

Community Impact Report

Fiscal Year 2023



About this report

The First 5 Contra Costa's Community Impact Report looks at the multiple ways we are working to fulfill our mission to foster the development of our community's children, prenatal through five years of age.

This report highlights our work in partnership with others to change systems of services and supports to better meet the needs of young children and their families.



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Why Focus on Ages 0-5?

Research shows that a child's brain develops most dramatically during the first five years of life. During this critical period, a window of opportunity exists to help shape how a child's brain matures and to lay the foundation for the years that follow.



Mission

To foster the development of our community's children, prenatal through 5 years of age.



Vision

Contra Costa's young children are healthy, ready to learn, and supported in safe, nurturing families and communities.



Core Values

Diversity and Inclusion, Equity, Cultural Humility, and Community Partnership



Served more people in FY 2023

First 5 Contra Costa funds several organizations to deliver programs that foster families' resilience, enhance parent-child interactions, and promote school readiness. First 5 Contra Costa also coordinates trainings, policy advocacy efforts and research that support its goal to help all children thrive. The table below shows that our efforts reached more individuals in FY 2023 than the prior year.

	FY 2022	FY 2023
Caregivers/Parents	6,531	7,394
Children Under 6	6,195	7,428
Direct Service Providers	2,318	2,305
Total	15,044	17,127

Note: Unduplicated counts



Supporting more of our youngest children

First 5 Contra Costa's efforts focus on families with children under age 6. Research shows that a child's brain develops most dramatically during the first five years of life year. During this critical period, a window of opportunity exists to help shape how a child's brain matures and to lay the foundation for all of the years that follow. In FY 2023, First 5 Contra Costa's efforts reached **20%** more children under age 6 than in the prior fiscal year.

Ages of children	FY 2022	FY 2023
0 < 3	1,612	2,705
3 to 6 years	1,259	2,569
Ages unknown	3,324	2,154
Total	6,195	7,428

Note: Unduplicated counts

Language and ethnicity of children and parents served

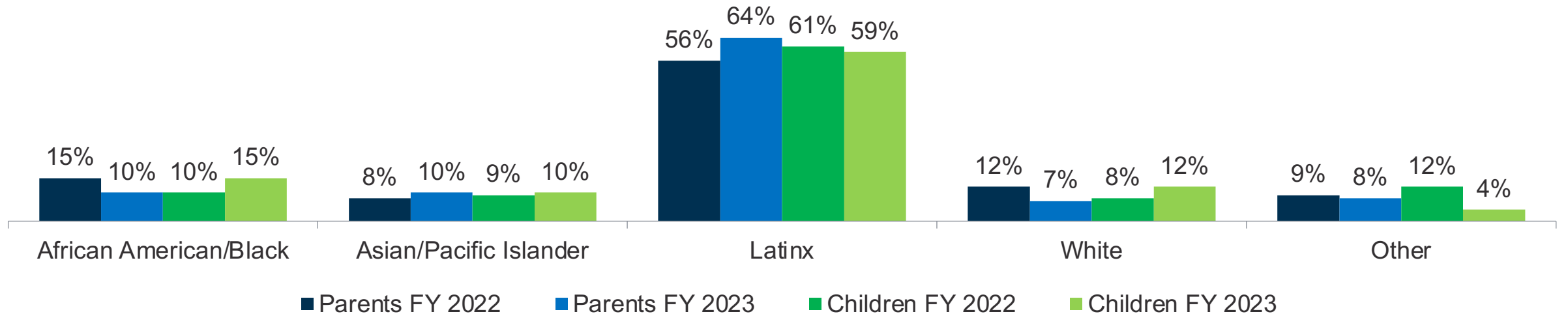
Language

In FY 2023, English and Spanish were the primary languages in households with **49%** of families speaking English and **44%** Spanish. The **7%** of other languages spoken included Arabic, Cantonese, Farsi, Hindi, Mandarin, Portuguese and Tagalog



Ethnicity

Ethnicity of Parents and Children Participants, FY 2022-FY 2023





Themes for FY 2023:



Increase in participants over the past years



Focus on African American & Black family engagement

Strengthening Families

Thriving families lead to thriving children.



Strengthening Families

Thriving families lead to thriving children.

Why we focus on Strengthening Families:

- Research underscores the critical role positive caregiver-child relationships and healthy family dynamics have on children, particularly in their early years.
- Increasing parents' and caregivers' understanding of child development and parenting can lead to better child and family outcomes.
- Connects families to the resources they need and to programs that focus on strengthening families' abilities to foster children's development, health, and school readiness.

Strengthening Families

Thriving families lead to thriving children.

What we do:



Support the holistic needs of children and families through our First 5 Centers.



Enhance parents' knowledge of children's development and positive parenting practices.



Foster parents' ability to advocate for themselves and build a sense of community.

Our First 5 Centers

First 5 Contra Costa funds three nonprofit organizations to operate five family resource centers called First 5 Centers. For free, the centers offer to all families:

- Parent and child classes and activities
- Developmental screenings of children ages 0 to 5
- Individual consultations to connect parents to other community services
- Supplies and give-a-ways such as car seats, diapers, food and other items



Over the past three fiscal years more children and their families have participated in these services:

Types of service	FY 2021 participants	FY 2022 participants	FY 2023 participants
Attended a class or activity*	1,729	2,724	4,255
Developmental screenings of children ages 0 to 5	517	660	751
Consultation with staff for referral to services*	391	412	482
Car seats provided and installed	115	145	149

Note: participants counts are unduplicated within each service listed

*Many participants participated in multiple classes or activities, and several participants received multiple consultations for referrals within the fiscal year, although each participant is only counted once for each type of service.

Connecting families to community resources

First 5 Centers

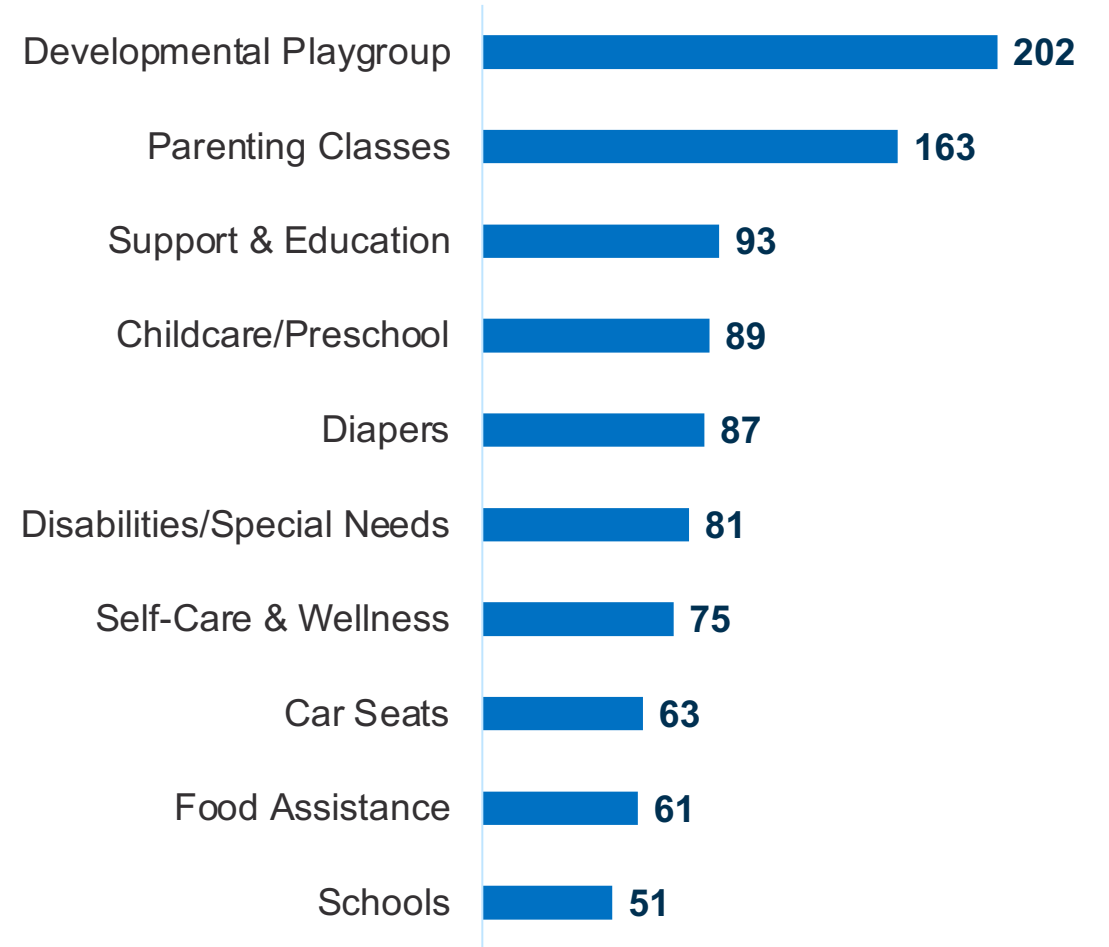
Community Resource Specialists are staff at each First 5 Center trained to meet individually with parents to refer them to services.

These staff provided **766** one-on-one consultations and **71** workshops on community resources and financial education.

The **East County** center provided referrals to the largest number of parents, while the **West County** center provided the highest hours of consultations.

Developmental playgroups were the most frequently referred service followed by **parenting classes**.

Top Family Needs Across All Centers, FY 2023



Note: based on referrals given to families who met with Community Resource Specialist

Center programs support thriving children

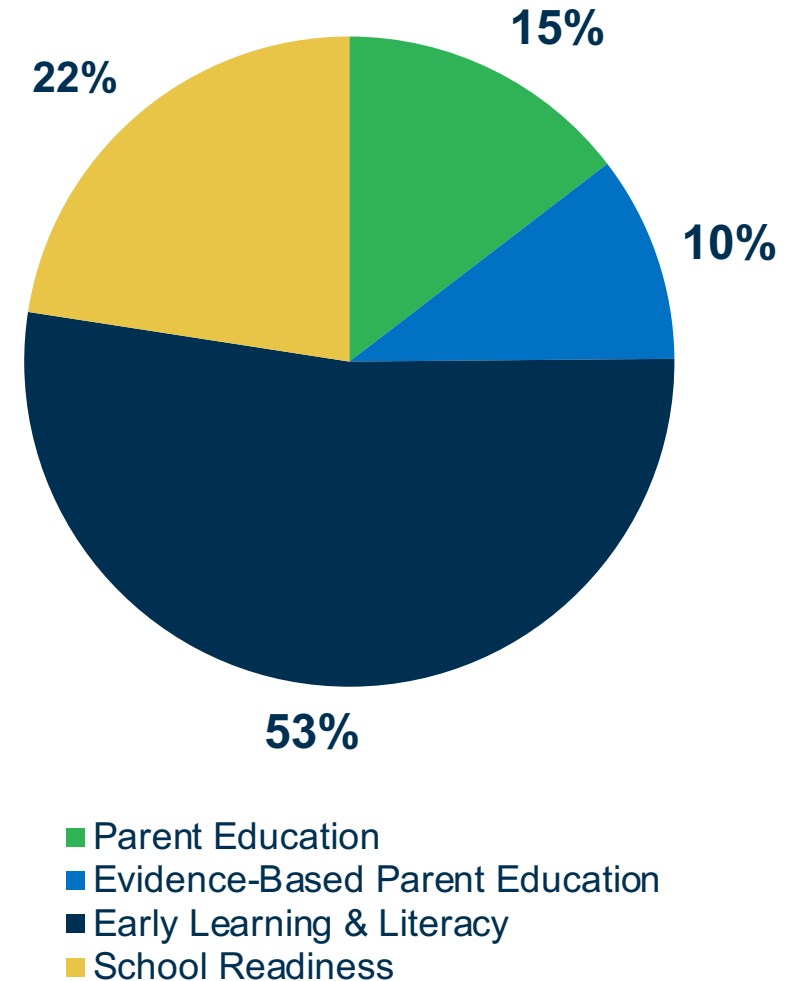
First 5 Centers

Centers offer a variety of classes and events that aim to increase families' understanding of child development, parenting, and school readiness. Each center offers multi-week classes and drop-in one-time activities. In FY 2023, centers offered **4,380** hours of programming. After each class or event, participants are asked to complete an anonymous survey. Below are highlights of the results in FY 2023:

- **91%** felt more socially connected to others
- **91%** gained a new understanding of their child's development
- **93%** learned how to act more positively with their child
- **98%** felt appreciated and respected by teachers
- **98%** were satisfied with the class and support they received from First 5 Center staff

Note: Results are based on between 435 and 555 respondents. Not all respondents answered each question.

Programming Hours across all First 5 Centers, FY 2023



Increase in participation among male caregivers

First 5 Centers

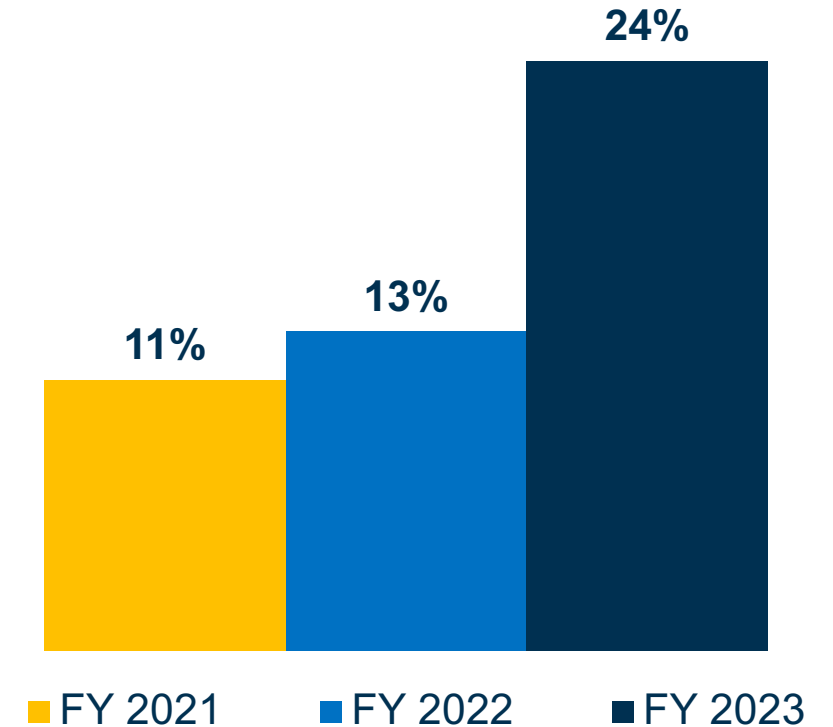
In recent years the First 5 Centers increased efforts to engage male parents/caregivers. Each center has experienced success in outreaching to and supporting more males in participating in activities.

Number of Participating Male Caregivers by Center, FY 2021-FY 2023

	FY 2021	FY 2022	FY 2023
Antioch-Delta*	12	50	185
East County	23	34	91
Monument	43	58	168
West County	35	71	233
Total	113	213	677

*These two sites were supported through one contact and operated at lower levels at the two physical locations than other centers.

Percent of Participating Male Caregivers Across All Centers, FY 2021-FY 2023



Programming tailored to African American & Black families

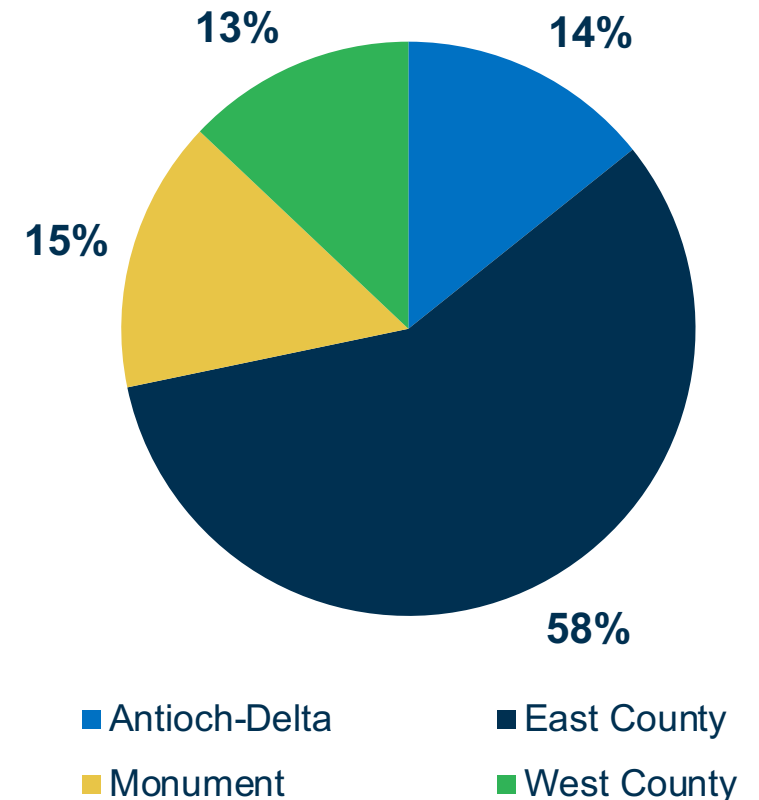
First 5 Centers

Over the last three years, First 5 Centers partnered with other organizations to develop or adapt programming to be culturally relevant to African American and Black families.

- **A.F.R.O. Moms** class, offered at the Antioch and Delta First 5 Centers, was designed for caregivers to bond and feel supported by other participants while exploring relevant topics.
- The East County First 5 Center offered a **Represent Me** class which explored the impact African American heroes have made on society. The class used songs and stories to showcase Black creativity and culture.
- **The Village**, offered at the West County First 5 Center, is a group for parents of African American/Black children to share parenting strategies, experiences, concerns, and inspirations, while also exploring identity and creating community.

“I had such a wonderful time at The Village in-person gathering... all the laughter and smiles were truly medicinal for me. I was able to create memories with my son and make great connections and receive resources from other moms. I left feeling fulfilled.”

Hours of Programming Designed for African American & Black Families, FY 2023

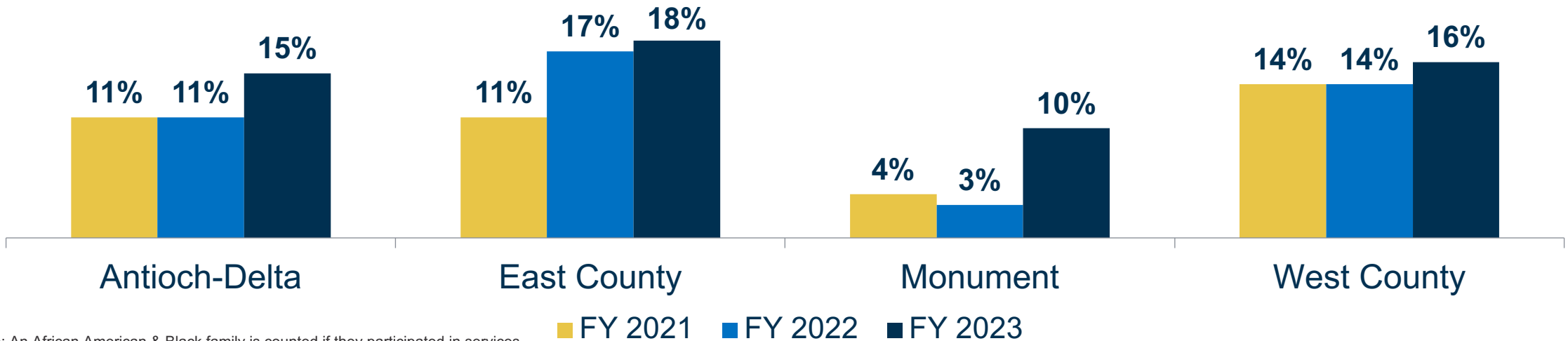


Increase in percentage of African American & Black families by Center

First 5 Centers

As a result of intentionally focusing on the needs of African American and Black families, each First 5 Center has increased the proportion of such families participating.

Percent of Participating African American & Black Families by Center, FY 2021-FY 2023



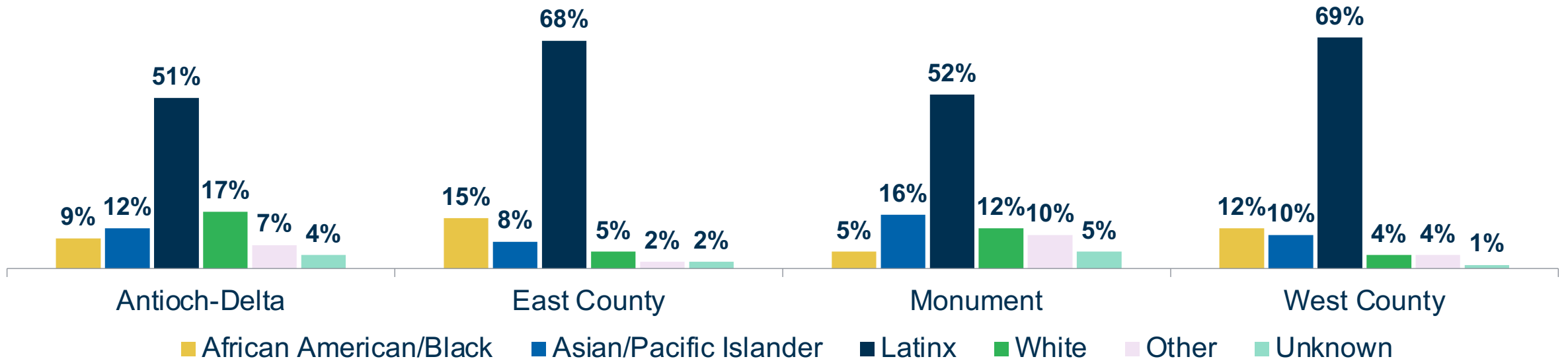
Note: An African American & Black family is counted if they participated in services.

Ethnicity of parents by Center

First 5 Centers

Overall and at each First 5 Center, the majority of adult participants are parents/caregivers of color.

Ethnicity of Parents by Center, FY 2023



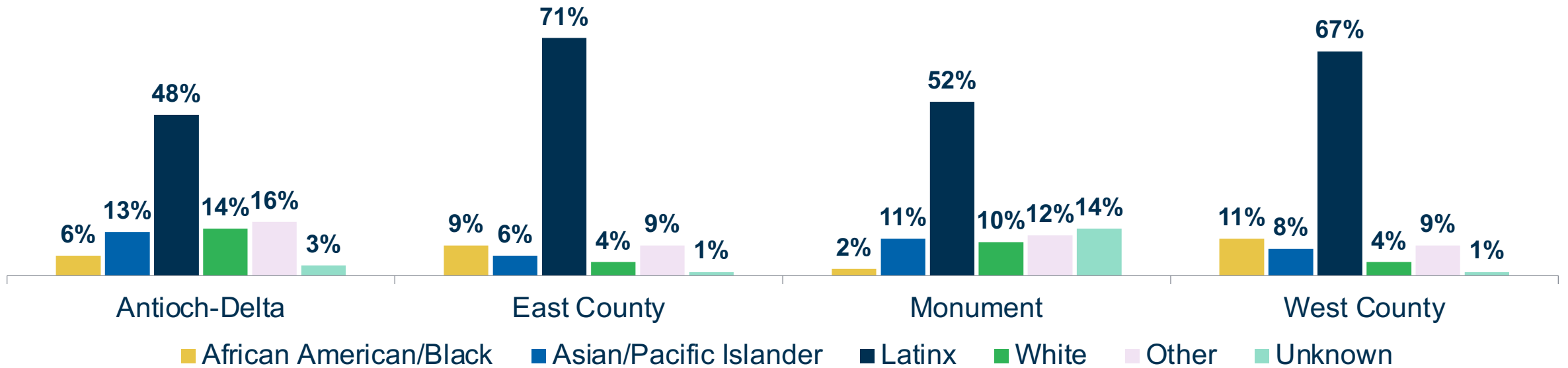
n = 2,857 adults

Ethnicity of children by Center

First 5 Centers

Mirroring the trends with parents, the majority of children under age 6 participating at First 5 Centers are Latinx children, followed by Asian/Pacific Islander and African American/Black children.

Ethnicity of Children by Center, FY 2023

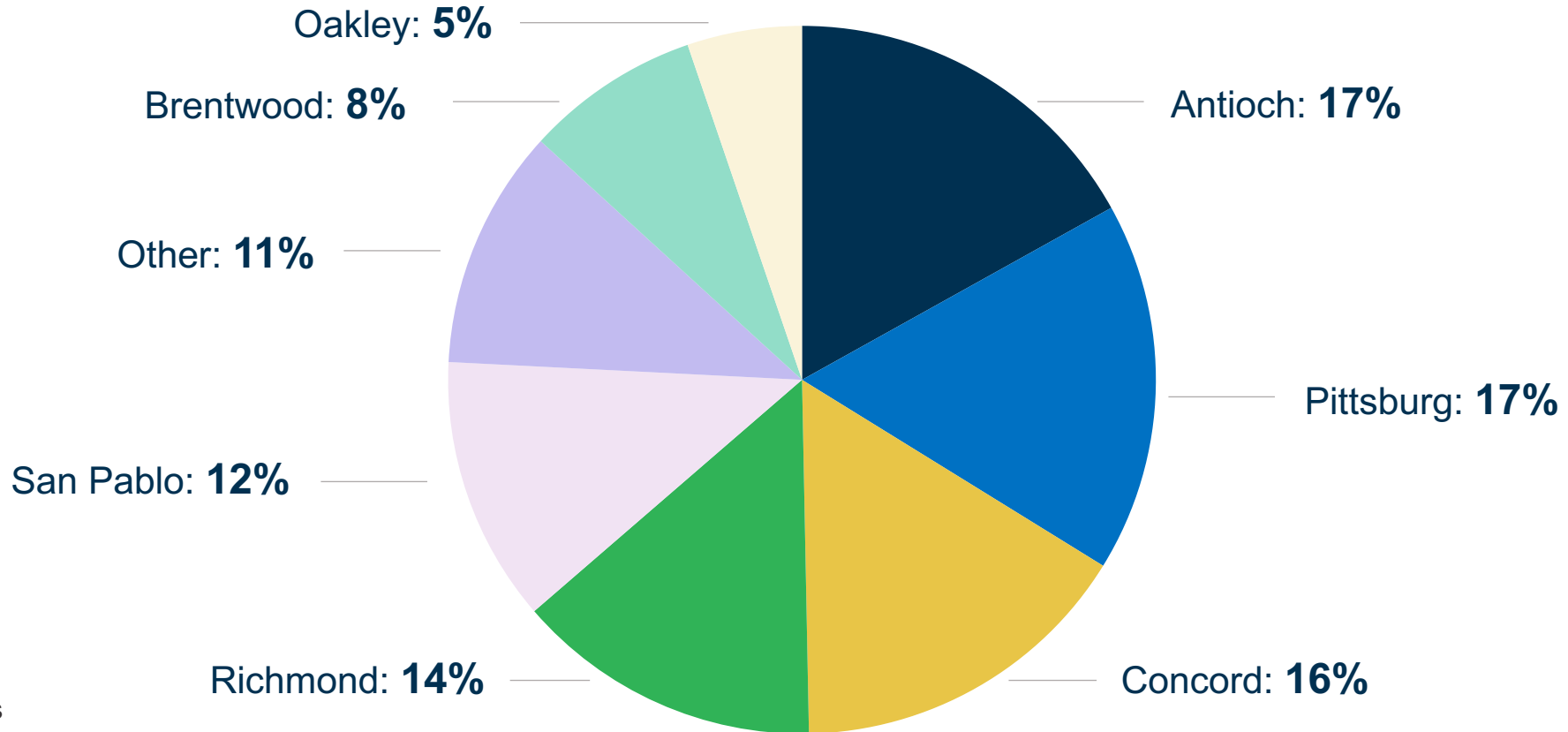


n = 2,113 children

Engaging with families from around the county

First 5 Centers

Home City of Families Participating at Centers, FY 2023



n = 2,431 families

Early Intervention

All children deserve to reach their full potential.



Early Intervention

All children deserve to reach their full potential.

Why we focus on Early Intervention:

- Regular, evidence-based screenings that lead to connecting families to needed services can change children's developmental trajectory.
- Early identification leads to timely intervention during the most critical time of a child's development.
- Research shows prevention and early intervention can not only improve lifelong outcomes for children, but also yield long-term economic benefits.
- First 5 Contra Costa builds the capacity of professionals and the systems they work within to adopt proven prevention and early intervention approaches.

Early Intervention

All children deserve to reach their full potential.

What we do:



Promote developmental screenings and connections to services.



Build capacity to prevent, screen, treat, and heal childhood adversity and toxic stress.



Bolster early childhood mental health through system changes and investment in prevention.

Help Me Grow: screening & referrals

Help Me Grow

Help Me Grow Contra Costa is a system that helps families understand their child’s progress toward development milestones and connects them to service providers that help foster their child’s physical and socio-emotional development.

As the lead of our local Help Me Grow system, First 5 Contra Costa:

- funds the Contra Costa Crisis Center to operate the Help Me Grow 211 Care Coordinators who are specifically trained to help parents with children ages 0 to 5.
- funds two agencies to lead developmental playgroups that help children catch up on their developmental milestones, and provide tools for families to support their child’s development.
- trains staff from a variety of agencies and tracks developmental screenings from pediatricians and other family-serving agencies to monitor trends.

Type of service	FY 2022 participants	FY 2023 participants
Help Me Grow 211 Care Coordination – adults	778	883
Developmental playgroups – includes adult and child from each family served	280	226
Developmental screenings – children	1,535	1,720

Developmental Playgroup Exit Survey Results

Help Me Grow

“Entering my daughter into First 5 activity classes has helped her a lot. She is talking a lot more and she is playing with other peers. She is enjoying all the singing activities and I am learning to be a better parent and how to help her with her development.” - Mother of three-year-old



84%

of parents said their child's developmental skills improved since being in a playgroup

85%

of parents said they feel better able to manage their child's behavior

100%

of parents thought services were respectful of their personal background (language, ethnicity, culture, gender, religion, etc.)

n = 167 exit survey respondents

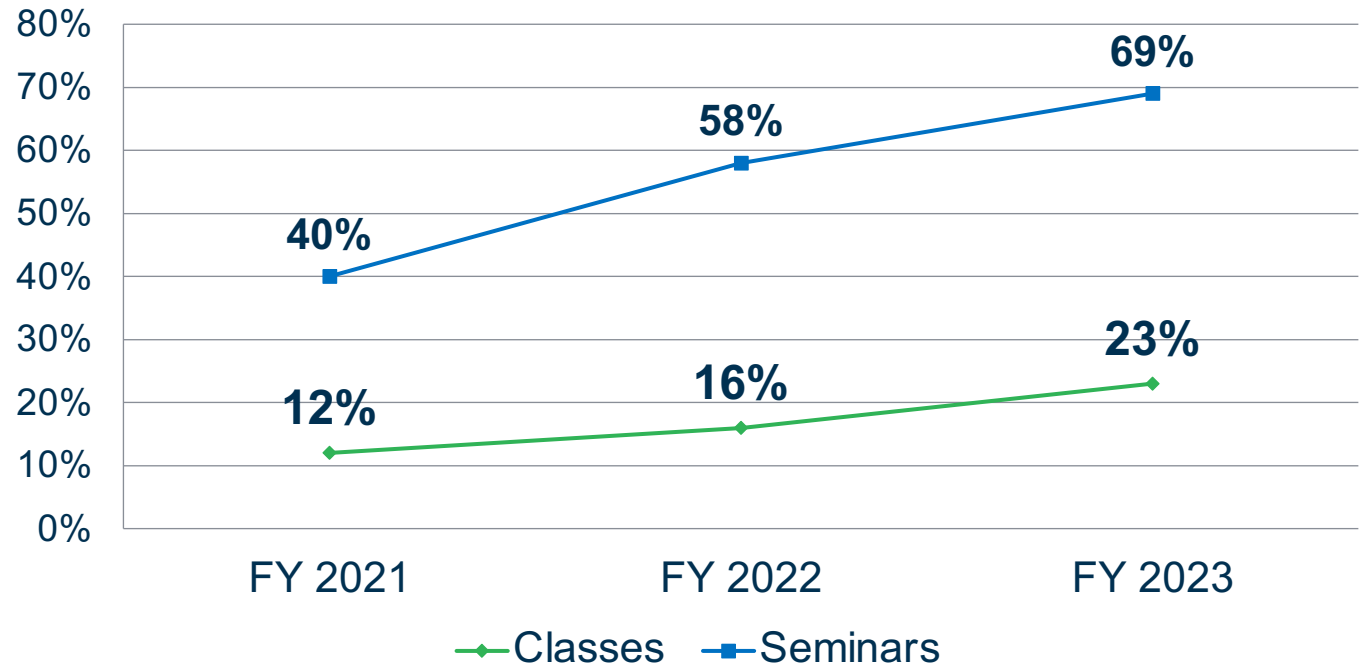
Increasing African American & Black participation in parent education

Positive Parenting Program (Triple P)

First 5 Contra Costa funds Counseling Options and Parenting Education (C.O.P.E.) to deliver free evidence-based parenting multi-week **classes** for all families, and one-time short parent education **seminars** to specifically serve African American and Black families.

Participants	FY 2021	FY 2022	FY 2023
Classes	158	159	172
Seminars	47	110	116

Percent of African American & Black Participation in Classes & Seminars, FY 2021-FY 2023



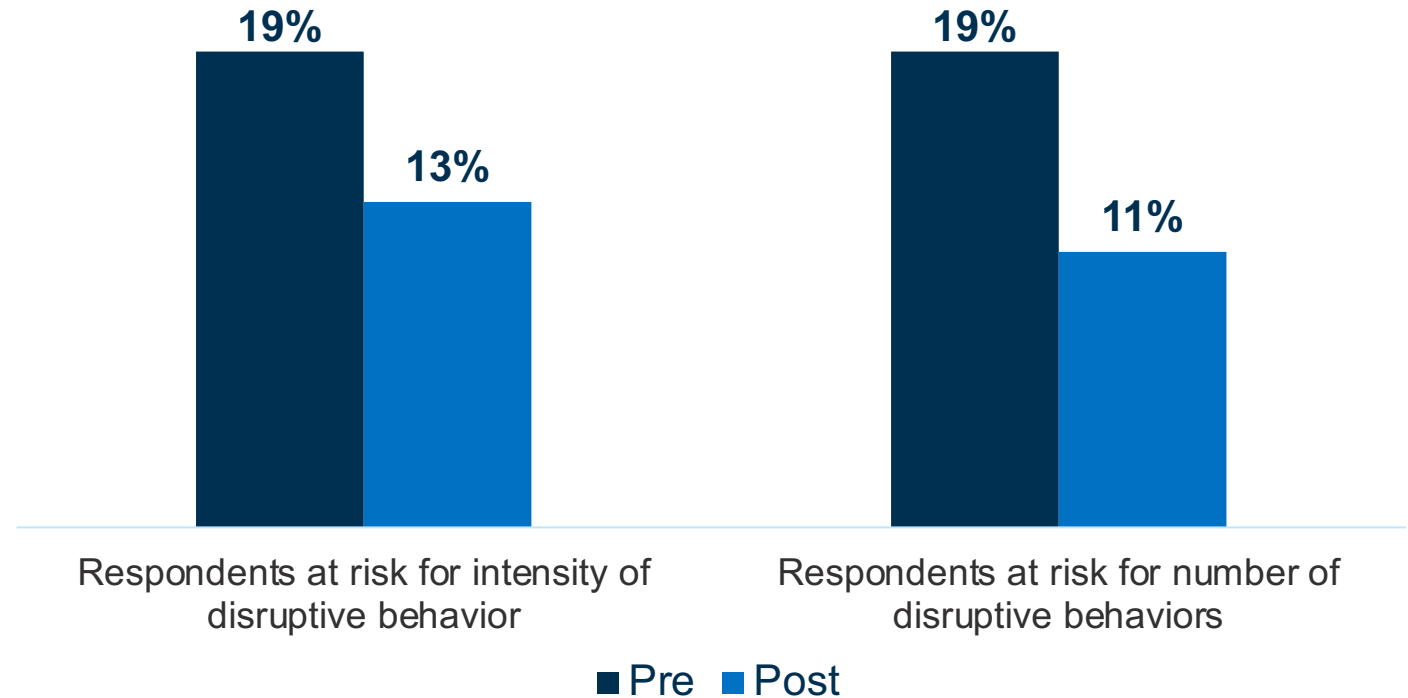
Lowering parents' stress

Positive Parenting Program (Triple P)

The Eyberg Child Behavior Inventory (ECBI) is a 36-item measure designed to assess the frequency and severity of children's disruptive behaviors.

The ECBI focuses on behaviors that take place at home and asks questions such as, "[My child] dawdles in getting dressed?" Caregivers rate the behavior on scale of 1 (never) to 7 (always) and then answer, "Is this a problem for you?"

Eyeberg Child Behavior Inventory Pre-Post Results for Positive Parenting Program Participants, FY 2023



n = 124 respondents

Trauma-informed efforts

First 5 Contra Costa works with public and private healthcare and social service providers to build their capacity to prevent, screen, treat, and heal childhood adversity and toxic stress.

Fostering connections through the Contra Costa Network of Care Hub:

The Network of Care hub allows members to share info on trauma-informed practices, trainings, events, and fosters connections between individuals and agencies.

297

practitioners, on average, were members of the online community in any month during FY 2023

25+

local leaders were engaged during September 2022 Self-Care Week campaign

Disseminating best practices about Adverse Childhood Experiences (ACEs) Screening:

Adverse Childhood Experiences (ACEs) are potentially traumatic events that occur when we are young. Through evidence-based screenings, early detection and intervention can lead to improved health outcomes.



2022 pilot linked Help Me Grow Care Coordinators to La Clínica Health Clinics to increase ACEs screening



Published practice brief and white paper to share the successes and lessons learned from the 2022 pilot



Aliados Health showcased the 2022 pilot in its Promising Practice papers and podcast

Early Childhood Education

High quality early learning programs impact children's future.



Early Childhood Education

High quality early learning programs impact children's future.

Why we focus on Early Childhood Education:

- The years between birth and age 5 are critical for brain development.
- The ways in which parents and others interact with children during this time makes a difference in their future learning, behavior, and health.
- High quality early learning programs impact children's academic and emotional well-being in the short and long-term.

Early Childhood Education

High quality early learning programs impact children's future.

What we do:



Provide professional development opportunities for early educators to enhance quality.



Reform systems and services with an emphasis on school readiness.



Understand and respond to the county's early learning educator workforce crisis.

Changing the early childhood landscape for African American/Black children in East County

Ready Kids East County

First 5 Contra Costa partners with the Dean & Margaret Lesher Foundation and several other organizations on a multi-layered effort to reform the systems and services available to African American and Black families with children under 5 in East County. The efforts focus on the ultimate goal of enhancing school readiness.

Tailored programming:

Culturally relevant and responsive programming for Black and African American families.

23

total children participated in 2 math literacy workshops, approx. 50% African American

100

children estimated to have been served by 8 little libraries in barbershops

Building capacity:

Working with service providers to incorporate anti-bias, anti-racist principles into activities with young children.

102

providers participated in trainings

5

sessions on Anti-Bias Anti-Racist (ABAR) strategies and equitable math/science activities

Stakeholder engagement:

Building connections and have conversations about the local education systems and community supports.

40

parents and family members participated at 3 in-person weekend activities; approx. 15 of those parents also engage in monthly virtual parent groups

200

people estimated at resource fair in April 2023 at East County First 5 Center



Professional training for early educators

- **240** unduplicated early childhood education providers attended 23 trainings coordinated by First 5 (compared to 199 providers in FY 2022)
- **120** participants completed the Professional Development Program (compared to 121 in FY 2022)
 - **494.5** total College units earned
 - **4** Associate's, **1** Bachelor's and **1** Master's Degrees earned
 - **47** completed a collective total of **1,500** hours of training
- **56** Family Child Care providers participated in the new mentoring program

Coaching for ECE Programs in Quality Matters

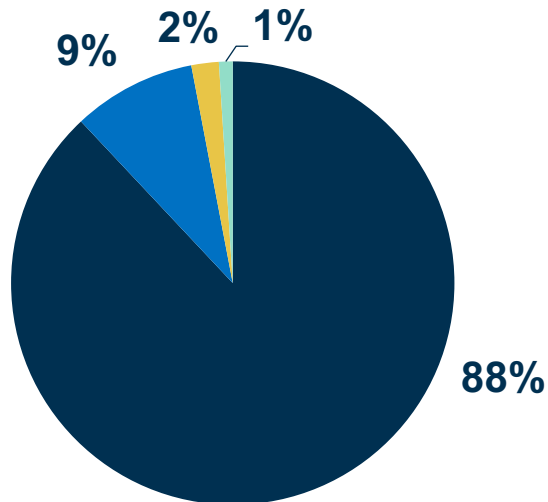
Quality Matters

Quality Matters is a program that offers a variety of quality improvement supports to ECE programs who apply to participate. Programs earn stipends for working toward their goals. First 5 coaches worked with **167** ECE programs in FY 2023.

End of Year Survey Results, FY 2023

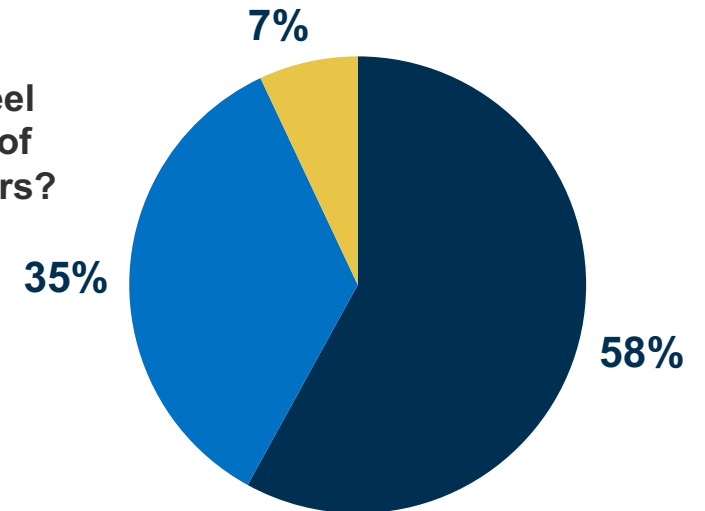
How valuable is your connection to your coach?

n = 108



To what extent do you feel connected to a network of early childhood educators?

n = 108



■ Valuable ■ Somewhat Valuable ■ Not Valuable ■ NA

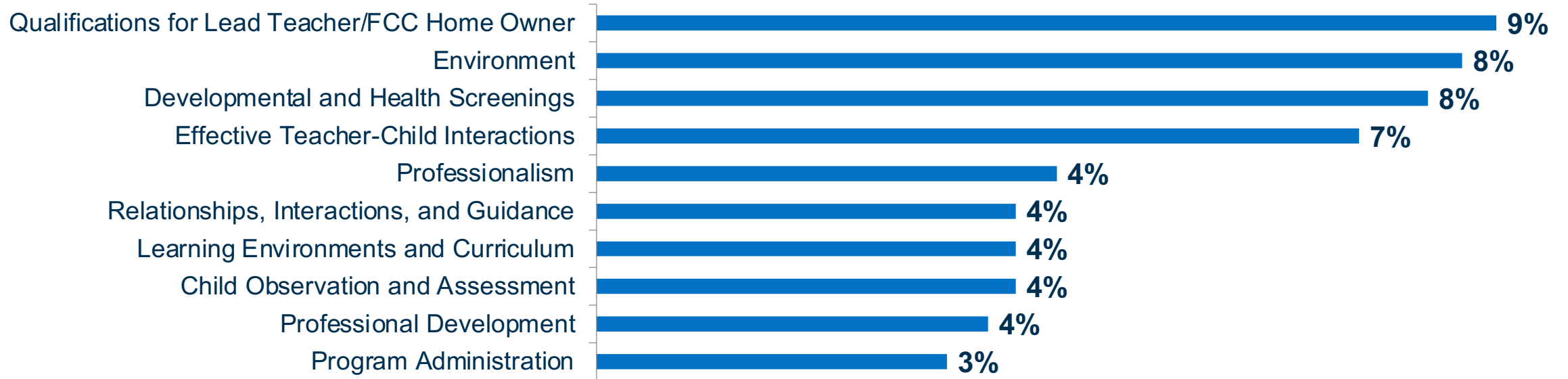
■ Connected ■ Somewhat Connected ■ Not Connected

Top Areas of Focus for Quality Matters Participants

Quality Matters

Each ECE program participating in Quality Matters identified several quality improvement goals for their program each year. First 5 Coaches support each program in making progress on those goals through a variety of supports: training, on-site coaching and technical assistance, and sharing resources. The chart below shows the top 10 areas off focus for ECE' programs goals for FY 2023.

Top 10 Focus Areas



Note: Out of 52 focus areas. One or more focus areas are used to summarize the ECE programs' quality improvement goals for the year.

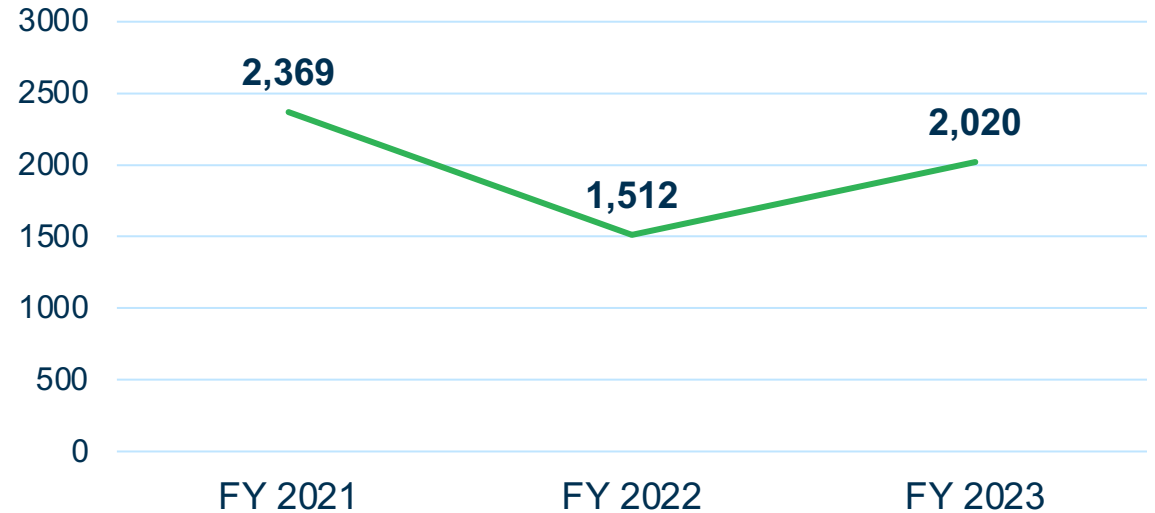
Fostering children's literacy

Tandem, Partners in Early Education

First 5 Contra Costa funds Tandem, Partners in Early Education to deliver a literacy program called StoryCycles in early childhood programs across the county. In addition to children receiving books to take home, ECE providers are trained in techniques to foster children's literacy and love for books.

- **2,020** children served in FY 2023, which is an increase of 500 from the prior year
- **87** ECE classrooms infused with a literacy program in the classroom and with books sent home
 - **70%** of participating classrooms were rated as having high fidelity to the program model
- Delivered **30** workshops to early childhood education providers on literacy
 - Piloted new workshop called "Talking About Race in Early Childhood," with **20** providers

Number of Children Served by Tandem StoryCycles Program



Policy Advocacy

Systems change to achieve lasting social change.



Policy Advocacy

Systems change to achieve lasting social change

What we do:



For 20 years, we have supported three Regional Groups to develop leaders that aim to advocate for and influence public systems.



Convene coalitions to advance local, state and federal policies that support the wellbeing of young children and their families.

Regional Group program fostered parent advocates

Regional Groups

For 20 years, we have supported three Regional Groups to develop leaders that aim to advocate for and influence public systems impacting young children and their communities. The groups focused on housing, parks, equitable representation, and racial and immigrant justice.

3,947

hours volunteered by
175 regional group members



109

members participated in a
community action project



47

members attended
9 legislative visits



4

members participated
in **4** media interviews



Regional Group accomplishments in FY 2023

Regional Groups

In FY 2023, the Regional Groups built power among those underrepresented in public decision-making to advocate for healthy, safe, and equitable communities for families. Below are highlights of their accomplishments during the fiscal year.



East County:

- New Antioch rent stabilization policies passed and went into effect in November 2022 which included some RG recommendations: capping rent increases at 60% of CPI or 3%, and roll back base rents to August 2022
- In October 2022, hosted first North Antioch city council candidates' forum focused on family-related issues
- In November 2022, received ChangeMaker award from the East Bay Leadership Council

West County:

- Hosted a meeting for Richmond families to provide input on new Boorman Park renovation plans, an **\$8M** project expected to be completed in 2024

Central County:

- Advocated for tenant protections and strong Housing Element plans in Concord

Policy & Advocacy Systems Change Efforts

Children's Leadership Council

The Children's Leadership Council aims to intentionally develop and strengthen the ecosystem that recognizes and supports child, youth, family, and community resilience and wellbeing.

- Re-launched effort with virtual release event for new data report on opportunity gap in our county; **147** registered and several press outlets covered the April 2023 release
- More than **115** individuals attended a June 2023 in-person convening aimed to engage participants in nine county-wide collaborative projects; **3** county Supervisors and **3** county agency leaders spoke
 - **97%** of participants learned something new and are likely to attend a future CLC event
 - **92%** of participants said they were likely to engage in one of the **9** projects

Family Economic Security Partnership (FESP)

The Family Economic Security Partnership (FESP) is a public, private and nonprofit collaboration dedicated to increasing the income and building the assets of low-income families in Contra Costa County.

- **81** individuals participated in a workshop about state budget impacts on families
- Completed a two-year training cohort for residents & service providers to strength their advocacy skills; the program was co-sponsored by First 5 Contra Costa & Ensuring Opportunity

Policy & Advocacy Systems Change Efforts

Early Learning Leadership Group (ELLG)

The Early Learning Leadership Group is a county-wide group that aims to increase collaboration, share data, identify gaps, improve service delivery, and advocate for policies at the local, state, and federal levels so that the early care and education system meets the needs of all children and their families.

- Advocated for county Measure X sales tax revenue to be dedicated to early childhood services, and **\$6M** annually was allocated for early childhood education stipends, slots and capacity building
- Funded a county-wide survey of early child educators about their compensation and well-being across physical, emotional, economic, and professional dimensions

Early Childhood Prevention & Intervention Coalition (ECPIC)

The Early Childhood Prevention and Intervention Coalition, also known as ECPIC, is a county-wide and multi-disciplinary collaborative that aims to advocate for the prioritization of the social emotional needs of young children (prenatal-6 years old) in state and county systems.

- Continued second year of a collaborative county Mental Health Services Act-funded project to link parents to parent supports & education called *Every Day Moments*
- Advocated at the state level to ensure efforts to modernize the Mental Health Services Act strengthen the focus on prevention and intervention services specifically for children prenatal to age 5

Thank you



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