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EXECUTIVE DIRECTOR MESSAGE

In November 1998, California voters passed Proposition 10, the California Children and Families Act. The proposition established a 50 cent tax on each pack of cigarettes sold in California. This is the 20th Anniversary year for First 5 Humboldt. It is a year of reflection, as well as celebration. Since 1998, First 5 Humboldt has invested over $26 million in local programs supporting the well-being of Humboldt’s youngest children and their families. Thousands of families have received services such as home visits, literacy activities, developmental screenings, mental health consultation, support to access health insurance, translation services, parent education, oral health education and support, and much more. In 2017 alone, we had more than 15,000 child visits to playgroups throughout the county. The services we have offered with our partners have demonstrated concrete, positive results for families.

One of the positive outcomes of taxing cigarettes is that fewer California residents are smoking! This is fantastic news for the long term health of Californians. Declining use of tobacco products, coupled with additional new taxes and an increased tobacco purchase age, have resulted in significantly declining revenue for First 5 Humboldt. In 2016, when the Commission approved its latest strategic plan, they stipulated that the Commission would reduce spending to match revenues by 2020. Although this ensures that First 5 Humboldt will continue to serve our county for years to come, this has resulted in a 3-year process to reduce Prop 10 expenditures by one-third. These cuts are deep, painful, and have impacted every part of our work, from playgroup funding to oral health programming to administrative support. At the same time, we have increased our focus on systems change, working to make our child and family systems more seamless and responsive to family needs. First 5 is the only organization mandated by the voters to work across silos to create better functioning systems for families with young children. We are advocating for children at the local, state and federal levels. State legislators are becoming increasingly attuned to the needs of early childhood, and the latest budget proposal by California’s Governor includes $10 billion in new expenditures to support young children and their families, in areas for which First 5 has advocated. This is a strong start in shifting how California supports children.

As we look forward to the next 20 years, we plan to build on the lessons we have learned and continue to speak up for California’s youngest children and their families. Our yearly evaluation reports are the foundation on which we will build our future work, examining where we have had success and what can be improved upon. Since 90% of a child’s brain develops before age 5, we owe it to California’s future to give children the very best start!

I invite you to join us in creating a more supportive Humboldt community to ensure our children’s and Humboldt County’s well-being far into the future.

Respectfully,
Mary Ann Hansen
First 5 Humboldt
February, 2019
INTRODUCTION

The structure of this report reflects the Evaluation Framework updated in 2018, found in Appendix A. The Evaluation Framework maps the relationship between the Vision of First 5 Humboldt and the four Focus Areas defined in the 2016 First 5 Humboldt Strategic Plan in order to measure results. This report presents results for Focus Area 1 – Fiscal Sustainability and Focus Area 2 – Systems Change. A separate report on Focus Area 3 – Family, Professional and Community Capacity and Focus Area 4 – Health will be released in April 2017.

This report contains the results of First 5 Humboldt evaluation activities conducted during calendar year 2018. This period includes the last six months of Fiscal Year 2017-2018 (January–June 2018) and the first six months of Fiscal Year 2018-2019 (July – December 2018). Evaluation results are presented according to Focus Area, the Objective under that Focus Area, the Action associated with the Objective, and the Indicators related to the Action.

First 5 Humboldt (F5H) conducts activities and funds programs that directly impact the indicators within Focus Areas 1 and 2 as seen in Figure 1. All the First 5 Humboldt activities and every funded program are not addressed in the main body of this report; this report focuses on the results of local evaluation activities related to Focus Area 1 and 2 indicators in the Evaluation Framework and on related data available from county and statewide sources. In addition, while each First 5 Humboldt program is funded under only one Focus Area, a program may be tracking indicators under other Focus Areas.

Data presented in this report is collected from various sources using different processes. For a description of data sources, data collection instruments and protocols, and data analysis procedures, please refer to the Methods section in Appendix B.
This report is presented to the Humboldt County Children and Families Commission and to the First 5 Humboldt Program Evaluation Team (PET). PET members use both Evaluation Reports, additional individual program data and reports, their knowledge and experience, and information about the program’s administration and budget to make program recommendations to the Commission. The Commission will use the recommendations to:

- Acknowledge program leaders, partners, and communities for their achievements and support of First 5 Humboldt’s vision.
- Provide guidance for improvements to existing fiscal sustainability efforts, systems change activities, and programs.
- Identify requirements for continued funding of existing programs as needed.
- Determine funding allocations for existing activities and programs within the budget decision-making process.
- Determine funding decreases for existing programs, and the elimination of funding for existing programs.
Figure 1. First 5 Humboldt Strategic Plan Focus Areas

**Focus Area 1**
Fiscal Sustainability

*Develop policies and strategies to ensure the fiscal sustainability of the Humboldt County Children and Families Commission*

First 5 Humboldt activities that directly impact Focus Area 1 indicators
- Activities related to stabilizing the Sustainability Fund
- Activities related to preserving and increasing funding dedicated to early childhood.

First 5 Humboldt funded programs that directly impact Focus Area 1 indicators
- Infant Family Early Childhood Mental Specialists
- 0-8 Mental Health Collaborative

**Focus Area 2**
Systems Change

*Facilitate the inclusion of primary prevention principles in related public policy formation*

First 5 Humboldt activities that directly impact Focus Area 2 indicators
- Activities related to promoting strong, collaborative partnerships
- Activities related to work to help ensure policies support young children and families

First 5 Humboldt funded programs that directly impact Focus Area 2 indicators
- Humboldt County Department of Health and Human Services Measure S Partnership
- Infant Family Early Childhood Mental Specialists
- 0-8 Mental Health Collaborative
- Library Partnership
- Playgroups
- First 5 Humboldt funded Family Resource Centers

**Focus Area 3**
Family, Professional and Community Capacity

**Focus Area 4**
Health
FOCUS AREA 1: FISCAL SUSTAINABILITY

First 5 Humboldt will develop policies and strategies to ensure the fiscal sustainability of the Humboldt County Children and Families Commission

Objective 1.1: The Sustainability Fund will be stabilized at a balance of no less than $2 million and continue to be a resource for the work of First 5 Humboldt.

Action 1.1.A: Develop and implement a plan to reduce the drawdown of the Sustainability Fund

Indicator 1: An adopted budget where program expenses are matched to revenues and drawdown of the sustainability fund is limited to administration and evaluation costs.

Indicator 2: The Sustainability Fund maintains a balance of no less than $2 million.

During 2018, the First 5 Humboldt Children and Families Commission (F5H Commission) continued to follow the recommendations to guide reductions in program funding which were adopted in 2017. As of December 31, 2018, the Sustainability Fund balance was $3,499,748.

Additionally, First 5 Humboldt (F5H) Staff and Commission Members completed a number of activities focused on ensuring the fiscal sustainability of the F5H Commission. These activities included the following:

- Continued implementation of the 2016 Strategic Plan which has a focus area on fiscal sustainability
- Completion of the 2018 Program Evaluation Team review process which resulted in several recommendations to reduce funding awards to partner programs. These recommendations were accepted by the F5H Commission to reduce the program funding draw from the Sustainability Fund. Administrative costs were also reduced to bring the total reduction in drawdown from the sustainability fund by almost $130,000 from Fiscal Year 2016/2017 to Fiscal Year 2017/2018.
- Multiple meetings of the Fiscal Subcommittee to develop funding reduction strategies to reach the F5H Commission’s goal of reducing more than $400,000 in program funding and expenditures by 2020.
Objective 1.2: First 5 Humboldt will collaborate with community partners to advance opportunities to preserve and increase funding streams dedicated to early childhood.

Action 1.2.A: Pursue additional funding streams.

Indicator 1: # of additional funding streams pursued

Indicator 2: # of additional funding streams secured

Between January and December 2018, F5H pursued 20 funding streams. At the time of this report, 9 funding streams were secured and 5 are pending. One of the secured funding streams was $50,000 from the Vesper Society to continue the F5H Adverse Childhood Experiences (ACEs) and Resilience work for a second year. Another 2018 funding highlight was the decision by the Humboldt County Board of Supervisors to allocate ongoing Measure S Marijuana Tax monies to F5H and Humboldt County Department of Health and Human Services (DHHS) for activities focusing on young children and their families. The ongoing yearly funding consists of $200,000 directly going to F5H and $200,000 going to the F5H and Humboldt County Department of Health and Human Services ACEs Collaborative Partnership Grant Project. Appendix C lists all the funding streams pursued and secured by F5H.

Action 1.2.B: By 2019, a framework for decreased First 5 Humboldt funding and increased partner funding for priority programs will be adopted.

Indicator 1: An approved framework for decreased First 5 funding of programs

Indicator 2: Increase in the percentage of partner funding versus First 5 Humboldt funding

Indicator 3: Increase in the percentage of funds from long-term sources, such as local tax levies

In 2018, First 5 Humboldt (F5H) Staff and Commission continued to follow the framework (Appendix C) for decreasing funding of programs which was adopted in 2017.

F5H released the 2018-2019 Playgroup and Family Resource Grant Announcement that included the new grantee requirement of contributing a 1 to 4 match of F5H funds in order to secure funding. All funded organizations shared their budgets during the grant application process in order to demonstrate that they could contribute to the project.

First 5 Humboldt continues to pursue additional funds from long-term sources. In addition to the work related to the ongoing allocation of Measure S Tax Monies (see Action 1.2.A), the organization has pursued Mental Health Services Act funding as well as Medi-Cal Administrative Activities funds.
Action 1.2.C: Advocate/educate for preservation and augmentation of Proposition 10 funds.

**Indicator 1: # of events at which preservation and augmentation is discussed**

In 2018, F5H participated in 13 events, including one ongoing project with the F5 Association Executive Committee. These events were at the local and state level in order to better position F5H for funding opportunities at both levels. Event highlights include the F5H Executive Director’s participation in the following:

- Meeting with a Humboldt County Board of Supervisor to discuss work with the Rural County Representatives of California, F5H funding, and marijuana taxes
- Meeting with California State Senator McGuire to discuss legislation to augment and stabilize F5 funding
- Community meeting in which local stakeholders provided feedback on various funding models for the 0-8 Mental Health Collaborative
- Ongoing F5 Association Executive Committee meetings (at least 12 in 2018) to discuss sustainability possibilities including funding from the California State Board of Equalization, legislation opportunities, and the government budget
- Working with the Humboldt County Board of Supervisors to add issues related to funding for young children and their families to their annual legislative policy priorities.
FOCUS AREA 2: SYSTEMS CHANGE

Objective 2.1: First 5 Humboldt will promote strong, collaborative partnerships

First 5 Humboldt will facilitate the inclusion of primary prevention principles in related public policy formulation

Action 2.1.A: Collaborate with community organizations around primary prevention for children 0-5 and their families.

Indicator 1: # of collaborations and partnerships

During 2018, F5H had 83 partnerships and collaborations that focused on primary prevention for local children ages 0-5 and their families. Table 1 presents a list of the major partnerships and collaborations.

<table>
<thead>
<tr>
<th>Table 1. First 5 Humboldt’s Major Partnerships and Collaboration</th>
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<tbody>
<tr>
<td>• Quality Counts Consortium</td>
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<td>• Live Well Humboldt</td>
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<tr>
<td>• Adverse Childhood Experiences (ACEs) Town Hall with Senator McGuire</td>
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<tr>
<td>• Pediatric Oral Health Leadership Team</td>
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<tr>
<td>• Alliance for Infant Mental Health</td>
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<tr>
<td>• North Coast Grantmaking Partnership</td>
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<tr>
<td>• Prenatal Alcohol and Other Drug Prevention</td>
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<td>• Child Abuse Prevention Coordinating Council</td>
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<tr>
<td>• Hoopa Family Wellness Court</td>
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<td>• Humboldt County Board of Supervisors</td>
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<tr>
<td>• Humboldt County Department of Health and Human Services</td>
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<tr>
<td>• Humboldt County Wellness Court</td>
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<tr>
<td>• Humboldt County Library</td>
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<tr>
<td>• Humboldt Community Health Trust</td>
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<td>• Humboldt Network of Family Resource Centers</td>
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<tr>
<td>• Humboldt Open Door Community Health Centers</td>
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<td>• Karuk Family Wellness Court</td>
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<tr>
<td>• St. Joseph’s Health including Blue Lake Family and Willow Creek Community Resource Centers</td>
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<td>• Manila Family Resource Center</td>
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<td>• Mattole Valley Resource Center</td>
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<td>• McKinleyville Family Resource Center</td>
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<td>• Humboldt County Office of Education</td>
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<tr>
<td>• Redwood Community Action Agency</td>
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<tr>
<td>• Southern Humboldt Family Resource Center</td>
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<tr>
<td>• Yurok Family Wellness Court</td>
</tr>
<tr>
<td>• 20 Playgroup Partnerships</td>
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</table>
In its second year of existence, the F5H and DHHS ACEs Collaborative Partnership led to the implementation of new and continued primary prevention projects such as the following:

- Refinement and implementation of the DHHS and First 5 Humboldt Partnership ACEs grant program
- Augmentation of Early Childhood Mental Health Specialist support to outlying F5H Playgroups in Southern and Eastern Humboldt
- Implementation of an ACEs Primer Series and Speakers’ Bureau for requesting Humboldt County groups and organizations
- Foster Parent Program consisting of Trauma-Informed Parent Training Series and Group and Individual Counseling with a Licensed Therapist

In addition, the F5H and DHHS ACEs Collaborative Partnership was identified as an ongoing budget item by the Humboldt County Board of Supervisors.

Additional key F5H collaborative partnerships in 2018 include the following:

- Hoopa Joint Jurisdiction, Karuk Joint Jurisdiction, and Yurok Joint Jurisdiction Family Wellness Courts who are working to increase support for families with children ages 0-5, with a focus on 0-3, whose parents are experiencing substance use disorder
- Humboldt County Board of Supervisors who included F5 Association policy recommendations in their policy agenda
- Humboldt Community Health Trust who has included F5H Playgroups and ACEs work in their immediate portfolio of strategies
- Humboldt County Department of Health and Human Services, Public Health Branch with Humboldt County Open Door Community Health Centers, who are focusing on education on cannabis use during pregnancy and breastfeeding.

Objective 2.2: First 5 Humboldt will work with organizations and local and state governments to help ensure policies support young children and families.

Action 2.2.A: Create public awareness of the needs of young children

Indicator 1: # of social and other media references to First 5 Humboldt
Indicator 2: A public awareness plan is developed, implemented, and revised as needed
Indicator 3: # of presentations to boards, organizations and groups regarding the needs of young children and their families.

In 2018, F5H completed a number of activities to create public awareness of the needs of young children. Raising awareness about primary prevention and how early childhood is the best time to shift the trajectory of a person’s health is integral to the success of F5H’s mission. The F5H Public Awareness Plan (Figure 2) was adopted and implemented.
Figure 2. First 5 Humboldt Public Awareness Plan for Strategic Plan 2016-2020

**Objective 1:** Increase understanding of the needs of young children and their families and the power of primary prevention in fostering healthy individuals, families and communities

*Action:* Present to policy makers at the state and county levels

*Action:* Use social media platforms to share information and resources.

*Action:* Engage with print media when appropriate.

*Action:* Keep the website updated, responsive, navigable, and connected to social media.

**Objective 2:** Increase collaboration among partners who share the goals of First 5 Humboldt

*Action:* Engage with allied organizations and initiatives

*Action:* Communicate regularly with funded partners

*Action:* Encourage funded partners to engage with First 5’s social media platforms and our website.

F5H staff completed a total of 17 presentations to boards, organizations and groups regarding the needs of young children and their families. Key presentations included the following:

- North Coast Grantmaking Partnership presentation on the ACEs Resilience Action, Humboldt County ACEs/Resilience Upstream Project, and promising best practices
- F5 Association Policy Hack-a-thon presentation on Family Resilience
- Humboldt Community Health Trust presentation on the work of F5H

F5H’s public awareness activities resulted in 10 media references to F5H. Figures 3 and 4 present excerpts from two key media references. Please see Appendix D for the complete articles and Appendix E for a list of all 2018 media references.
County Highlights: First 5 Humboldt: ACEs, Resiliency, and a Determined Executive Director

In 2016, newly-hired First 5 Humboldt Executive Director Mary Ann Hansen was assigned to tackle development of their new strategic plan—a daunting task for an incoming leader and a task she accepted with aplomb. However, it was not as overwhelming as the need for attention, support, and funding necessary to address the negative outcomes associated with children who suffer childhood trauma, referred to commonly as ACEs.

Ms. Hansen shares that because Humboldt County has more families affected by ACEs than many other counties, she felt compelled to rally the troops and provide attention, and more importantly, assistance, to the community at-large. “When First 5 California offered assistance in conducting a town hall forum with our local leadership, we felt we had the right topic at the right time,” said Ms. Hansen. Ms. Hansen wanted to use First 5 Humboldt’s power as a local convener to pursue a county-wide endeavor on ACEs.

The community support came from all corners of this geographically and socially diverse county, making First 5 Humboldt’s first town hall a true “community event.” Ms. Hansen added that First 5 Humboldt hosted law enforcement, the courts, probation, child welfare, public health, court-appointed special advocates for foster children, foster parents, and the tribal communities with a goal of strengthening community partnerships, increasing awareness of ACEs, and sharing the services provided by the multitude of public and private service providers with a focus on trying to fill the needs of the local community by sharing information.

Another local stakeholder who participated and stood out was California State Senator Mike McGuire. When approached about participating in the town hall with the specific topic ACEs, Senator McGuire responded unequivocally. “He was incredible—Senator McGuire and his staff are a powerhouse for this district,” said Ms. Hansen. “He works very hard to understand the issues in his district and I’m amazed at his ability and commitment to his constituents.”

First 5 Humboldt has since executed two town halls (December 2016 and April 2018) and has been able to rally the entire community spectrum, including a few medical providers and the courts, to help with prevention and resiliency. “The focus must be on children because this is a generational issue that will take time to shift,” said Ms. Hansen.

Many positives have resulted from the first town hall. Along with awareness to the topic, there is a renewed focus on the specific effects of ACEs in Humboldt County.
Excerpts from Time-Standard Article

‘First 5’ achievements highlighted at supervisors’ meeting

By Shomik Mukherjee

October 23, 2018

Organizers behind First 5 Humboldt, a local independent government organization, highlighted its achievements in the past year on Tuesday at the Humboldt County Board of Supervisors meeting.

Funded by revenue from statewide tobacco sales, the organization supports programs that invest in the health of families and children. One of its interests, for instance, is preventing “adverse childhood experiences” and promoting resilience among children who deal with early trauma.

“First 5 Humboldt funds and supports programs that positively affect the physical, emotional, social, and economic health of young children and pregnant women,” the organization’s annual report reads.

The organization’s main form of child engagement is Playgroup, a program where children participate to establish healthier early experiences.

In 2017, the county office of education screened more than 1,300 children for school readiness; 79 percent of Playgroup attendees were screened as ready for kindergarten, compared to 69 percent of non-Playgroup attendees.

While tobacco tax revenue has funded the organization’s operations, a new provision of the tax will reduce the amount of funding for the group over the next two years, the report stated. As a result, First 5 Humboldt has advocated to obtain some of the revenue generated from the sale of marijuana, according to the report.

“In all our work, we are focused on providing services that demonstrate an ability to strengthen families and prevent negative outcomes,” the organization stated in the report. “Our rigorous evaluation helps us understand what best serves the needs of Humboldt families.”
**Action 2.2.B:** Engage policy makers to ensure public policies support the optimal development of children and their families to meet their potential

**Indicator 1: # of meetings/contacts with policy makers**

F5H staff met with policy makers to discuss policies related to supporting the optimal development of children and their families. The F5H Executive Director met with the City of Eureka Mayor to discuss the city’s child development and Early Childhood Education needs and the Humboldt County Board of Supervisors to present the F5H Community Report. F5H Early Childhood Mental Health Specialists also participated in 14 public policy related meetings with decision makers during the year.

In addition to attending individual public policy meetings, F5H was involved in larger public policy projects that involved at least a day-long event or ongoing monthly/quarterly meetings with policy makers. In 2018, the F5H Executive Director had six public policy projects:

- Meetings with a Humboldt County Board of Supervisor regarding F5H representation at the Rural County Representatives of California
- Meetings with Senator McGuire and Assembly Member Wood to discuss F5 policy agenda, prevention, current bills, and funding sustainability for F5
- F5 Association Executive Committee and general membership meetings including the “Policy Hack-a-Thon” which involved inclusion of Humboldt’s prevention priorities in F5 Association policy agenda formation
- Humboldt County Joint Jurisdiction Court Project meetings to implement a grant-funded effort to create a joint tribal/state “Family Wellness Court” that is looking at how to change the court experience to be more responsive to developmental needs
- Meetings with the Humboldt State University (HSU) Vice-President of Student Affairs and local organizations such as Changing Tides Family Services, Child Care Planning Council, Special Beginnings, Humboldt County Office of Education, and Special Education Local Plan Area (SELPA) regarding the potential reorganization of the HSU Children’s Center.
- Meetings related to the development of the Early Childhood component adopted in the California Economic Summit policy platform

**Indicator 2: # of public policies proposed and/or adopted which are supportive of young children and families and/or primary prevention**

F5H was involved in 18 policy proposals/advocacy actions during the year. Ten of these policy proposals/advocacy actions were successful, one policy was partially adopted, and one policy proposal’s adoption is pending a formal presentation to the Humboldt County Board of Supervisors. Five policy proposals are pending. Successful advocacy actions include the following:

- On June 27, 2018, the Humboldt County Board of Supervisors approved ongoing funding for the F5H and Humboldt Department of Health and Human Services ACEs Collaborative Partnership.
• F5H wrote a letter to state policy makers in support of CalWORKs home visiting funding. On June 27, 2018, the California Governor signed the budget which included non-competitive funding for home visiting for CalWORKs participants.

• On September 20, 2018, The F5H Executive Director participated in a workgroup, hosted by the Bay Area Council, to design the early childhood policy agenda section for the California Economic Edge convening. The policy was adopted and the agenda proposals are now reflected in new Governor’s budget, according to recent Economic Edge statements.

• On December 4, 2018, the Humboldt County Board of Supervisors adopted F5’s recommendations into County Policy Agenda, including child care, anti-poverty, and family strengthening recommendations, in addition to new language advocating that Prop 64 funds be prioritized for early childhood prevention services.

In addition to the preceding activities, the F5H Executive Director is involved with two committees which focus on continued policy work.

• The Executive Committee, as the Northwest representative, of the First 5 Association which advises legislators and supports a number of bills focused on the optimal development of children and their families. Appendix F contains the 2018 First 5 Association Bill Tracker.

• The California Children and Families Foundation Board of Directors, as a Board officer. The Foundation seeks to create a policy roadmap for California to better serve its young children.
EVALUATION RECOMMENDATIONS

1. Revise and update the Evaluation Framework and its indicators annually to ensure consistency between actions and indicators and all funded programs/activities.
2. Continue to work on how best to evaluate First 5 Humboldt’s collaborative partnerships, including developing appropriate indicators to better measure partnership/collaboration and meet the focus areas of the strategic plan.
3. Continue to work with other community groups/agencies to develop appropriate methods to share relevant data.
Focus Area 1: Fiscal Sustainability
First 5 Humboldt will develop policies and strategies to ensure the fiscal sustainability of the Humboldt County Children and Families Commission

**Objective 1.1:** The Sustainability Fund will be stabilized at a balance of no less than $2 million and continue to be a resource for the work of First 5 Humboldt.

**Action 1.1.A:** Develop and implement a plan to reduce the drawdown of the Sustainability Fund

- **Indicator 1:** An adopted budget where program expenses are matched to revenues and drawdown of the sustainability fund is limited to administration and evaluation costs. First 5 Humboldt (F5H)
- **Indicator 2:** The Sustainability Fund maintains a balance of no less than $2 million. F5H

**Objective 1.2:** First 5 Humboldt will collaborate with community partners to advance opportunities to preserve and increase funding streams dedicated to early childhood.

**Action 1.2.A:** Pursue additional funding streams.

- **Indicator 1:** # of additional funding streams pursued F5H
- **Indicator 2:** # of additional funding streams secured F5H

**Action 1.2.B:** By 2019, a framework for decreased First 5 Humboldt funding and increased partner funding for priority programs will be adopted.

- **Indicator 1:** An approved framework for decreased First 5 funding of programs F5H
- **Indicator 2:** Increase in the percentage of partner funding versus First 5 Humboldt funding F5H
- **Indicator 3:** Increase in the percentage of funds from long-term sources, such as local tax levies F5H

**Action 1.2.C:** Advocate/educate for preservation and augmentation of Proposition 10 funds.

- **Indicator 1:** # of events at which preservation and augmentation is discussed F5H, Specialists, 0-8 MHC

APPENDIX A
Focus Area 2: Systems Change
First 5 Humboldt will facilitate the inclusion of primary prevention principles in related public policy formulation.

**Objective 2.1:** First 5 Humboldt will promote strong, collaborative partnerships

**Action 2.1.A:** Collaborate with community organizations around primary prevention for children 0-5 and their families.

*Indicator 1:* # of collaborations and partnerships F5H, Library Partnership (LP), 0-8MHC, Playgroup, FRCs, Measure S, ACEs 0-3

**Objective 2.2:** First 5 Humboldt will work with organizations and local and state governments to help ensure policies support young children and families.

**Action 2.2.A:** Create public awareness of the needs of young children

*Indicator 1:* # of social and other media references to First 5 Humboldt F5H

*Indicator 2:* A public awareness plan is developed, implemented, and revised as needed F5H

*Indicator 3:* # of presentations to boards, organizations and groups regarding the needs of young children and their families. F5H, Specialists, 0-8 MHC

**Action 2.2.B:** Engage policy makers to ensure public policies support the optimal development of children and their families to meet their potential

*Indicator 1:* # of meetings/contacts with policy makers F5H, Specialists, 0-8 MHC

*Indicator 2:* # of public policies proposed and/or adopted which are supportive of young children and families and/or primary prevention F5H
Focus Area 3: Family, Professional & Community Capacity
First 5 Humboldt will promote the optimal development of children with a focus on prevention, in partnership with families, caregivers, and the community.

**Objective 3.1:** First 5 Humboldt will promote a stable well-educated-workforce available to serve and advocate for developmentally-, culturally- and trauma-responsive practices.

**Action 3.1.A:** Promote and provide training and technical assistance opportunities to families and service providers.

*Indicator 1:* # of trainings and TA opportunities addressing developmental-, cultural- and trauma-responsiveness 0-8 MHC, F5H trainings, Specialists, Impact, Measure S, QRIS

*Indicator 2:* # of training attendees 0-8 MHC, F5H trainings, Impact, QRIS

**Action 3.1.B:** Annually review available local and state child and family data to assess family and community needs.

*Indicator 1:* List of data reviewed F5H

**Action 3.1.C:** Advocate for early childhood education workforce stability and appropriate compensation.

*Indicator 1:* # of advocacy activities that support early childhood education workforce stability F5H, 0-8 MHC, Impact, Playgroups

**Action 3.1.D:** Provide opportunities for families and the workforce to develop advocacy skills.

*Indicator 1:* # of activities related to advocacy education F5H, 0-8 MHC, Impact, Playgroups

**Objective 3.2:** Families have access to community supports that strengthen families’ capacity to promote children’s optimal development in safe and stable communities

**Action 3.2.A:** Support programs that promote the 5 protective factors and family strengthening principles (Center for the Study of Social Policy, 2016) and primary prevention

*Indicator 1:* % of families feeling more connected to other families Playgroups, Specialists, FRCs, Paso a Paso, NFP

*Indicator 2:* % of parents reporting that they have someone they can talk to Playgroups, Specialists, FRCs, Paso a Paso, NFP, California Health Interview Survey (CHIS)

*Indicator 3:* % of parents who say they feel that they deal better with parenting issues Playgroups, Specialists, FRCs, Paso a Paso, NFP

*Indicator 4:* # of programs providing family-friendly services Playgroups, Specialists, LP, FRCs, Paso a Paso, NFP

*Indicator 5:* # of programs promoting the 5 Protective Factors Playgroups, Specialists, LP, FRCs, Paso a Paso, NFP

*Indicator 6:* % of children who are ready for school Playgroups, LP, KiST (HCOE)

*Indicator 7:* # of children/caregivers in playgroups Playgroups

*Indicator 8:* # of families interacting with Specialists at playgroups Playgroups, Specialists

*Indicator 9:* Frequency with which parents/caregivers play music/sing songs with their 0-5 age children Playgroups, FRCs, Paso a Paso, NFP, CHIS

*Indicator 10:* Frequency with which caregivers read to/with children Playgroups, FRCs, Paso a Paso, NFP, LP, CHIS

*Indicator 11:* #/% parents/caregivers reporting the library is family friendly Playgroups, FRCs, Paso a Paso, NFP, LP
Focus Area 4: Health
First 5 Humboldt will support the health and well-being of young children and their families through the promotion of prevention and early intervention activities.

**Objective 4.1:** First 5 Humboldt will encourage communities to facilitate the total wellness of children.

**Action 4.1.A:** Facilitate child and family referrals to appropriate programs and services.

- **Indicator 1:** % of families and caregivers that know where they can get information about family services and activities FRCs, Playgroups, Specialists, Paso a Paso, NFP
- **Indicator 2:** # of programs that help participants learn about services and opportunities in the community FRCs, NFP, Playgroups, Specialists, Paso a Paso, NFP
- **Indicator 3:** # of referrals to specialized services FRCs, NFP, Playgroups, Specialists, Paso a Paso, NFP

**Objective 4.2:** First 5 will encourage communities to offer developmentally appropriate services/activities.

**Action 4.2.A:** Promote developmental screenings for all children.

- **Indicator 1:** List of activities related to universal developmental screenings Impact, Playgroups, Specialists, NFP

**Action 4.2.B:** Promote access to developmentally appropriate services for children.

- **Indicator 1:** List of activities related to promotion of access to services Playgroups, FRCs, NFP, Paso a Paso, Playgroups, Specialists, Impact

**Objective 4.3:** First 5 will encourage communities to promote family wellness for pregnant women and children 0-5.

**Action 4.3.A:** Work with community organizations and groups to promote healthy pregnancies and family wellness.

- **Indicator 1:** List of activities related to the promotion of healthy pregnancies and family wellness. HAW, FRCs, NFP, Paso a Paso, Playgroups, Specialists

**Objective 4.1:** First 5 Humboldt will encourage communities to facilitate the total wellness of children.

**Action 4.1.A:** Facilitate child and family referrals to appropriate programs and services.

- **Indicator 1:** % of families and caregivers that know where they can get information about family services and activities FRCs, Playgroups, Specialists, Paso a Paso, NFP
- **Indicator 2:** # of programs that help participants learn about services and opportunities in the community FRCs, NFP, Playgroups, Specialists, Paso a Paso, NFP
- **Indicator 3:** # of referrals to specialized services FRCs, NFP, Playgroups, Specialists, Paso a Paso, NFP

**Objective 4.2:** First 5 will encourage communities to offer developmentally appropriate services/activities.

**Action 4.2.A:** Promote developmental screenings for all children.

- **Indicator 1:** List of activities related to universal developmental screenings Impact, Playgroups, Specialists, NFP

**Action 4.2.B:** Promote access to developmentally appropriate services for children.

- **Indicator 1:** List of activities related to promotion of access to services Playgroups, FRCs, NFP, Paso a Paso, Playgroups, Specialists, Impact

**Objective 4.3:** First 5 will encourage communities to promote family wellness for pregnant women and children 0-5.

**Action 4.3.A:** Work with community organizations and groups to promote healthy pregnancies and family wellness.

- **Indicator 1:** List of activities related to the promotion of healthy pregnancies and family wellness. HAW, FRCs, NFP, Paso a Paso, Playgroups, Specialists
APPENDIX B

METHODS

Data Collection

Data for the Local Evaluation Report: Fiscal Sustainability and Systems Change (Focus Areas 1 and 2) was collected through a variety of sources described in the following sections. As applicable, information on data collection implementation is included with the particular data source.

I. Strategic Plan Indicator Tracking Forms
   First 5 Humboldt Program evaluators developed a Strategic Plan Indicator Tracking Form to track indicator activities. First 5 Humboldt staff, including the Executive Director, program staff, and consultants updated their forms throughout the reporting period.

II. Reports
   First 5 Humboldt funded programs and consultants submitted Interim and Final progress reports to First 5 Humboldt. The reports included information on program or consultant activities. These reports are available for review at the First 5 Humboldt office.

III. Key Informant Interview
   A First 5 Humboldt Program evaluator collected qualitative data through a key informant interview with the First 5 Humboldt Executive Director. The key informant interview questionnaire consisted of open-ended questions focused on collecting information about fiscal sustainability and systems change activities completed by the organization during the reporting period.

IV. Media Records
   Throughout the reporting period, First 5 Humboldt collected media records in which First 5 Humboldt was cited. Records were used to measure progress towards meeting Strategic Plan Focus Area indicators.

Data Analysis

I. Data analyses completed include
   - Frequency calculations
   - Content analyses of quantitative data collected through key informant interviews, reports, and media record review.

II. The following programs used for data analyses included
   - Microsoft Excel
<table>
<thead>
<tr>
<th>Date Funding Pursuit Began</th>
<th>Description of Funding Stream Pursued</th>
<th>Source</th>
<th>Funding Stream Secured as of March 14, 2019 (Y/N)</th>
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<td>Mental Health Services Act (MHSA) Prevention and Early Intervention Funding (PEI) for Facilitated Meeting</td>
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<td>DHHS/HCOE</td>
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<td>Donation to Humboldt Area Foundation First 5 Humboldt Fund</td>
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<td>6/7/2018</td>
<td>Additional Vesper Society funding to increase ACEs Coordinator to full-time</td>
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<td>6/26/2018</td>
<td>Humboldt County Board of Supervisors ongoing funding for Adverse Childhood Experiences (ACEs) prevention</td>
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<td>8/7/2018</td>
<td>Funding for prevention/early intervention work with pregnant women experiencing substance use disorder</td>
<td>Social Justice Donor’s Circle</td>
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<td>8/24/2018</td>
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<td>12/21/2018</td>
<td>Road to Resilience Grant</td>
<td>Office of Child Abuse Prevention</td>
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COUNTY HIGHLIGHTS

First 5 Humboldt: ACEs, Resiliency, and a Determined Executive Director

In 2016, newly-hired First 5 Humboldt Executive Director Mary Ann Hansen was assigned to tackle development of their new strategic plan—a daunting task for an incoming leader and a task she accepted with aplomb. However, it was not as overwhelming as the need for attention, support, and funding necessary to address the negative outcomes associated with children who suffer childhood trauma, referred to commonly as ACEs.

ACEs is the acronym for adverse childhood experiences occurring in persons before age 18. For individuals who are screened and receive a high ACEs score (four or more), they are at a much greater risk for many negative medical and social ills affecting children and their families, such as suicide, drug use, heart disease, and cancer, to name a few.

“I became aware of ACEs from the Center for Youth Wellness report A Hidden Crisis Findings on Adverse Childhood Experiences in California (2014). Almost the entire spectrum of public health and social problems affecting Humboldt’s children and families can be traced to high ACEs scores,” said Ms. Hansen.

Some sobering findings for persons with 4 or more ACEs include:

- 5X more likely to suffer from depression
- 12X more likely to attempt suicide
- 10X more likely to use injection drugs
- 7X more likely to suffer from alcoholism
- 2.4X more likely to have a stroke
- More likely to have cancer, diabetes, ischemic heart disease, asthma, kidney disease, and more likely to be unemployed
- 75% of Humboldt and Mendocino County residents have one or more ACES
- 30.8% have 4 or more

Ms. Hansen shares that because Humboldt County has more families affected by ACEs than many other counties, she felt compelled to rally the troops and provide attention, and more importantly, assistance, to the community at-large. “When First 5 California offered assistance in conducting a town hall forum with our local leadership, we felt we had the right topic at the right time,” said Ms. Hansen.

Ms. Hansen wanted to use First 5 Humboldt’s power as a local convener to pursue a county-wide endeavor on ACEs. “We want a better now and a better future for our children, and as a trusted community member, we felt the need to host the conversation and do what we can to strengthen families. More importantly, we want to raise the level of awareness and focus on providing assistance where gaps may occur.”

The community support came from all corners of this geographically and socially diverse county, making First 5 Humboldt’s first town hall a true “community event.” Ms. Hansen added that First 5 Humboldt hosted law enforcement, the courts, probation, child welfare, public health, court-appointed special advocates for foster children, foster parents, and the tribal communities with a goal of strengthening community partnerships, increasing awareness of ACEs, and sharing the services provided by the multitude of public and private service providers with a focus on trying to fill the needs of the local community by sharing information.

Ms. Hansen adds, “All of our local stakeholders have investment in this community and are committed to
First 5 Humboldt: ACEs, Resiliency, and a Determined Executive Director

(continued from page 4)

the well-being of children (and families) in the county,” adding, “ACEs touched a nerve locally and the response to the town hall was absolutely impressive.”

Another local stakeholder who participated and stood out was California State Senator Mike McGuire. When approached about participating in the town hall with the specific topic ACEs, Senator McGuire responded unequivocally. “He was incredible—Senator McGuire and his staff are a powerhouse for this district,” said Ms. Hansen. “He works very hard to understand the issues in his district and I’m amazed at his ability and commitment to his constituents.”

First 5 Humboldt has since executed two town halls (December 2016 and April 2018) and has been able to rally the entire community spectrum, including a few medical providers and the courts, to help with prevention and resiliency. “The focus must be on children because this is a generational issue that will take time to shift,” said Ms. Hansen.

Many positives have resulted from the first town hall. Along with awareness to the topic, there is a renewed focus on the specific effects of ACEs in Humboldt County. A new study, Adverse Childhood Experiences – Humboldt County Summary (September 2017), was developed “to understand the current and desired future landscape of work focused on ACEs in Humboldt County.” Further, this community involvement and attention has led to additional dividends from the Humboldt County Board of Supervisors who voted to provide $400,000 in funding to counter the effects of ACEs. Initially granted as a one-time effort, the fiscal effort has since been approved as a yearly, ongoing commitment.

“As horrible as it is, we cannot yet stop all bad things from happening to children. However, as a community, we are working together to muster our forces in order to align our resources, services, specialties, and limited funding to better serve children and families. It’s in everyone’s best interest to do so,” added Ms. Hansen. *
LOCAL NEWS

‘First 5’ achievements highlighted at supervisors’ meeting
Organizers behind First 5 Humboldt, a local independent government organization, highlighted its achievements in the past year on Tuesday at the Humboldt County Board of Supervisors meeting.

Funded by revenue from statewide tobacco sales, the organization supports programs that invest in the health of families and children. One of its interests, for instance, is preventing “adverse childhood experiences” and promoting resilience among children who deal with early trauma.

“First 5 Humboldt funds and supports programs that positively affect the physical, emotional, social, and economic health of young children and pregnant women,” the organization’s annual report reads.

The organization also works with pregnant women to help them get early prenatal care.

The report cited an increase in the amount parents and caregivers agree with
Additionally, First 5 Humboldt partners with libraries, reporting more than 8,000 children and adults have taken part in nearly 400 library programs, activities and workshops which the organization has advocated.

The organization’s main form of child engagement is Playgroup, a program where children participate to establish healthier early experiences.

In 2017, the county office of education screened more than 1,300 children for school readiness; 79 percent of Playgroup attendees were screened as ready for kindergarten, compared to 69 percent of non-Playgroup attendees.

While tobacco tax revenue has funded the organization’s operations, a new provision of the tax will reduce the amount of funding for the group over the next two years, the report stated. As a result, First 5 Humboldt has advocated to obtain some of the revenue generated from the sale of marijuana, according to the report.

“In all our work, we are focused on providing services that demonstrate an ability to strengthen families and prevent negative outcomes,” the organization stated in the report. “Our rigorous evaluation helps us understand what best serves the needs of Humboldt families.”

*Shomik Mukherjee can be reached at 707-441-0504.*

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Tags: development, Education, newsletter

The Times-Standard
## APPENDIX E

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<thead>
<tr>
<th>Date of Media Reference</th>
<th>Type of Media (i.e. Social Media, Print, TV, Radio)</th>
<th>Media Outlet (i.e. Facebook, Times-Standard, KIEM-TV)</th>
<th>Description of Media Reference (i.e. Playgroups, Measure S, ACEs)</th>
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<td>9/28/2017</td>
<td>online news source</td>
<td>EdSource</td>
<td>ACES, Playgroups, 0 to 8</td>
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<td>4/25/2018</td>
<td>radio</td>
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| 8/16/2018  | print & e-newsletter | First 5 California Newsletter  
http://www.ccfc.ca.gov/pdf/about/news_events/focus/FSCAFOCUS_OCT2018.pdf | Town Hall, ACEs                             |
## Family Resiliency

<table>
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<tr>
<th>Bill Number</th>
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<td><strong>AB 992</strong></td>
<td>Arambula (D - Fresno)</td>
<td><strong>CalWORKs: Baby Wellness and Family Support Home Visiting Program</strong>&lt;br&gt;This bill would establish the Baby Wellness and Family Support Home Visiting Program that would require the State Department of Social Services to award funds to counties for the purpose of implementing or contracting with specified early home visiting programs to provide voluntary maternal, infant, and early childhood home visiting programs approved by the department and would authorize the funds to be used to coordinate early home visiting services with, among others, diaper bank services.&lt;br&gt;&lt;br&gt;<em>Sponsored by the Western Center on Law &amp; Poverty &amp; Children Now</em></td>
<td>Support</td>
<td>Senate Human Services&lt;br&gt;Passed in Budget -- $26.7 million for 2018-19 for mid-year implementation.</td>
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<tr>
<td><strong>SB 982</strong></td>
<td>Mitchell (D - LA)</td>
<td><strong>CalWORKs: Ending Deep Poverty</strong>&lt;br&gt;The baseline CalWORKs grant provides basic needs cash aid to low-income families with children to alleviate the impact of poverty on children and help parents overcome barriers to employment. This bill would set a new floor for the CalWORKs grant to ensure the grant level never fell below 50% of the Federal Poverty Line. CalWORKs serves 1.1 million people (80% of whom are children). An increased grant amount will directly provide more support for children and will help stabilize families.&lt;br&gt;&lt;br&gt;<em>Sponsored by: Black Women for Wellness California Partnership&lt;br&gt;California Latinas for Reproductive Justice Children’s Defense Fund&lt;br&gt;California Coalition for Humane Immigrant Rights County Welfare Directors Association of California Coalition of CA Welfare Rights Organizations Friends Committee on Legislation of California Parent Voices California Western Center on Law and Poverty</em></td>
<td>Support</td>
<td>Assembly Appropriations&lt;br&gt;Passed through the budget - $400 million for 2018-19</td>
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<td>Bill Number</td>
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<td>Description</td>
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| AB 11       | McCarty (D–Sacramento) | Relating to Medi-Cal: Developmental screenings  
This bill adds language to existing law, requiring the administration of developmental screenings, in alignment with the Bright Futures periodicity schedule, for all children, zero to three, who are enrolled in Medi-Cal. The bill also requires the use of a validated screening tool.  
Sponsored by First 5 Association, First 5 LS, and Children Now |
| SB 1004     | Wiener (D-San Francisco) & Moorlach (R-Orange) | Mental Health Services Act: Prevention and Early Diagnosis  
This bill would further define that MHSA Prevention Early Intervention (PEI) must be spent across four primary categories: (1) Childhood trauma prevention and early intervention, (2) Outreach and engagement strategies that target transition age youth, with a priority on partnership with college mental health programs, (3) Early psychosis and mood disorder detection and intervention, (4) Other programs the commission identifies, with stakeholder participation.  
*Requires 2/3 vote for passage  
Sponsored by the Steinberg Institute (sponsors of Prop 63, MHSA) |
| AB 605      | Mullin (D–South San Francisco) | Day Care Centers: Birth to first grade license option  
This bill would require the Dept of Social Services to adopt regulations by January 1, 2019, to develop and implement a birth to entering first grade license option for day care centers. The bill would require the regulations to include age-appropriate transition times, a requirement that a single integrated license option list the age groups of children being served at the day care center, and a requirement that all other licensing regulations that apply to a day care center shall also apply to a birth to entering first grade license option.  
Sponsored by the Child Care Resource Center of Greater Los Angeles. |
<table>
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<tr>
<th>Bill</th>
<th>Sponsor</th>
<th>Description</th>
<th>Support</th>
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| **AB 1754** | McCarty (D–Sacramento), Friedman, Eduardo Garcia, Bonta | **Full-Day State Preschool: Eligibility for Enrollment**  
This bill would streamline the eligibility requirements for full-day preschool programs operated at any California public school, including a charter school, that has at least 40% of its pupils being from low-income families, as specified pursuant to Title I, or a community-based organization that contracts with the above-described school or school district. This bill would also require the school districts to enroll the lowest-incomes children first.  
*Sponsored by Early Edge & Advancement Project* | Support if amended  
*First 5 Association requested amendments to ensure the same eligibility requirements be applied to CBOs; the author agreed.* | Held in Senate Appropriations |
| **AB 2001** | Reyes (D–San Bernardino) | **Family Child Care Home Education Networks**  
Currently, family child care home education network (FCCHENs) program must include an assessment of each family child care home provider to ensure that services are of high quality and are educationally and developmentally appropriate. This bill would require that tools used to make these assessments be appropriate to family child care home settings, and would require a family child care home education network program to include the maintenance of a developmental portfolio for each child, as provided, and opportunities for parent involvement.  
*Co-sponsors: Child Care Resource Center & Child Care Development Administrators Associations* | Support | Held in Senate Appropriations |
| **AB 2292** | Aguiar-Curry (D–Winters) | **Child Care: Reimbursement Rates; start-up cost; grants:**  
This bill would increase access to infant-toddler care for 0-3 year-olds:  
- Increases the adjustment factor for infants who are 0 to 18 months of age, and toddlers who are 18 to 36 months of age, and are served in a child day care center, and for infants and toddlers who are 0 to 36 months of age and are served in a family child care home.  
- Creates the Classroom Planning and Implementation Grant Program at CDE to support general child care and development centers or CSPP programs wanting to open new facilities or convert existing facilities to serve a different age group.  
- Rebuilds family child care by dedicating $6 million to the “Family Child Care Recruitment and Training Fund” to targeted outreach, recruitment, training, supplies, and resources for startup costs to recruit a new generation of family child care providers.  
*Co-sponsored by: First 5 CA, Child Care Resource Center (CCRC), and Child Care Development Administrators Associations (CCDAA)* | Support | Held in Senate Appropriations |

Infant-Toddler adjustment factor passed through the 2018-19 state budget.
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<th>Bill Title</th>
<th>Bill Description</th>
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| AB 2398 | Mullin (D-South San Francisco) | Child Care Facilities: funding | The Child Care Facilities Revolving Fund in the State Treasury provides loans for the renovation, repair, or improvement of an existing building to make the building suitable for licensure for child care and development services, and for the purchase of new relocatable child care facilities. These loans are required to be repaid within 10 years. This bill would extend that timeline to 20 years. Also, the bill would expand CDE’s reporting requirements on the loan fund program to also include loans made for renovations and repairs. Currently reporting is required on the number of funding requests received.  
*This bill is a spot bill, however, the Association appreciates the author’s intend and leadership to tackle facilities issues.* | Support | Dead |
| AB 2626 | Mullin (D–South San Francisco) | Child Care and Development Services Act | This bill would make a number of changes to family eligibility, contracting, and professional supports to help counties capture more funding allocated to child care each year, including:  
- Allow 2.9 year olds to enroll in CSPP.  
- Eliminate requirement in CSPP that a minimum of 50% of children served are 4 years old.  
- Change initial income eligibility to 85% of SMI, adjusted for family size.  
- Authorize paid professional development days for profession staff. Professional staff are defined as aides, teachers, site supervisors, and directors.  
- Allow CSPP and CCTR contractors to transfer funds between their CSPP and CCTR contracts  
*Sponsored by the State Superintendent of Public Instruction* | Support | Senate Floor |
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| AB 2023     | Caballero     | *Child and Dependent Care Tax Credit*  
AB 2023 would make the state Child and Dependent Care Expenses Credit refundable, so that low- and moderate-income working families can benefit from the credit and receive a tax refund for their child care expenses.  
In 2011, the State Legislature made the tax credit non-refundable due to budget shortfalls. This bill would return CA to the previous policy.  
The LAO reported that families earning under $50,000 annually receive no benefit under the current non-refundable tax credit.  
The availability of this refundable provision is contingent upon appropriation by the Legislature.  
| AB 2960     | Thurmond      | *Child Care and Development Services: Online Portal*  
This bill would require the Superintendent, on or before June 30, 2022, to develop and post on the department’s Internet Web site, for use by the general public, an online portal for the state’s comprehensive child care and development services. The bill would require the Superintendent, in planning for future enhancements to the online portal, to convene a workgroup made up of specified stakeholders, including First 5 county commissions, before June 30, 2019.  
*Sponsored by Resource & Referral Network* | Support | Senate Floor |