

First 5 Fresno County’s Public Policy Platform

Adopted April 2009 | Updated January 2012

For more information please contact Fabiola González at (559) 241-7444

	POLICY GOALS AND STRATEGIES	ACCOMPLISHMENTS TO DATE
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Focus Area: Enhancing support for children Children’s Agenda – Goal 1: Communities and Families Ready for Children</p>	<p>GOALS:</p> <ol style="list-style-type: none"> 1. <i>Preserve and maximize proposition 10 funding while maintaining local control</i> 2. <i>Build grantee and partner capacity to leverage additional funding to support 0-5 efforts</i> 3. <i>Build a Community Movement to prioritize children’s needs</i> <p>STRATEGIES:</p> <ol style="list-style-type: none"> 1. Meet regularly with elected officials 2. Educate grantees about how to communicate with elected officials and advocate for their constituents 3. Effectively communicate First 5 successes to public 4. Identify and develop key champions from the community who support 0-5 issues 5. Implementation of the Children’s Movement of Fresno County 	<ul style="list-style-type: none"> • Successfully challenged the legality of AB 99 in court thus preserving \$1 billion in First 5 funds statewide • Contact made with every state and county elected official representing Fresno County to educate them about the importance of Prop 10 funding • Launched The Children’s Movement of Fresno County in April 2011 – Currently working with the First 5 Association of CA & Children Now to grow the Movement • Held educational trainings to strengthen advocacy skills and knowledge of service providers • Actively engaged in legislative process – Met with and sent correspondence to state and local elected officials on policy issues impacting children • Leadership and Advocacy Project- supported four grassroots organizations (Stone Soup Fresno, Centro La Familia, Fresno Street Saints & Centro Binacional para el Desarrollo Indigena Oaxaqueño) engaged in strengthening 60+ parent advocates • Restructured Event Sponsorship Program to align with The Children’s Agenda and support advocacy event opportunities on behalf of children • Annual Hands-on Hero Award Campaign highlights community champions supporting children ages 0 to 5 and families • Supported 35 nonprofit organizations to increase their capacity to serve more families and leveraged \$5.5 million into our local community to support children 0-5 since the inception of the capacity building efforts • Partnered with the Valley Air District and ValleyPBS to produce and air a television show called <i>KidsCount</i> which focuses on health, family strengthening and early care and education policy issues • Partnered with KSEE 24 (NBC news) to produce and air an in-depth series of stories called <i>Family Focus</i> which explores health, family strengthening and early care and education policy issues • Partnered with Central California Children’s Institute in the development and implementation of the Central California Children’s Agenda. So far more than 100 agencies have adopted the Agenda

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<p>Focus Area: Health Access & Utilization Children’s Agenda – Goal 4: Healthy, Safe and Secure Youth</p>	<p>GOALS:</p> <ol style="list-style-type: none"> <i>Increase knowledge in the community of available health care providers</i> <i>Promote the utilization of primary health care</i> <i>Increase the availability of primary healthcare opportunities in rural areas, particularly prenatal care</i> <p>STRATEGIES:</p> <ol style="list-style-type: none"> Phone “warmline” that provides healthcare access information in multiple languages (2-1-1) Public education & outreach regarding utilization of primary health care; with emphasis on social marketing and strategic partnerships; Coordinate efforts with local hospitals and state health access/utilization campaigns 	<ul style="list-style-type: none"> Exploring a new partnership with United Way’s 2-1-1 focusing on children’s needs Funded the Central Valley Health Policy Institute to conduct a countywide assessment to identify the health-related needs of children ages 0 – 5 and their families. Health funding strategies will be refined based on recommendations to focus on enhancing medical insurance utilization and health literacy Funded the Early Childhood Asthma Program at Community Regional Medical Center which helped to decrease utilization of emergency room visits for uncontrolled asthma due to on-going education and case management for asthmatic children ages 0 to 5

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<p style="text-align: center;">Focus Area: Health, Emphasis on Nutrition Children's Agenda – Goal 2: Nurturing Parents and Caregivers</p>	<p>GOALS:</p> <ol style="list-style-type: none"> 1. <i>Increase the percentage of women that breastfeed their infants and increase the duration of breastfeeding</i> 2. <i>Promote healthy eating and physical activity</i> <p>STRATEGIES:</p> <ol style="list-style-type: none"> 1. Partnerships with birthing hospitals, independent breastfeeding support organizations, OB-GYNs, and community clinics 2. Lactation Training of birthing hospital nurses 3. Hospital-based breastfeeding classes for postpartum women staying in the hospital 4. Educational materials in all postpartum rooms 5. Work with Fresno medical community to increase/improve new parent education about importance of breastfeeding 6. Work w/ community partners to develop and launch a community breastfeeding campaign 7. Partnerships with city park and recreation departments 8. Increase percentage of eligible women to participate in WIC 9. Partner with private sector (Save Mart, Grizzlies) that produce public education campaigns re: nutrition, fitness 10. Partner with and provide education to early care programs that promote healthy eating choices and physical activity 	<ul style="list-style-type: none"> • Partnered with Arc Fresno to create Welcome Baby Bags (WBBs) which are provided to new moms. The WBBs replaced free formula diaper bags at hospitals to encourage and support breastfeeding. Partner hospitals include Community Medical Centers—Fresno and Clovis, St. Agnes Medical Center & Sierra Kings District Hospital • Launched BFF (Breastfeeding Friendly) Campaign including: <ul style="list-style-type: none"> ○ BFF Express – trailer supporting breastfeeding at large county outdoor events ○ BFF brochure and bracelet – highlights myths, the law, and local help ○ BFF Policy – requirement for all providers and vendors to display support for breastfeeding starting FY 2012/13 ○ BFF Community Initiative – Promotes breastfeeding support among local businesses by displaying the BFF logo in public spaces ○ Mini-grant program restructured to support the creation of public BFF spaces to increase breastfeeding support ○ Engaged in social media to highlight F5FC successes ○ All BFF Campaign partners to date have included Babies First Breastfeeding Task Force, Fresno County WIC providers, local certified Lactation Consultants, CCROPP • Partnered with EOC WIC on outreach events • Require funded partners to only purchase healthy foods and/or beverages to promote healthy eating • Partnered with the UC Davis Cooperative Extension to offer family nutrition series and fitness activities to children in School Readiness Programs at eight school sites throughout the county • Partnered with county cities to provide age-appropriate play structures, shade structures and water splash components for young children promoting gross motor skills, active play, and social interaction. Cities included: Clovis, Fresno, San Joaquin, Huron, Sanger, Selma, Mendota & Firebaugh • Partnered with the Grizzlies' baseball team and sponsored Parker's Play House and found a fun yet educational way to engage young children and families in healthy activities

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<p style="text-align: center;">Focus Area: Health, emphasis on Mental Health Children's Agenda – Goal 4: Healthy, Safe and Secure Youth</p>	<p>GOALS:</p> <ol style="list-style-type: none"> 1. <i>Increase the percentage of Mental Health Services Act (Proposition 63) dollars that will support early childhood mental health and postpartum depression strategies</i> 2. <i>Create Director of Children's Mental Health*</i> 3. <i>Expand and build capacity of the behavioral and mental health professionals who serve young children and their families</i> <p>STRATEGIES:</p> <ol style="list-style-type: none"> 1. Consider matching grants or challenge grants to leverage Prop 63 dollars 2. Develop coalition of key organizations to focus messaging and recommendations during the Prop 63 community outreach/input process; present a more "united" front 3. Work with local state legislative staff to identify areas that elected officials can still influence allocation parameters 4. Work with local colleges and universities to promote training programs that are aligned with revised training guidelines and personnel competencies for infant, family, and early childhood mental health 5. Promote state designation of a County Director of Children's Mental Health, at the County option* 6. Partner with local colleges and universities to include 0-5 in mental health/counseling courses <p>*Jan '12 update: State and county budgets are facing severe shortfalls. County children's social services have now been combined with adult services, thus getting a Director of Children's Mental Health will be that much more challenging, but raising the profile of children's mental health is still critical to the Commission.</p>	<ul style="list-style-type: none"> • Chair the MocPoc (Model of Care Partner Oversight) Committee, a public-private partnership focused on developing an integrated system that focuses on policy changes to ensure access to appropriate early intervention services for children. Partners include County of Fresno, Exceptional Parents Unlimited, Central Valley Regional Center, local school districts, County Office of Education, and others • Developed training and capacity building for mental health professionals in partnership with the Central California Children's Institute, First 5 Merced, First 5 Tulare and Mental Health Services Act (Prop 63) which led to successful collaboration with the Central Valley Regional Center and the Central California Children's Institute resulting in a \$476,000 grant award from Prop 63 in addition to First 5 funding commitment of \$110,000. Funds used to create an Infant Family Early Childhood Mental Health (IFCEMH) regional plan strengthening professional development for the Infant/Toddler workforce • Participated in SART (Screening, Assessment, Referral and Treatment) Leadership Committee which led to funding the California Health Collaborative to develop and implement a comprehensive and integrated Perinatal Mental Health Strategic Plan to improve the system of care in Fresno County. Partners include Fresno County Department of Behavioral Health, Social Services, Public Health, Community Regional Medical Center, Marjaree Mason Center, United Way, UCSF Fresno and multiple community-based mental health providers • First 5 funds leveraged approximately \$500,000 in additional funds from Title IV-E, Title XIX and other Department of Social Services funds for the "Child Focus Team" project to ensure all children entering the Fresno County Department of Social Services – Child Welfare System are assessed for early developmental and mental health needs. Partners include Court Appointed Special Advocates and Fresno County Department of Public Health

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<p style="text-align: center;">Focus Area: Health, emphasis on Provider Capacity Children's Agenda - Goal 2: Nurturing Parents and Caregivers</p>	<p>GOALS:</p> <ol style="list-style-type: none"> 1. <i>Increase the number of health, family support, and early care and educational professionals that are trained to identify and support children with special needs</i> <p>STRATEGIES:</p> <ol style="list-style-type: none"> 1. Provider trainings on early identification of special needs 2. Provider trainings on local resources to support families 3. Creation/promotion of materials for doctors and other professionals about the pathways of special needs services and supports 	<ul style="list-style-type: none"> • Developed the outreach DVD “Know the Signs, Be their Voice” as a tool for parents to identify special needs. To date, we have distributed approx. 41,300 copies in English and 13,300 copies in Spanish. It is included inside the Welcome Baby Bags and used as outreach item • Active partner in WestEd and Central Valley Children's Services Network's efforts to implement the Center on the Social and Emotional Foundations for Early Learning (CSEFEL) model to improve the social and emotional outcomes of young children • Funded training on the Ages & Stages Questionnaires® (ASQ) and the Ages & Stages Questionnaires®: Social-Emotional (ASQ:SE) for early childhood professionals in partnership with Central Valley Children's Services Network, Exceptional Parents Unlimited, Fresno County Department of Public Health, Court Appointed Special Advocates and Fresno County Department of Social Services • Fresno County is one of four sites statewide selected to expand the National Help Me Grow Model through the One-Call for Kids (early identification of special needs) • Helped Fresno County Office of Education develop the “Special Needs/Foster Children ECE Student Transition Portfolio” to create a seamless transition for special needs and foster children between preschool and kindergarten • Partnered with Court Appointed Special Advocates (CASA), Exceptional Parents Unlimited, Fresno County Department of Social Services, and Fresno County Department of Public Health, to conduct Child Abuse Prevention Seminar for early childhood professionals • Trained Court Appointed Special Advocates to work with foster children within the dependency system to improve safety, permanence, and health outcomes • In collaboration with the Exceptional Parents Unlimited, West Hills College and Fresno County Department of Public Health, facilitated trainings for early care professionals on the TouchPoints approach to enhance parent-child-professional relationships and parent competence

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);"> Focus Area: Early Care and Education, Quality Improvements Children's Agenda – Goal 3: Children Ready for School </p>	<p>GOALS:</p> <ol style="list-style-type: none"> 1. <i>Increase the quality of early care and education settings and caregiving</i> <p>STRATEGIES:</p> <ol style="list-style-type: none"> 1. Support and convene trainings and mentorships for early care and education professionals that focus on improving the quality of the child-caregiver interaction and on the environmental quality of the care setting 2. Link all First 5 Fresno County support to early care professionals and programs with a pathway toward accreditation 3. Partner with Fresno County Office of Education to develop a STAR rating system for all licensed child care settings serving children 0-5 4. Coordinate local ECE quality efforts with other statewide quality efforts 5. Provide capital support to expand and enhance the quality of early care and education settings. Capital support should be tied to an agreement toward improving program quality (i.e. pathway to accreditation) 6. Partner with Preschool California, and other statewide organizations pushing for improved quality and increased access 	<ul style="list-style-type: none"> • Created the Fresno Accreditation Institute with Central Valley Children's Services Network to help child care providers explore and attain national accreditation • Adopted Commission policy to only fund early care and education programs and capital projects that are on a pathway to accreditation <ul style="list-style-type: none"> ○ Funded Central Unified School District to build a Children's Center to care for the infants/toddlers/preschool children of parenting teens and others. Additionally, First 5 funding increased the capacity of the State preschool at Teague Elementary and also allowed for an outdoor play structure ○ Funded Kingsburg Elementary Charter School District by expanding their State Preschool through renovating and improving two existing classrooms and playground ○ Funded City of Reedley Preschool by renovating classroom and outdoor play area to make it safe for children ○ Supported the construction of the facility and outdoor age appropriate play equipment of Migrant Head Start at TL Reed in the City of Reedley ○ Funded the Huron Family Learning Center & Preschool which allows for 48 children to have access to preschool services. Community partners include West Hills Community College, Centro La Familia, Exceptional Parents Unlimited, United States Department of Agriculture and Chevron • Active partner with Fresno County Office of Education on the Quality Rating Improvement System (QRIS) efforts for all licensed child care settings • Partnered with West Hills Community College and Sanger Unified School District to create two nationally accredited child care demonstration sites in Fresno County: Del Rey Infant Toddler and Westside • All funded preschool sites have achieved national accreditation, are working towards accreditation, or have received technical assistance from the Fresno Accreditation Institute to prepare for the accreditation process • Active partner with the Fresno County Department of Public Health to create the Child Care Health Linkages program to support national accreditation health and safety standards in early care and education settings • Partner with Fresno County Office of Education in the implementation of Transitional Kindergarten programs; including Special Projects grants for developmentally appropriate items to help support the implementation • Active partner with WestEd in bringing on-site training and technical assistance on the Program for Infant Toddler Care (PITC) high quality standards philosophy in early care and education settings • Active member of the Fresno County Voluntary Preschool Master Plan Committee • Active participant in the Fresno Unified School District Superintendent's Early Learning Task Force to address systemic gaps to leverage all resources and accelerate improvement