhouse Keynote Speakers



Nadine Burke Harris

Surgeon General Nadine Burke Harris is an award-winning physician, researcher, and advocate dedicated to changing the way our society responds to one of the most serious, expensive, and widespread public health crises of our time: childhood trauma. She was appointed as California's first-ever Surgeon General by Governor Gavin Newsom in January 2019.



Patricia Kuhl

Dr. Kuhl's research focuses on language acquisition and language processing by the brain. She has played a major role in demonstrating how infants' abilities to track the statistical properties of language input alters the mechanisms of perception, increasing native-language speech perception and decreasing foreign-language speech perception.



Erin Gruwell

Erin Gruwell is a teacher, an education activist, and the founder of the Freedom Writers Foundation. She created the Freedom Writer Methods, a progressive teaching philosophy and curricula designed to achieve excellence from all students.



Rosemarie Allen

Dr. Allen has served as an educational leader for over 30 years. Her life's work is centered on ensuring ALL children have access to high-quality early childhood programs that are developmentally and culturally appropriate.

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