



AGENDA

PUBLIC NOTICE

Regular Meeting of the Finance Sub Committee
Wednesday, March 13, 2024

11:00 AM

First 5 Riverside County
585 Technology Ct
Riverside, California 92507

This notice shall confirm the Regular Meeting of the Finance Sub Committee of the Riverside County Children and Families Commission.

Note: If special accommodations are needed to participate in this meeting, please contact Lynn Stephens, Executive Assistant IV, at (951) 955-0200 during regular business hours of the Riverside County Children and Families Commission (Monday-Friday 8:00 a.m. – 5:00 p.m.).

Note: Public Comments will be taken on agenda items at various times during the meeting. Please submit a Request to Speak form to the Executive Assistant IV at any time before or during the meeting indicating the item you wish to address.

Note: Please place all cellular phones on vibrate or off mode during the meeting.

- A. Call to Order – Kari Middleton-Hendrix, Advisory Committee Vice Chair**
 - A.1. Pledge of Allegiance
 - A.2. Roll Call - Lynn Stephens, Executive Assistant IV
- B. Public Comments (for items not listed on the agenda) – Kari Middleton-Hendrix, Vice Chair**
- C. Commission and Advisory Committee Business – Kari Middleton-Hendrix, Vice Chair**
 - C.1. Oath of Office for Advisory Committee Member Dr. Takashi Wada - Kristine Bell-Valdez, Supervising Deputy County Counsel
 - C.2. Director Updates - Tammi Graham, Executive Director; Yvonne Suarez, Assistant Director; Charna Widby, Deputy Director
 - C.3. Advisory Committee Comments - Kari Middleton-Hendrix, Vice Chair

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- D. **Presentations/Information – Kari Middleton-Hendrix, Vice Chair**
 - D.1. Autism and Developmental Delay Systems Landscape Report and Recommendations - Charna Widby, Deputy Director; Kristin Gist, Consultant Early Childhood Development and Mental Health

First 5 RC Landscape Summary: Developmental Delays and Autism

Screening, Treatment, Referrals and Linkage to Services

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A presentation to First 5 Riverside County's Advisory Committee to the Commission
Kristin Gist March 13, 2024

Acknowledgements: Noah Kim and Joe Parsons, MPP 2nd year interns from UCR



How can we identify, support, and protect our most vulnerable children with developmental needs?

Methodology



Developed survey based upon conversations with 30+ stakeholders



Distributed 150 surveys (direct) and others pushed to groups (e.g., ECE). Total 116 responded



Responders included: Administrators, Early Childhood Educators, Mental Health Therapists, Developmental Therapists (Speech, OT, PT, ABA) & MDs

Children Served by Organization Type (0-5 Years)

California Early Start

5.9%

Nonprofit CBOs (2000)

2.9%

IEHP Beh. Health

3.3%

Local School District

8.0%

Hospital/Healthcare

47.7%

County Department

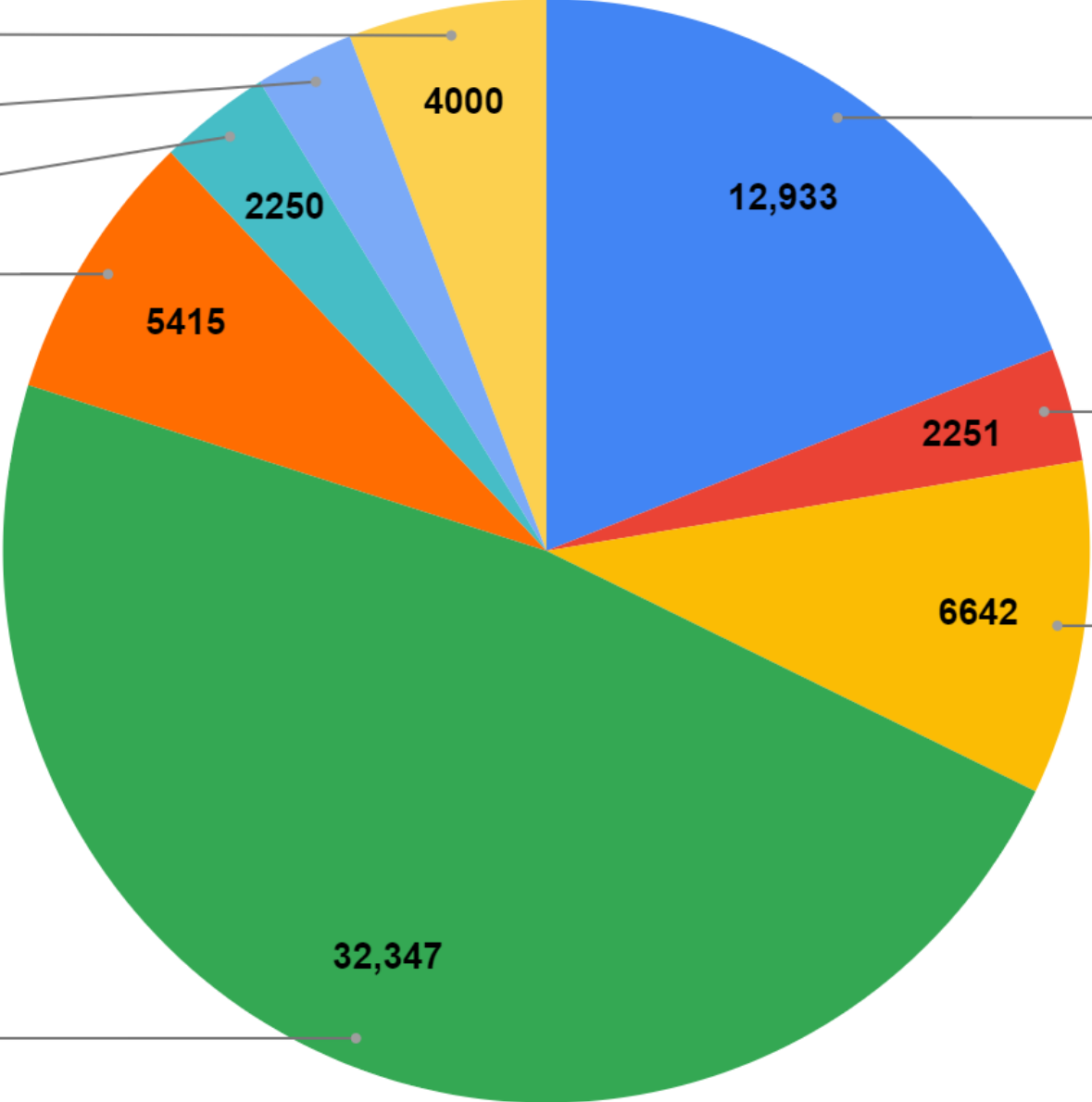
19.1%

Early Care and Education

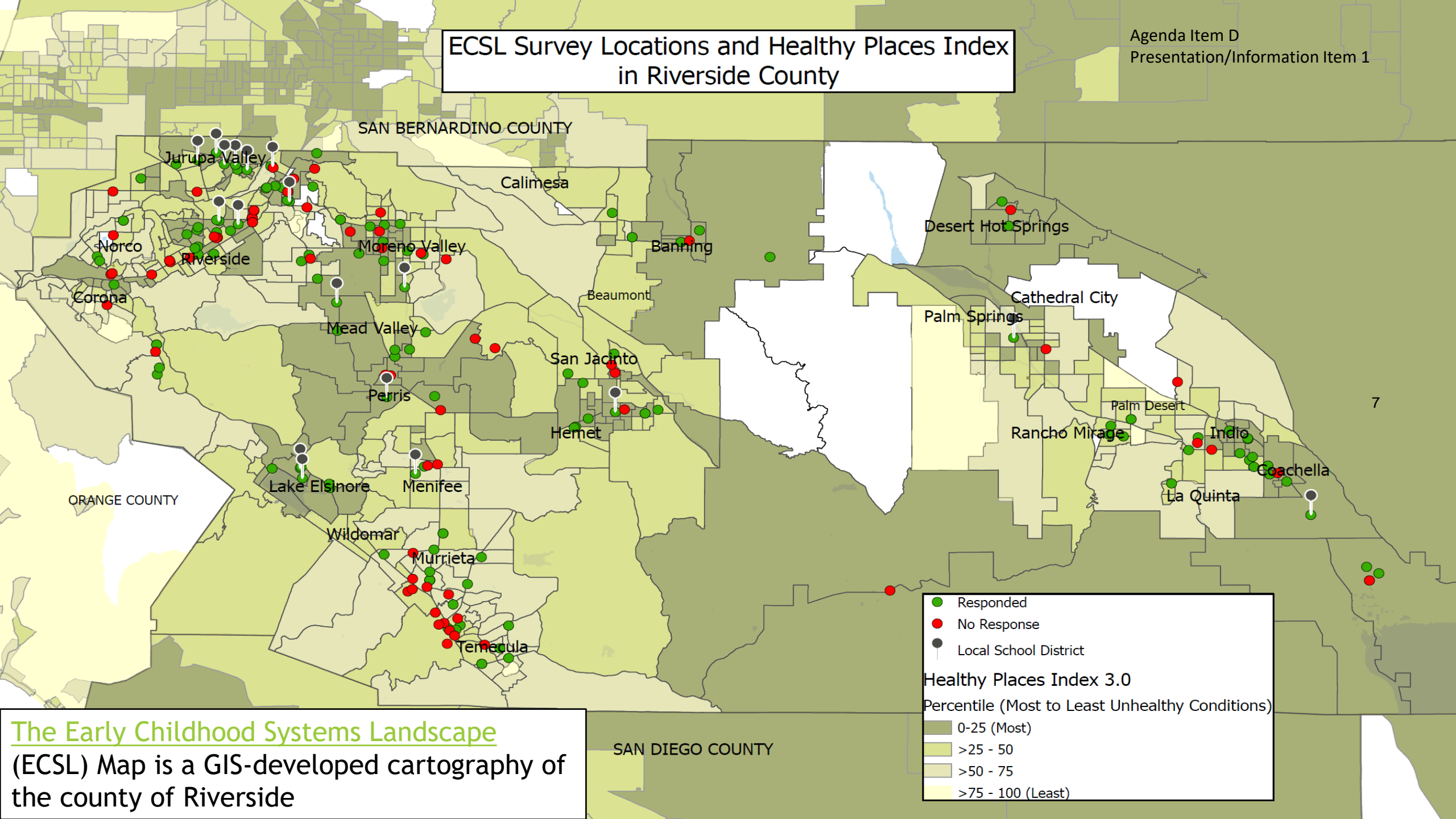
3.3%

Early Intervention Providers

9.8%



ECSL Survey Locations and Healthy Places Index in Riverside County



- Responded
- No Response
- Local School District

Healthy Places Index 3.0
Percentile (Most to Least Unhealthy Conditions)

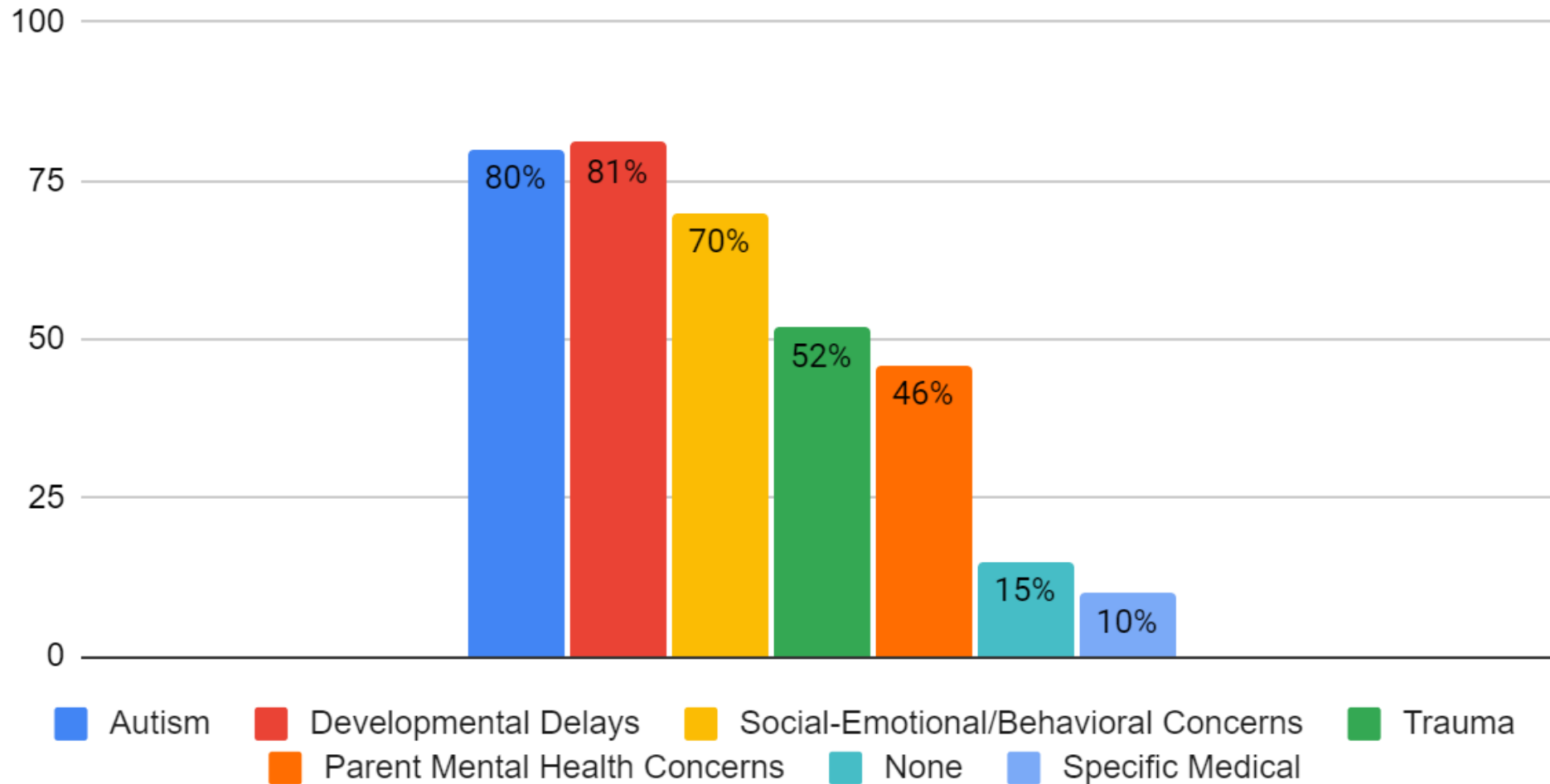
- 0-25 (Most)
- >25 - 50
- >50 - 75
- >75 - 100 (Least)

The Early Childhood Systems Landscape
(ECSL) Map is a GIS-developed cartography of the county of Riverside

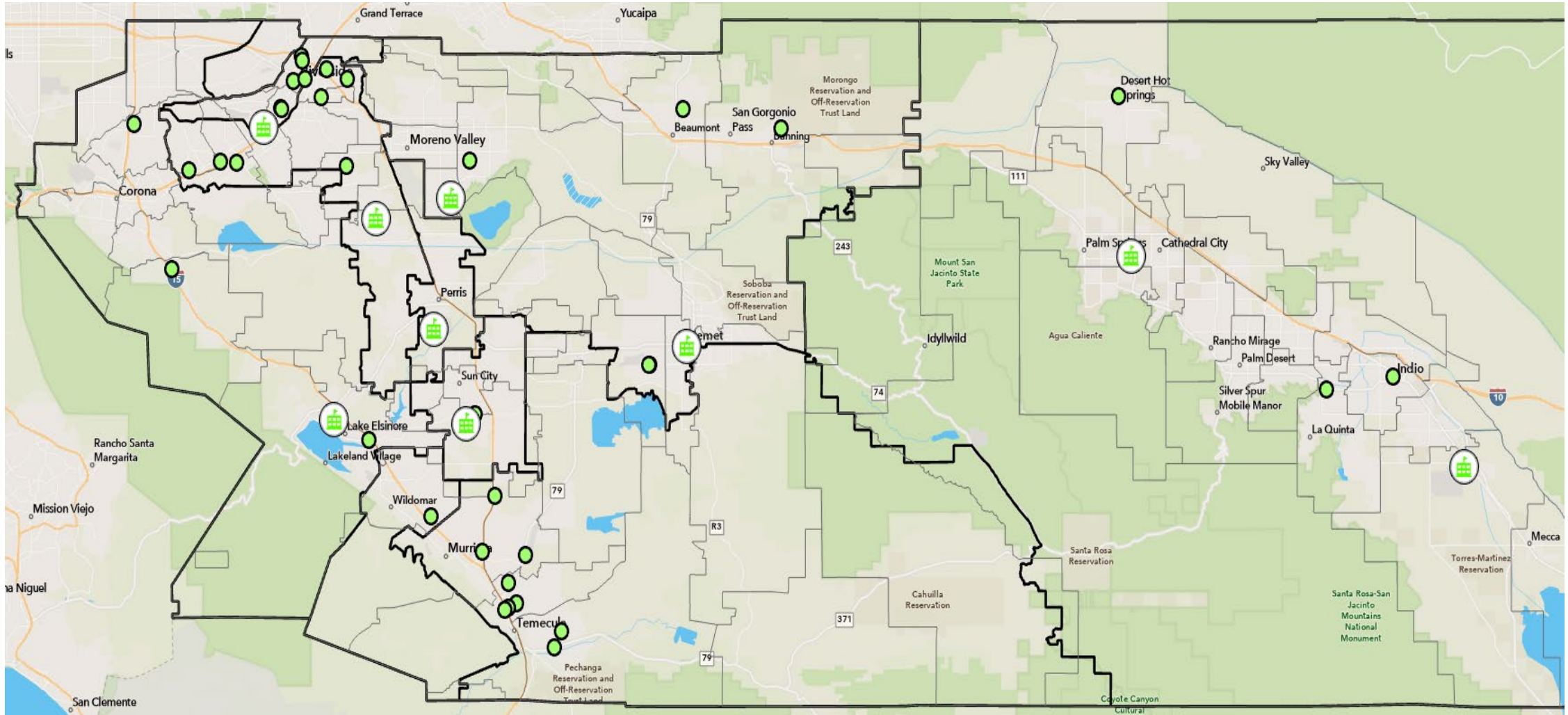
Survey: Areas of focus for treatment

- ▶ Autism
- ▶ Other Developmental Delays and Disorders
- ▶ Social-Emotional/Behavioral
- ▶ Trauma
- ▶ Parent Mental Health

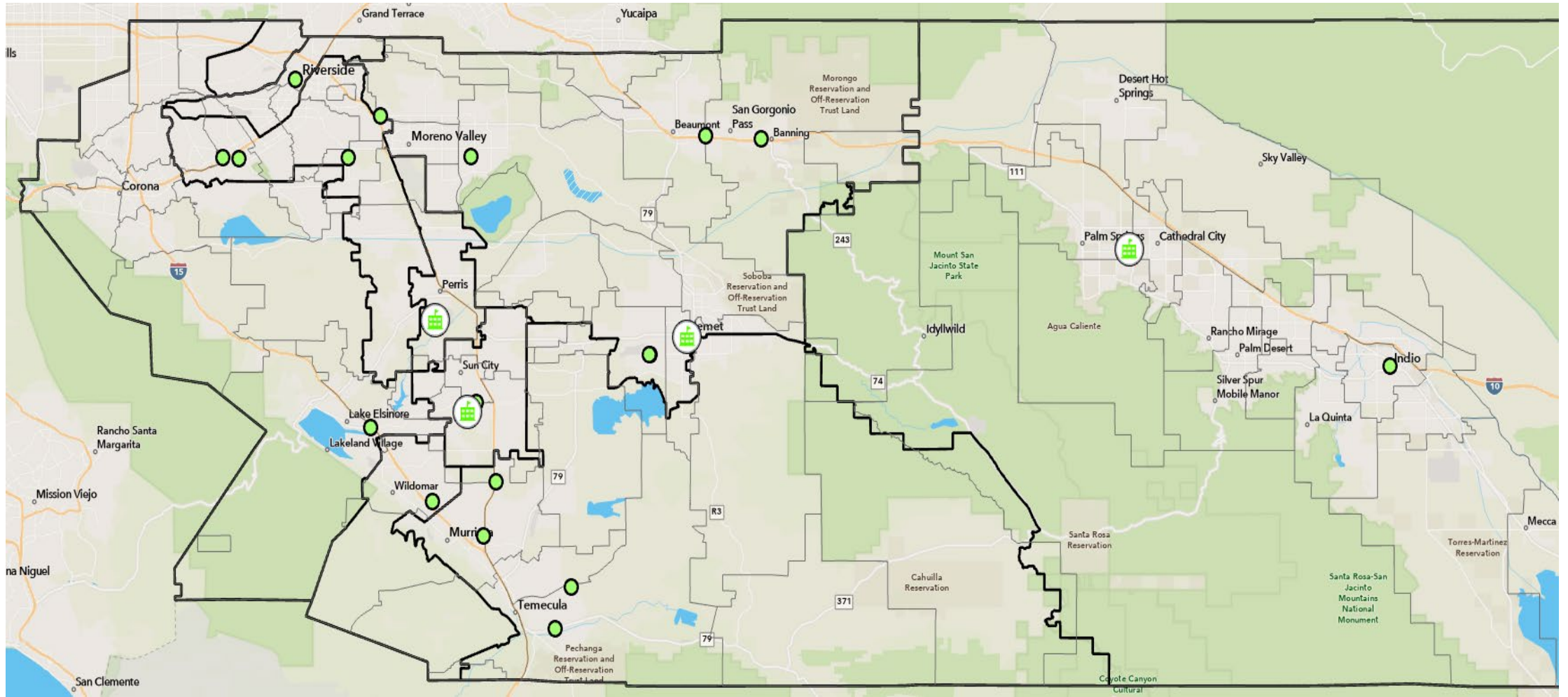
Do you serve children experiencing, at risk for, or diagnosed with any of the following?



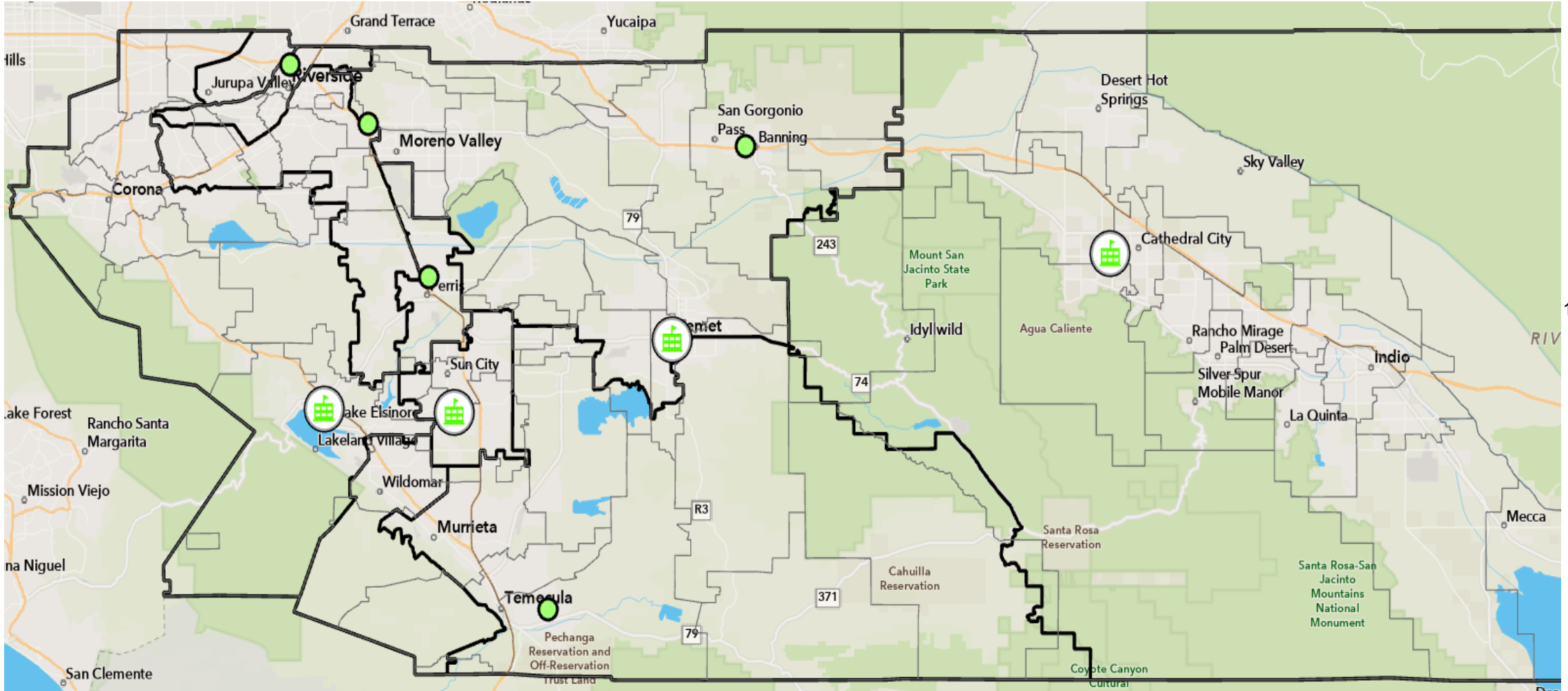
Autism treatment



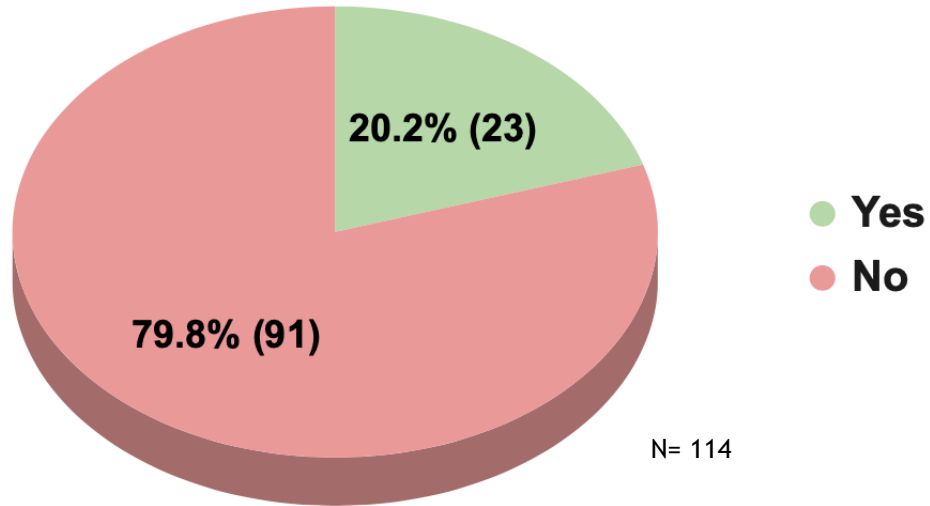
Trauma treatment



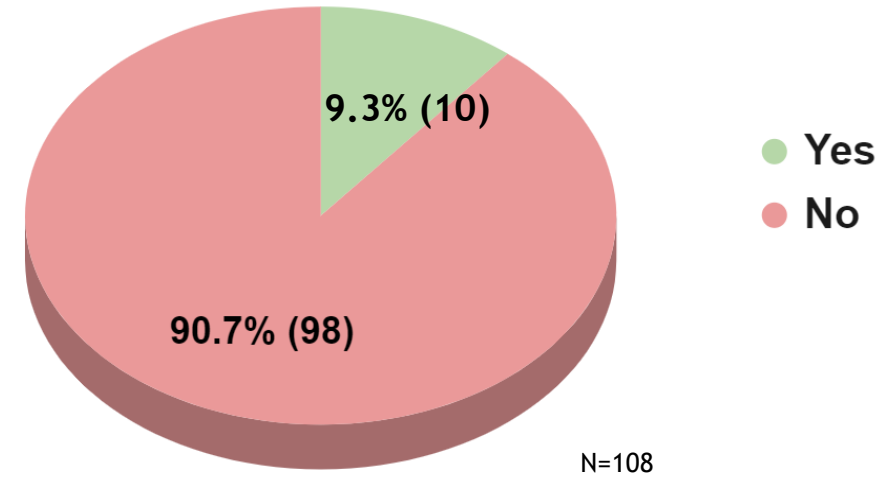
Parent mental health treatment



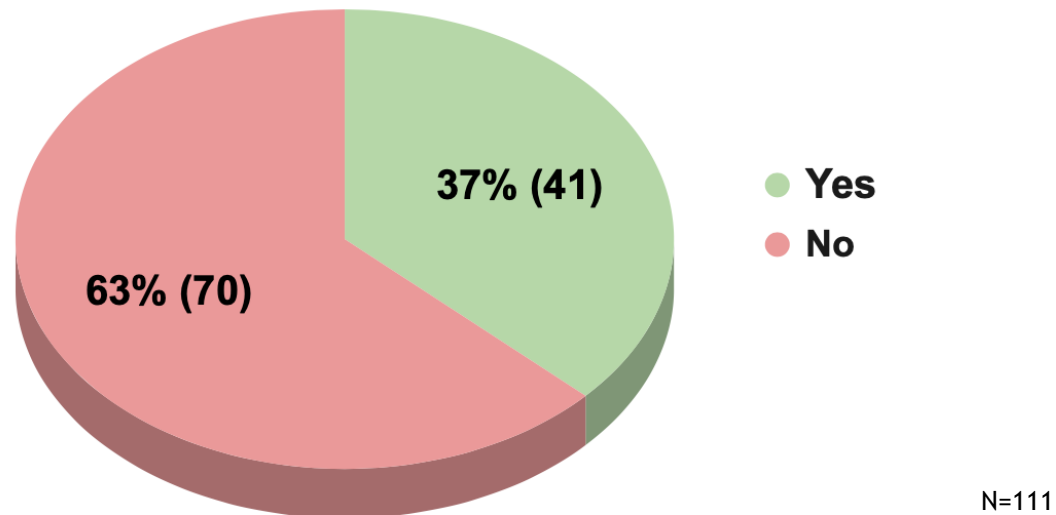
Do you provide direct services for trauma?



Do you provide direct services to treat parent mental health?



Do you provide direct services to evaluate and treat children with autism?



*Most programs provide care coordination and parent education whether autism is treated or not

Survey: Continuum of services

- ▶ Screening
- ▶ Referrals
 - ▶ Provider concerns around barriers
 - ▶ Provider ideas for improvement
- ▶ Linkage to services

Screening must occur to identify children who need services

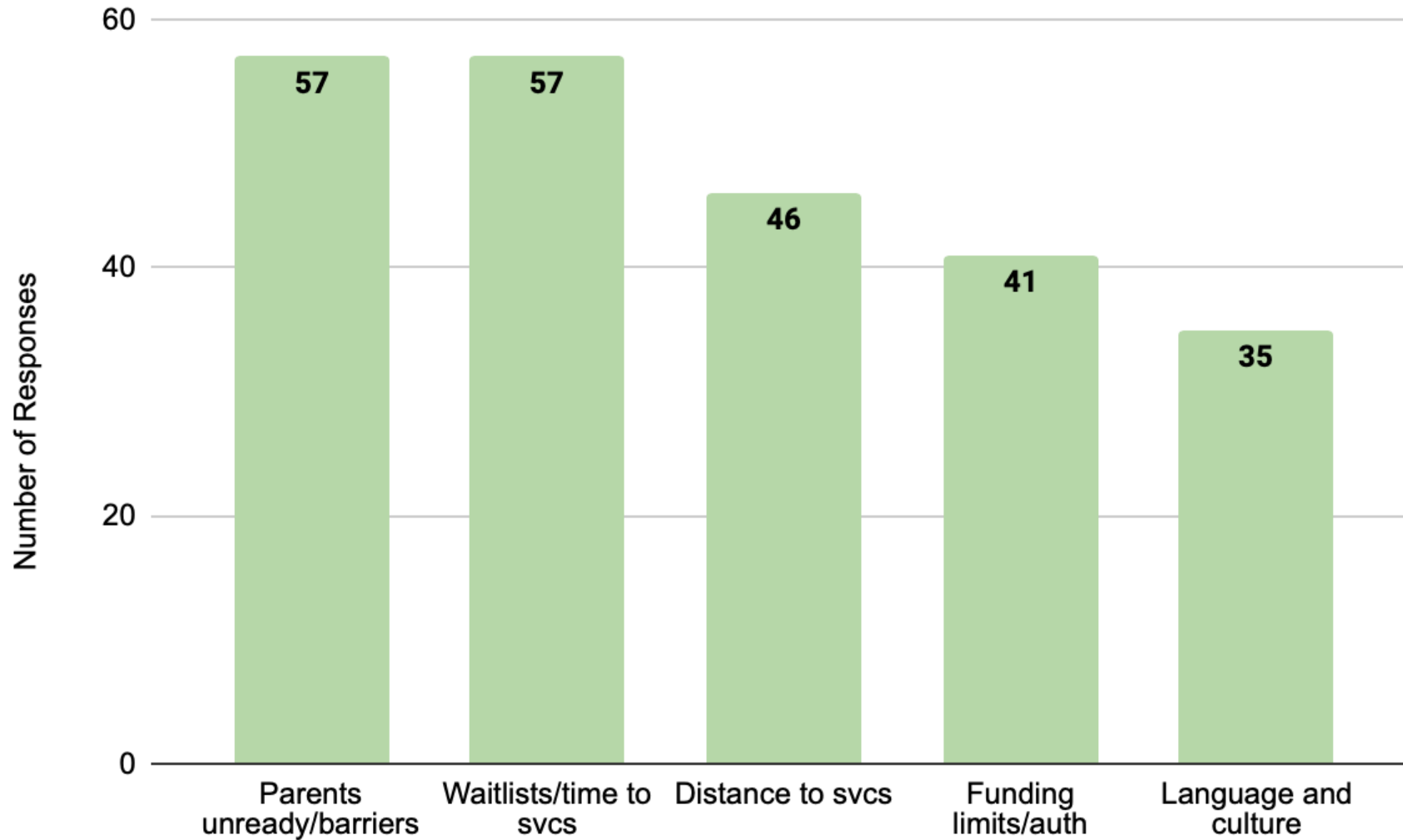
Of 116 respondents:

- ▶ Nearly all who screen use the ASQ3 and many use the ASQ SE
- ▶ 55 screen for autism and social-emotional concerns, but only 12 (10%) use an autism specific screening tool
 - ▶ This might impact the type of services offered
- ▶ Few offer screening for Adverse Childhood Events (ACE), but many are serving these children
- ▶ Only HealthySteps and some medical practices routinely screen for parent mental health, but many serve children whose parents have mental health concerns

Respondents' concerns about barriers and their ideas for improvement

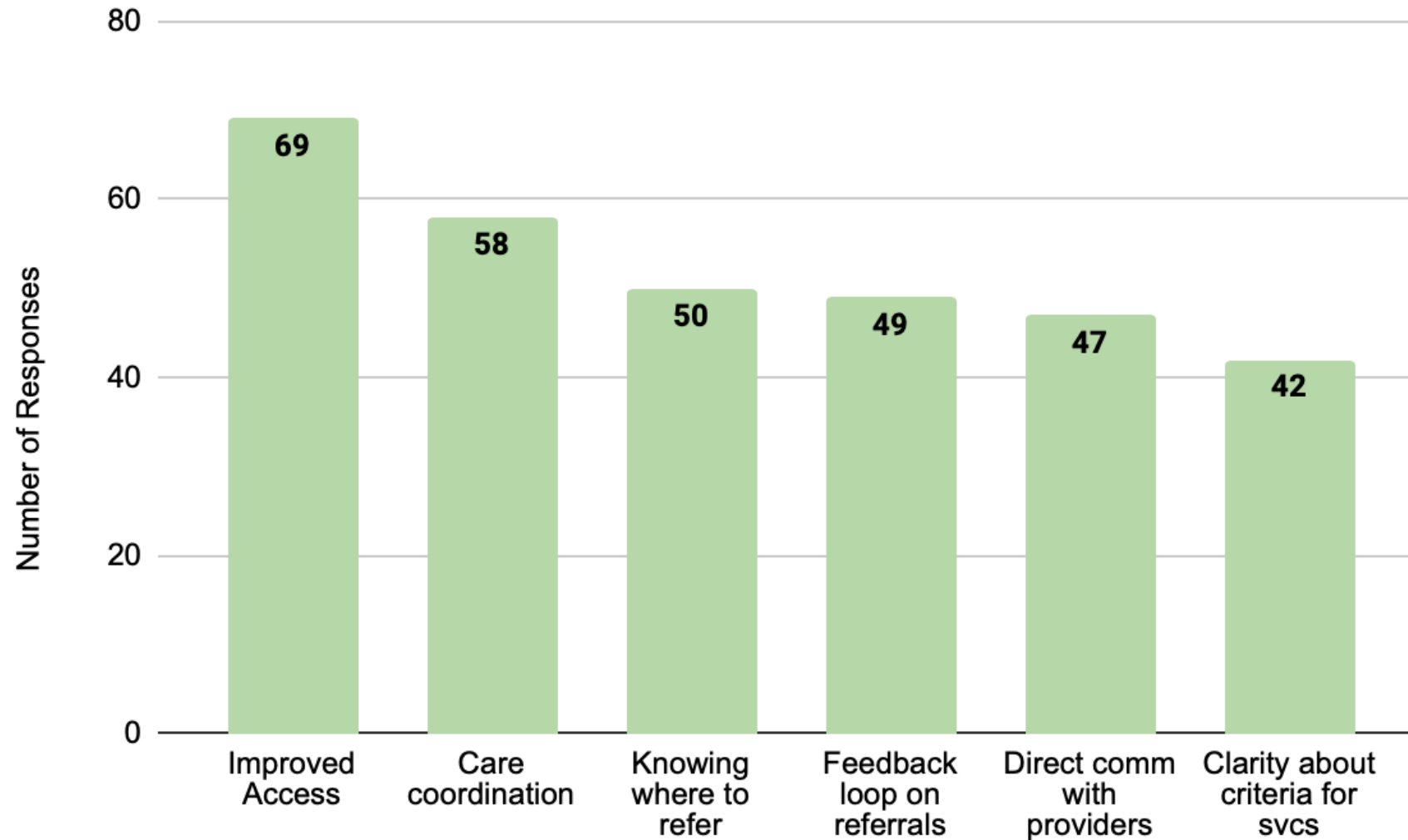


Top 5 Barriers to Securing Services

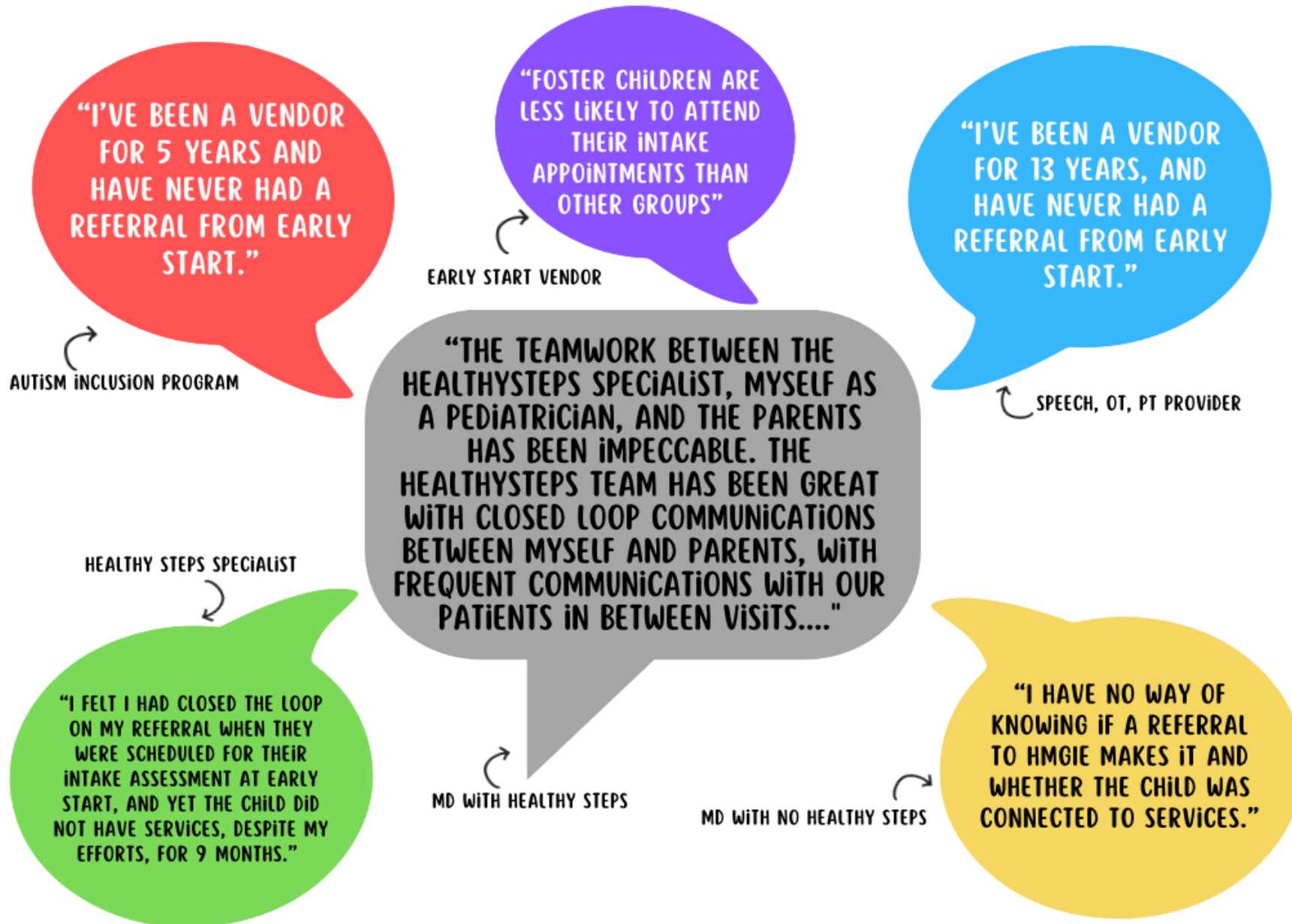


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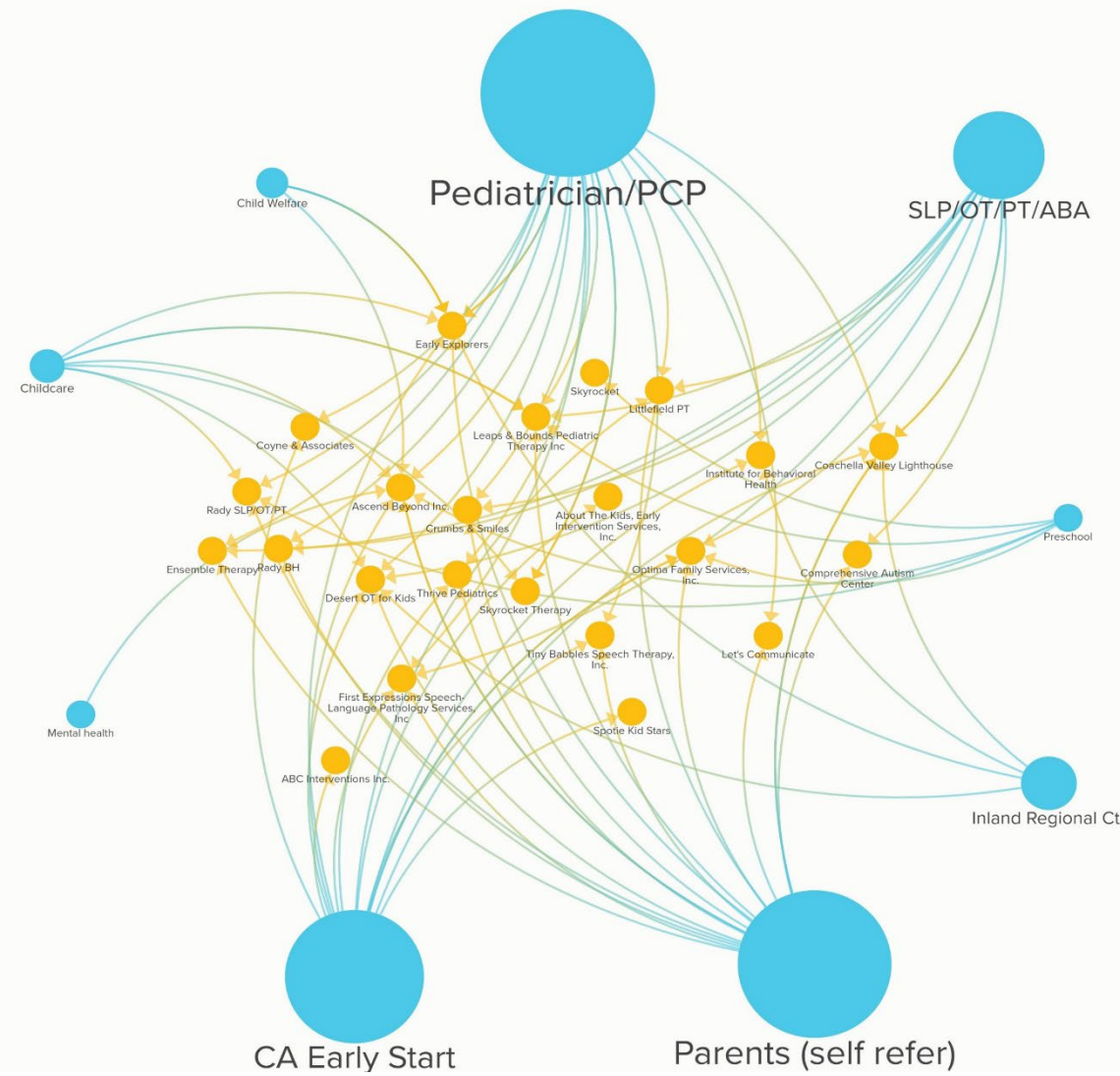
What Will Make Us Better?



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Who Refers to our Early Intervention Providers - Speech, OT, PT, ABA?



- Legend**
- EI program
 - Referral source

What do we have already for the children at highest risk?

Home Visiting Programs

- Jurupa Unified School District
- JFK Foundation in Coachella Valley
- Family Services Association
- Nurse Family Partnership Dr. Yoo
- Blindness Support Services

Systematic Dev Screening
Parents as Teachers
Care Coordination
Linkage to Services

HealthySteps Screening & Interventions at Well Child Visits at CPCMG & RUHS sites

Temecula, Murrieta, Hemet,
& Moreno Valley Main Campus*

Primary Care Integration:
Screening, Early Intervention
Linkage to Services
*+4 Clinics coming

Developmental Evaluation Clinic (RUHS Behavioral Health Contract)

- Diagnostic Developmental Evaluations
- Mental Health Therapy
- Care Coordination
- Parent Support Groups

Diagnosis and Intervention:
Children <6 with Medi-Cal
including children who are
CWS involved

Help Me Grow Inland Empire

- Developmental Screenings
- Referrals to Services
- Partner with other agencies

Family Resource Centers

- Benefits Enrollment
- Developmental Screenings
- Resource and Referral
- Case Management
- Parenting Classes

Where do we go from here?



PRESENT TO F5
ADVISORY COMMITTEE
FOR DEEPER DIVE



EXPLORE FINDINGS AND
DEVELOP WORK PLAN



CONSIDER
WORKGROUPS AROUND
SPECIFIC FINDINGS



DEVELOP SOLUTIONS
TO IDENTIFIED NEEDS

Discussion and next steps



Our first toddler: Alexa's PLAYC Murrieta

Resources:

Kristin Gist: gistkristin@gmail.com

<https://www.livebinders.com/b/2665813> English Version of Mind the Gap- Autism

<https://www.livebinders.com/play/play?id=2835957> Spanish Version of Mind the Gap- Autism

D.2. First 5 Riverside County 2024 Draft Communications Plan - Sean Pravica, Senior Public Information Specialist; Michelle Rodriguez, Public Information Specialist



FIRST 5
Riverside County
Children & Families Commission



EXECUTIVE SUMMARY

First 5 Riverside County Vision

All children in Riverside County are healthy and thrive in supportive nurturing and loving environments, and enter school ready to learn and embrace lifelong learning.

First 5 Riverside County (F5RC) seeks to realize the vision that all children in Riverside County are healthy and thrive in supportive, nurturing and loving environments and enter school ready to learn and embrace lifelong learning. To achieve this vision, F5RC invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities. A clear communications plan is needed to support F5RC's goals and efforts so that all families and individuals in Riverside County are connected to the information they need about the services available to them while stakeholders hold a shared vision for providing a high-quality system of supports and services to Riverside County residents.

All F5RC Commissioners, Advisory Committee members, staff and partners have a role in effectively communicating about F5RC in order to achieve our Mission, Vision and Goals. Communications efforts extend beyond the general messaging about the organization to key messages about funded programs, the Family Resource Centers (FRCs), and developing news and stories in the early childhood and family space, as well as focused campaigns within Riverside County. While aligned to the [F5RC 2023-2026 Strategic Plan](#), the communications plan should be reviewed and updated regularly to match the pace of evolving communication strategies today.



GUIDING PRINCIPLES

F5RC states its communication goals and expected results in the Strategic Plan as excerpted below. In summary, communication efforts are designed to spread awareness about F5RC to increase understanding about its investments in the county.

Communications Goals

- Utilize technology, including the F5RC website, e-newsletter, and social media platforms to share information and resources such as trainings, best practices, latest research, and funding opportunities.
- Identify, update, design, and disseminate community resource materials to increase public awareness on the importance of early childhood investments.
- Participate in workgroups to facilitate communication, share learnings, and reduce silos among stakeholders on current priorities, goals, and projects to increase services for children and families and maximize resources.



Communications Results 27

- Policymakers and legislators have an increased understanding of the importance of early brain development and the impact on families, especially those living in poverty.
- Community members have a greater understanding of early childhood challenges through educational campaigns such as Talk.Read.Sing @, Kit for New Parents, and Quality Start Riverside County.

T R U S T

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upportive
imely

F5RC staff connect the community to supports and services made available through F5RC investments and linkages to other community and county services. To properly spread awareness, it is crucial that F5RC shares our community's trust. To achieve this, F5RC staff must conduct their communication efforts in a **transparent** manner to the public; be **resourceful** in providing thorough customer service to link people to available services; be **understanding** in listening to the questions, concerns, and comments from the public; be **supportive** in their responses; and be **timely** in responding back to everyone who contacts the organization.

General Guidelines

- The Public Relations staff distributes appropriately formatted press releases. All press releases are approved by the Executive Director prior to submission to media and communications contacts.
- The F5RC logo may be shared outside the organization but must be reproduced according to the standards detailed in the [F5RC style guide](#). The Public Relations staff determines if the logo is approved to be shared according to the request and are responsible for distributing it.
- Updates and changes to the F5RC website must be requested through the Public Relations staff who oversee the website.



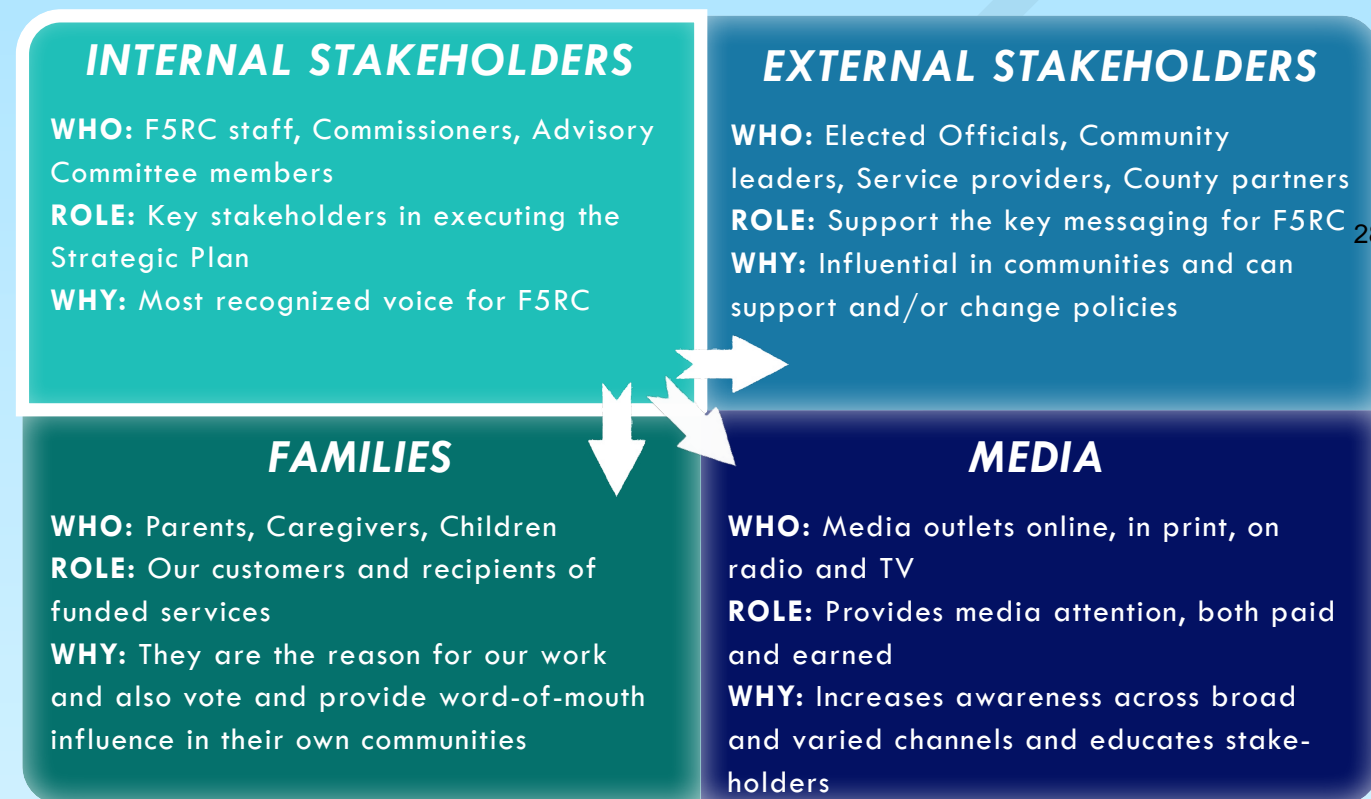
- As outlined in the Style Guide, the F5RC logo can be reproduced with a transparent background unless being placed over a busy or darkly-shaded background, in which case the logo with the white border should be used instead.

Internal Guidelines

- F5RC staff at the FRCs may be asked to create flyers for events hosted at the FRC locations, including by partnering organizations. Style guide standards need to be followed and partnering organization logos need to be reproduced clearly.
- F5RC staff should refer to the organizations' Customer Service Guidelines when addressing the public in person, over the phone, or through email messages.
- F5RC staff should follow the TRUST model as outlined on the previous page for general guidance in how to conduct themselves with the public to ensure the organization maintains trust and integrity among all audiences and stakeholders.



TARGET AUDIENCES



Strengthening F5RC's internal and external stakeholders' ability to effectively reach each target audience is the main goal of the communications plan. Different types of audiences may require different strategies and language. As an example, while the work of systems change is central to F5RC's strategic plan, how this work is described may vary depending on the target audience. However, no communications plan can possibly cover the entire scope of language and messaging that any one individual stakeholder can employ. Additionally, the roles of each internal stakeholder are varied and specialized, leading to individualized language.

There are a number of key messages, however, that can provide a clear and concise narrative independent of the individual communicating and the target audience reached. While roles vary, individual stakeholders work together to speak for F5RC as its most recognized voice.

KEY MESSAGES

First 5 Riverside County Mission

First 5 Riverside County invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities.

Key F5RC Messaging

- First 5 Riverside County Children & Families Commission, is primarily funded by tobacco taxes generated by Proposition 10, which passed in November 1998 to ensure that all of our youngest Californians, from prenatal through age 5, get the best possible start in life.
- First 5 Riverside County also receives state and federal funding to support the county’s family resource centers and community programs to meet the goals and objectives of the Strategic Plan.
- First 5 Riverside County invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities.
- Nearly 90% of brain development occurs by age 5, which is the most rapid period of brain growth in a person’s life. Children’s experiences fuel the quality of their brain development, making investments in their earliest years vital to building a strong foundation for success in life.
- The Riverside County Children & Families Commission is comprised of nine members. The Commission includes members appointed by each of the five Riverside County Board of Supervisors, a member of the Riverside County Board of Supervisors, a member from the Health Office or persons responsible for management of county functions within the Riverside University Health System, a member responsible for management of County functions from Riverside County Office of Education, and a member responsible for the management of County functions within the Human Services Portfolio (County Ordinance 784.11).

Key Messaging for Family Resource Centers

- First 5 Riverside County and the Department of Public Social Services (DPSS) partner to support the Riverside County-operated Family Resource Centers (FRCs) and the FRC Network.
- Riverside County’s Family Resource Centers support the Vision and Mission of First 5 Riverside County, in partnership with Riverside County Department of Public Social Services (DPSS) Children’s Services Division and community and county service providers by strengthening supports for children, families and communities in Riverside County through offering comprehensive services.

Key Goal Area Messaging

Quality Early Learning

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- Children, prenatal through age 5, benefit from high-quality early education, early intervention, family engagement, and support that prepares all children to reach their optimal potential in school and life.

Comprehensive Health & Development

- Children, prenatal through age 5, and their families access the full spectrum of health and behavioral health services needed to enhance their well-being.

Resilient Families

- Families and communities are engaged, supported, and strengthened through culturally affirming resources and opportunities that assist them in nurturing, caring, and providing for their children’s successes and well-being.



PROGRAMS & CAMPAIGNS

Quality Start Riverside County Quality Early Learning - First 5 Initiative



Quality Start Riverside County is a partnership between F5RC and the Riverside County Office of Education (RCOE) Division of Early Education Services. The program helps early learning programs improve quality by providing training and access professional development. It also helps to increase access to resources to better support families and children. Quality Start brings together educators, families, and community partners around the common goal of making sure that all children ages 0 through 5 are happy, healthy, and ready for success in kindergarten and beyond.

Participating programs receive tailored coaching, technical assistance, and additional incentives that can help increase capacity and quality in the early learning system.

Quality Start Riverside County serves the early learning mixed delivery system, including private and publicly funded preschool programs and child care centers, Head Start programs, family child care homes, and license-exempt family, friend, and neighbor (FFN) providers.

In addition to these early learning programs, other types of community and home-based programs can also participate in Quality Start if they are providing early learning and school readiness service to parents and young children. These may include home visiting programs, family resource centers, libraries, and other forms of alternative care programs.



F5RC Hybrid Alternative Payment Program (RHAP) Quality Early Learning - First 5 Initiative

F5RC funds early learning scholarships for children in low-income households to attend quality rated licensed child care centers and family child care homes. Families must meet program eligibility criteria. Offers providers incentivized reimbursements for children enrolled in RHAP.

Raising a Reader Quality Early Learning - Child Literacy



A program promoting reading by providing preschool and kindergarten children with 3 to 4 different books each week to take

home and read with their family. Open to preschool children enrolled at participating Head Start sites in the Desert Sands Unified School District and kindergarten children enrolled at participating sites in the Coachella Valley Unified School District. These programs are offered in partnership with Inland SoCal United Way as well as at rotating locations throughout the county, including FRCs.



Reach Out and Read - Inland Empire Quality Early Learning - Child Literacy



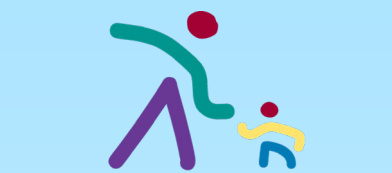
A school-readiness program that gives young children a foundation for success and a love for reading by incorporating books into pediatric care and encouraging families to read aloud together. During well-child visits,

pediatricians and family medical doctors give advice and guidance to parents on reading to their young children, and give them age-appropriate books to take home. American Academy of Pediatrics (AAP) is the local affiliate responsible for implementation and expansion in the Inland Empire. In partnership with Riverside University Health System and incorporated into existing HealthySteps programs at participating sites.



Help Me Grow Inland Empire

Comprehensive Health and Development - Developmental Screenings



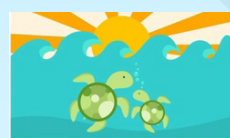
LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL

A public-private partnership to build an efficient early childhood network that promotes the healthy development of children. Help Me Grow Inland Empire provides a centralized access point to connect with specialized professionals following an early physical and behavioral health screening. Works with families to support their children's development through connections to developmental screenings and to access community services such as food, parenting classes, transportation, health care services and housing. Addresses early intervention needs and identifies service gaps. Offered in partnership with First 5 San Bernardino and Loma Linda University.



SoCal Water Babies

Comprehensive Health and Development - Drowning Prevention



SO CAL WATER BABIES
*** SWIM LESSONS SAVE LIVES ***

Swim lessons for children ages 6 months through 5 years and water safety education classes for their parent/caregivers. Includes survival floating lessons for children 6 months to 3 years-old which teaches infants and toddlers how to rotate through the water and swim up to the surface to float on their backs and cry for help in the event they accidentally fall into the water. Swim-float-swim lessons are available for children 4 to 5 years old and teach them more advanced movement in the water, including how to swim face down, roll over onto their backs to take floating breaths, and turn back over to swim face down again. Lessons are provided at an instructor's private pool in Riverside and at a public pool in French Valley and Cathedral City.



Sponsored Swimming Lessons

Comprehensive Health and Development - Drowning Prevention



Group swimming classes for children up to age 5. Children receive classes for free as sponsored by F5RC. Differs from individual classes that focus centrally on drowning prevention as offered by SoCal Water Babies. However, group swimming lessons for young children are still immensely valuable to help children learn to be water safe. Sponsored lessons provide additional lessons for families in more locations throughout the county. Provided by City of Temecula, Jurupa Area Recreation and Park District, Corona-Norco YMCA, and Desert Recreation District.



Early Childhood Oral Health Assessment (ECOHA) Comprehensive Health and Development - Dental Health



The ECOHA is an electronic assessment for home visitors to identify children's risk for dental disease and provide families with tailored education, resources, and connections to dental care. Home visitors can access ECOHA on Apricot 360, F5RC's case management tool to support home visitors. Home visitors are then able to provide oral health education to families and refer them to dental care, as needed.

HealthySteps

Comprehensive Health and Development - Developmental Screenings



Pediatric transformation initiative which includes a Specialist that connects and supports families through well-child visits. Specialists are trained to provide families with parenting guidance, support between visits, referrals and care coordination that are responsive to their unique needs. Specialists offer developmental, behavioral, social, and emotional screenings.



Participating partner agencies, Riverside University Health System, and Rady Children's Hospital, provide Specialists to assist families with children ages 0 through 3.

High-Risk Care Access and Resources (HeRCARe)

Comprehensive Health and Development - Maternal Fetal Medicine



HeRCARe's Maternal-Fetal Medicine (MFM) doctors are for all mothers in Riverside County facing a high-risk pregnancy. Services provided include: total prenatal care, high-resolution ultrasound and 3D, genetic counseling and testing, nutrition counseling, Sweet Success Diabetes education, behavioral health support, non-stress testing, and video visit with provider during ultrasound. Provided by Riverside University Health System.



Parents as Teachers (PAT)

Offered to qualifying families with children 0-2 years old.



Increases parent knowledge of early child development through regular home visits. Also provides regular screening for developmental delays and family needs. Provided by the Jurupa Unified School District, FSA, JFK Memorial Foundation, and Blindness Support Services, Inc.



Blindness Support

Resilient Families - Home Visiting



A modified version of PAT for families with children, aged 0 through 5, who are blind, visually impaired, or have other sensory disabilities. Uses the "Tactile Approach to Learning" program which focuses on teaching by touch. We utilize multiple mediums and textures to help

enhance the development of a child with a visual or sensory impairment. Tactile items are made available to parents, as well as instructions to create their own.

Program staff give instruction on home safety. Hazards that are often overlooked are addressed to ensure daily living environments are a safe learning place for young explorers. Provided by Blindness Support Services, Inc.

Nurse Family Partnership

Resilient Families - Home Visiting



An in-home family support for first time, low-income pregnant mothers. Nurses work with pregnant mothers from the second trimester up through the child's second birthday. Support includes parenting skills, building a strong network of support for the family and baby, providing referrals for healthcare, child care, and job training, help with setting goals and in improving economic sustainability. Provided by Riverside University Health Systems - Public Health.

Healthy Families America

Resilient Families - Home Visiting

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Regular in-home sessions with a Family Support Specialist focusing on parent-infant/child interaction, child development, health and school readiness and promoting a safe home environment. A program for pregnant and/or first-time mothers, one of 600 HFA locations nationwide. Provided by Riverside University Health System.

Talking about Home Visiting Programs

Please note that "Home Visiting" is a recognized term statewide for First 5 Commissions. Programs will continue to be addressed as "Home Visiting" for internal and reporting purposes. However, when working with families and other stakeholders, the name of the specific program may be used in lieu of the term "Home Visiting." The priority in dealing with families is to ensure comfort, accessibility and understanding, and program names may provide more easily communicated language.



Program Key Terms

Home Visiting



Home visiting includes voluntary programs which connect families with compassionate and trained professional staff – such as a nurse or early childhood specialist – that can help with developmental guidance, coaching, and linkages to health and social services. Visits are typically provided in-home but can be done virtually or in community settings depending on family need.

Developmental Screenings

During the rapid growth that takes place in a child’s first five years, developmental screenings help assess whether their children are on track for various milestones. Validated developmental and behavioral screening are questionnaires or checklists based on research that ask questions about a child’s development, including language, movement, thinking, behavior, and emotions. Timely screenings are critical to helping families, teachers, providers, and caregivers identify delays as early as possible so they can get the appropriate supports and resources.



Child Care Providers



QSRC providers are all licensed and include Family Child Care Home (FCCH) providers, center-based, or alternative sites. FCCH providers offer child care from their homes, meaning they have limited capacity and staff. Center-based providers offer child care through an early child education facility and offer greater capacity and have larger staffs than typically found through an FCCH. Alternative sites are additional child care providers who may offer care in a location that’s not a private residence or a child care facility, such as a library.



Diversity Statement

We embrace and celebrate the rich diversity of Riverside County residents and will work to ensure that families of all backgrounds are recognized, listened to, and supported equitably to give children age birth through five the best start in life.

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Commitment to Race, Equity, Diversity, Inclusion (REDI)

F5RC invests in programs for all families with children age birth through 5 with a focus on initiatives that increase equitable outcomes for underserved families by promoting access to services and supports that might not otherwise be available to them. This includes expanding our capacity to recognize systemic barriers and racial disparities that impact children and families throughout the county.

According to [The Measure of America’s Spotlight on the Inland Empire report](#), there are significant gaps in the quality of life between six major racial and ethnic groups in the Inland Empire. This report uses the American Human Development Index (AHDH) which focuses on three key dimensions of well-being: a long and healthy life, access to knowledge, and a decent standard of living. Using data from this report and examining not only AHDH disparities by demographic background but also by regions within the county, F5RC is committed to investing where the greatest needs exist so that all families may experience healthy and happy lives, but also have equal opportunity to increase their well-being.



CURRENT STRATEGIES

Online

- **Websites:** Information is shared regularly on the F5RC and QSRC websites; the Public Relations team is responsible for curating information provided from the organization into an accessible and aesthetic format.

The legal name for the F5RC website is rccfc.org, after the organization’s legal name, Riverside County Children & Families Commission. However, for branding purposes the URL should be written as First5Riverside.org. Using this URL on F5RC documents and branding materials supports brand awareness. This URL redirects to rccfc.org automatically when entered in a browser.



- **Social Media:** F5RC is currently active on three social media channels: Facebook, X (twitter.com) and Instagram and QSRC is active on Facebook; the Public Relations staff are responsible for posting to social media channels daily and for approving content submitted by other F5RC staff and stakeholders.
- **Eblasts:** F5RC uses the Constant Contact email service to send out eblast messages to the organization’s contact lists. Public Relations staff are responsible for assembling and sending these messages.

Media Engagement

- **Press Releases:** The Public Relations staff submits press releases through the Riverside County Public Information Officer; prior to dissemination, press releases must be approved by the executive management team.
- **Media Advisories:** F5RC hosts public events that may be beneficial and newsworthy for the community. In coordination with the Riverside County Communications Director, Public Relations staff will submit media advisories to open the events up to the local media to cover.

Community Outreach Events

F5RC is committed to working with organizations throughout Riverside County to help build a network of supports for the children and families served. Word of mouth promotion through community engagement is essential to promoting F5RC and its investments. Events may take place in person or virtually. Any F5RC internal stakeholder can attend events in the community to promote the organization. The dress code for public events follows Riverside County’s official dress code unless otherwise specified by the event organizers.



Events attended may be hosted by F5RC, partnering agencies, other county³⁴ departments, or any other community organization that supports children and families. Requests for F5RC participation in events must go through the Public Relations team. Organizations can also request F5RC involvement through the F5RC website at: rccfc.org/promote-support-your-event.

Legislative Outreach & Advocacy

F5RC engages with elected officials through letters of support and requests for advocacy to champion issues important to First 5 commissions as well as families in Riverside County. The First 5 Association also leads advocacy and alerts F5 commissions to advocacy opportunities. All legislative communications must be approved by the executive management team.

Sponsorships

F5RC aims to invest in efforts that will have the most effective and positive impact on children and the community. In addition to funded services, F5RC provides sponsorships to help support community outreach/educational events and efforts that connect families with resources for children, prenatal through 5 years of age, as well as for families within the county. Organizations seeking sponsorships from F5RC must complete the sponsorship application.

Applications are received by the Public Relations team first and then forwarded to the appropriate Contracts and Grants Analyst for review. The final approval must then be made by the Executive Management team. Organizations awarded sponsorships must adhere to the F5RC style guide when reproducing the F5RC logo.

Promotional and Print Materials

Promotional and print materials are widely used to promote F5RC investments and partnering agency programs. This includes program and resource flyers, brochures, and postcards which are distributed at community outreach events, through FRCs, and through partnering agency locations. Additional promotional materials including F5RC-branded giveaway items for children and families, A-frame signs displayed at FRCs, books aimed at children 0-5 and their families, and New Parent Kits (First 5 California-funded bags including information and resources for first-time parents) which are distributed through partnering hospitals.

The Public Relations team as well as FRC staff order promotional and print materials. Requests for print materials from partnering agencies and other county departments and made through the Public Relations team.

Advertising

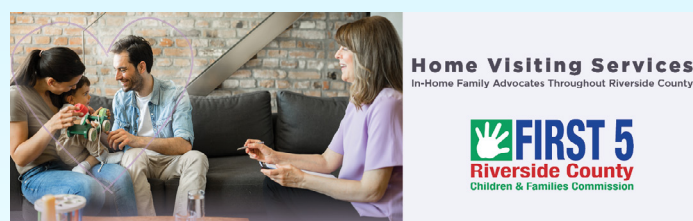
F5RC advertises through paid and unpaid options to promote specific investments and campaigns and to support brand awareness.

Currently, F5RC uses or has used the following mediums:

- Billboards
- Radio
- TV - Including paid advertisements on cable and online streaming services and unpaid PSAs on local access TV stations where applicable within Riverside County
- Social media
- Print advertising

The Public Relations team designs and orders advertising content. All final advertisements must be approved by the Executive Director.

The Public Relations team is also responsible for researching new advertising options as they become available through emerging technologies and trends in communication strategies.



FIRST 5
Riverside County
Children & Families Commission

Drowning Prevention Classes Offered February - November in Riverside, French Valley and the Desert Area

For Children 6 Months - 5 Years

Survival Float Classes
Babies 6 months and up: Children learn how to float on their backs, rest and breathe until help arrives.

Swim Float Swim Classes
Toddlers and children to age 5: Children learn how to float, rest and breathe and to swim to a point of safety.

First 5 Riverside County Sponsors a Low-Income Scholarship Program for Families! Contact: SoCal Water Babies (951) 251-5210

COMMUNICATIONS GOALS

Goals and Actions Taken

The 2022 Communications Plan addressed the ways F5RC has expanded through its partnership with DPSS to operate the Family Resource Centers. The communications goals largely addressed rebranding efforts to reflect expanded F5RC service

Much was accomplished, even as actions taken differed from the recommended actions outlined in the 2022 Plan. While the previous plan recommended working with an external consultant, branding efforts were done internally. This not only saved the organization time and money, but ensured that the work produced was consistent and best aligned with F5RC programmatic messaging. The Public Information Specialist incorporated the ideas and needs of multiple program staff in designing new print collateral and messaging. Moving forward, the next branding goal for F5RC will be to seek public input regarding branding, messaging, and print collateral to measure how effective these resources are with our key stakeholders.

FIRST 5
Riverside County
Children & Families Commission

F5RC Checklist for Outreach Events
Please use this list to ensure F5RC-branded print collateral and promotional items brought to Community events are current.

Program Postcards

- Blindness Support
- Raising a Reader
- FRC Service Providers
- Brain card
- Healthy Families America
- JUSD Home Visiting
- Nurse Family Partnership
- Parents as Teachers
- Drowning Prevention
- Sponsored Swim Lessons

Brochures

- HGMI - English
- HGMI - Spanish
- HERCARE

Promo Items

- Bandage Dispenser
- Rubber Ducks
- Hand Molds
- Outlet Guard
- Water safety reminder
- Use with sand or Play Dough

Flyers

- Resource Directory
- FRC Flyers
- Potter Books
- Pens

Approved FRC Flyers

- RAR

Do not use

- Ready4K Materials
- OSRC Materials
- Postcards:
 - Set-4-School
 - Nurturing Parents
 - SafeCare
 - LENA

FIRST 5
Riverside County
Children & Families Commission

Drowning Prevention

Water safety lessons save lives.

- 4-week self-rescue swim lessons
- Children learn how to rotate from an under-water position into a back float, to breathe until help arrives
- For children 6 months to 5 years of age
- Lessons provided in Riverside, French Valley, and the Desert area

Partnership

Long-term partners for first time moms.

(951) 251-5210
SoCalWaterBabies.com

(951) 358-5438
rivcophn.org

The following tables address the three main goals from the 2022 plan including the recommended actions, actions taken and outcomes, as well as a revised goal statement for each.



New Branding Guidelines

As F5RC expanded services through the FRCs, attention was given to existing F5RC print collateral, web pages, and messaging. The Public Information Specialist redesigned print collateral and updated or created new programmatic content on the F5RC website. Content was reviewed and edited by program staff and approved by the Executive

Director. Messaging to reflect F5RC’s services as reaching not only children ages 0-5 and their families, but also families with older children and all county residents broadly through the work at the FRCs is taken into consideration whenever applicable for communicating externally about F5RC services.

Goal 1 Update: While updated materials are well-received by partner organizations who share them and by the attendees at outreach events, F5RC will reserve time in future focus groups to examine the updated materials and determine their efficacy with families.

| Recommended Action | Actions Taken |
|---|--|
| <ul style="list-style-type: none"> Hire a Marketing Consultant through an RFP <ul style="list-style-type: none"> Implement overall branding audit of F5RC, including but not limited to website, print materials, and key messages Implement branding audit of the FRC network including but not limited to logo and key messages Conduct messaging focus groups and surveys to assess public awareness and expectations of F5RC’s impact in the community | <ul style="list-style-type: none"> Conducted work internally <ul style="list-style-type: none"> With input from program staff, the Public Information Specialist revised and created new F5RC print collateral, reorganized new website and messaging where applicable FRC communications work done internally; more information in Goal 3 area of this plan Focus groups not utilized for communications feedback; public and partner agencies favorable to new print collateral |
| <ul style="list-style-type: none"> Revise Style Guide to reflect findings from marketing consultant branding audit and focus groups | <ul style="list-style-type: none"> Revised Style Guide to reflect new logo and branded name |
| <ul style="list-style-type: none"> Create a flyer template for use by other staff as needed which reflects revised style guide | <ul style="list-style-type: none"> Created flyer templates for use by other staff and guidelines for new flyer creation; more information in Goal 3 area of this plan |
| <ul style="list-style-type: none"> Publicize updated branding efforts through media engagement and all other available forms of communication with the public | <ul style="list-style-type: none"> New print collateral shared online and broadly through outreach events; no media engagement necessary or applicable |



Website Redesigns

Riverside County Information Technology (RCIT) migrated both the F5RC and QSRC websites to a new Content Management System (CMS) using Drupal. This CMS is being used for all Riverside County department websites. It includes uniform templates and features so that all county websites have a similar look and user experience.



This allowed F5RC to reorganize its website by utilizing the new submenus option, categorizing and simplifying the navigation menu at the top of the website. Moving QSRC to the new CMS resolved long-standing issues with the previous version of the website which was hosted on a CMS outside of the county.

Additionally, the Public Information Specialist utilized available applications to increase the website’s functionality for users, including using Google Sheets to display a schedule for FRC on-site service providers, which includes days/times and descriptions of services. The schedule is updated by FRC staff to ensure information is always current.

Goal 2 Update: Continue to develop individual webpages for each FRC to increase communication effectiveness of FRC services.

| Recommended Action | Actions Taken |
|---|---|
| <ul style="list-style-type: none"> Revise look and navigational quality of the F5RC website <ul style="list-style-type: none"> Provide greater linking to other websites across Riverside County departments as well as F5RC partner agencies Include a FRC microsite, including linking to websites throughout the FRC Network | <ul style="list-style-type: none"> Completed <ul style="list-style-type: none"> Completed using Google applications as well as Drupal components to more easily display and link to partnering agency programs Currently in progress; FRCs to have individual pages with expanded information regarding services, important dates, and service provider information |
| <ul style="list-style-type: none"> Revise look and navigational quality of the QSRC website | <ul style="list-style-type: none"> Completed |

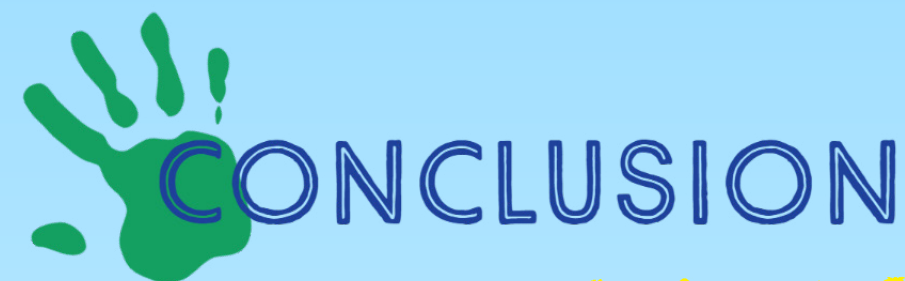


Increase Promotional Campaigns for FRCs

While initial planning was to hire a marketing consultant to revise FRC branding, it was determined that other areas of focus were higher priorities for the FRCs. This included expanding the existing FRC network by onboarding more partnering agencies, establishing policies around staff flyer creation, sharing event and FRC information, updating the FRC’s presence on the website, and ensuring updated signage and clean and accessible lobby areas. Additionally, the Public Information team holds monthly Communications check-in meetings with FRC staff to ensure messaging consistency and timeliness. Much progress has been made internally in better defining the FRC Network’s role and F5RC messaging and communications processes regarding FRCs.

Goal 3 Update: With best communications practices established, revised signage in place, and onboarding of FRC Network agencies accomplished, rebranding work can more appropriately take place around the FRCs.

| Recommended Action | Actions Taken |
|---|---|
| <ul style="list-style-type: none"> ● Billboard advertisements to increase awareness of the FRC locations throughout Riverside County | <ul style="list-style-type: none"> ● Strategy not implemented at this time, focus has been on building outreach and FRC network expansion |
| <ul style="list-style-type: none"> ● Updated signage at the FRCs <ul style="list-style-type: none"> ● Signage should reflect partnership with F5RC ● Paper signs should be limited and any sign that can be permanent will be ordered, such as ADA accessible bathrooms signs ● Promotional signage such as retractable banners will be designed and ordered | <ul style="list-style-type: none"> ● Signs are updated and reflect F5RC <ul style="list-style-type: none"> ● Paper signs are limited and lobbies are clean and orderly ● Retractable banner signs initially ordered for each FRC; now implementing A-frame signs which include writeable sections where staff can update information with dry erase markers |
| <ul style="list-style-type: none"> ● Paid and unpaid advertising campaigns to be designed and ordered by F5RC with support by the Marketing Consultant | <ul style="list-style-type: none"> ● Marketing consultant not hired and paid advertising not conducted at this time |
| <ul style="list-style-type: none"> ● Focus groups around FRCs to be conducted in the community through the Marketing Consultant | <ul style="list-style-type: none"> ● FRC branding to be included in focus group work that includes F5RC communications broadly |
| <ul style="list-style-type: none"> ● The newly designed FRC logo to be promoted broadly and will be updated on any material where the FRC logo appears | <ul style="list-style-type: none"> ● New logo not designed at this time; current logo is still recognizable and was determined to not rush new logo |
| <ul style="list-style-type: none"> ● A standardized flyer template and design guidelines need to be created to provide to FRC staff who create flyers for events at the FRCs and in partnership with external organizations. | <ul style="list-style-type: none"> ● Template for FRC newsletter created; policy for staff creating flyers for partner agencies and FRC events established; flyer guidelines and training provided; FRC staff utilize Google applications to display partner agency schedules as posted to the FRC website |



This communications plan has been developed to clearly describe F5RC as an organization as well as its investments, to clarify current communication strategies and outline the most pressing communications goals and what needs to be done to accomplish them. The plan is a living document and while it is to be reviewed and updated regularly, it can be modified at any time when needed. As additional programs emerge or new promotional strategies and opportunities develop, they should be considered and incorporated if necessary.



This is an exciting time for F5RC as it expands its network throughout the county and reaches more families than ever. This plan should help guide all internal stakeholders and any other appropriate audiences as they inform the community about F5RC and its continuing support of young children, families, and individuals in Riverside County.

Source Documents

First 5 Riverside County reviewed the following documents to inform and guide the design and completion of this plan:

- [First 5 Fresno County Communications Plan](#)
- [Western Municipal Water District Strategic Communications Plan](#)
- [First 5 San Joaquin Communications Plan](#)

Additional communications plans that become available, including other Riverside County departments and First 5 Commissions, will also be reviewed when modifying this plan.



First 5 Riverside County Administration Office

585 Technology Court
Riverside, CA 92507
(951) 955-0200

Desert Hot Springs Family Resource Center

14-320 Palm Drive
Desert Hot Springs, CA 92240
(760) 288-3313

Jurupa Valley Family Resource Center

8876 Mission Blvd
Jurupa Valley, CA 92509
(951) 955-2868

Mead Valley Family Resource Center

21091 Rider Street, Suite 204
Perris, CA 92570
(951) 210-1550

Mecca Family and Farmworkers' Service Center

91-275 66th Avenue, Suite 600A
Mecca, CA 92254
(760) 863-7860

E. **Consent – Kari Middleton-Hendrix, Vice Chair**

E.1. Approve First 5 Riverside County Advisory Committee Draft Meeting Minutes -
January 24, 2024 Meeting

MINUTES
FIRST 5 RIVERSIDE COUNTY
Advisory Committee Regular Meeting
January 24, 2024
11:00 AM

Advisory Committee Present: Malinda Margiotta, Kari Middleton-Hendrix, Antonia Eli Mast, Agam Patel and Jiles Smith

Advisory Committee Vacancy: Districts I, II, V

First 5 Staff Present: Tammi Graham, Executive Director; Lynn Stephens, Executive Assistant IV; Charna Widby, Deputy Director, Carol Abella, Regional Manager, Larissa Wills, Regional Manager, Patricia Perez, Administrative Services Manager II; Sean Pravica, Senior Public Information Specialist; Michelle Rodriguez, Public Information Specialist; Laura Madigan, Program Coordinator II; Kin Tat (Natalis) Ng, Administrative Services Manager I; Victor Lopez; Administrative Services Analyst I, Jimmy Rodriguez, Support Services Technician

Legal Counsel: Kristine Bell-Valdez, Supervising Deputy County Counsel

A. Call to Order – Malinda Margiotta, Advisory Committee Chair

1. Pledge of Allegiance - Malinda Margiotta, Chair
2. Roll Call - Lynn Stephens, Executive Assistant IV

B. Public Comments (for items not listed on the agenda) – Malinda Margiotta, Chair
None.

C. Commission and Advisory Committee Business – Malinda Margiotta, Chair

1. Oath of Office for Advisory Committee Members Dr. Takashi Wada and Jiles Smith - Breanna Smith, Clerk of the Board Executive Assistant; Kristine Bell-Valdez, Supervising Deputy County Counsel

Ms. Smith Administered the Oath of Office to Mr. Smith Advisory Member. Dr. Takashi Wada will be sworn in at the March 13, 2024 Advisory Committee meeting.

Advisory Member Smith provided an overview of his background. He is the Chief Executive Officer of JS Risk Consulting where he provides support to organizations by identifying and mitigating risks, strengthening organizational risk culture, and achieving regulatory standards for compliance. He served two Governor's Administrations as a member of the State of California Workers' Compensation and Fraud Assessment Commission identifying waste, fraud, and abuse. He moved to Riverside County two years ago.

2. Director Updates - Tammi Graham, Executive Director; Yvonne Suarez, Assistant Director; Charna Widby, Deputy Director

Ms. Graham provided an overview of her Director's report.

First 5 years' video was shared acknowledging the value of investing in our youngest children and creating a system that leverages existing resources to ensure communities identify vulnerable children, link families to community-based services, and empower families to support their children's healthy development.

Ms. Graham provided an overview of storyboards created by staff for the all staff meeting held in November 2023.

Riverside County data

First 5 is serving children of all ages through our Family Resource Centers.

Healthy Places Index-Riverside is at 39.3 out of 100.

Public Health Director, Commissioner Saruwatari is working on obtaining data from the State so that we can measure in real-time to determine the impact that we're making with integrated services.

First 5 Riverside County Goals in Comparison with County of Riverside 2030 Vision Goal areas align with Vision Goals for Riverside County.

Prop 10-Tobacco Tax

First 5 Riverside County, was created by the passage of Proposition 10 in 1998. Proposition 10 added a 50-cent tax per pack of cigarettes and a comparable tax on other tobacco products. The revenue generated from this tax is distributed by the state to the counties to ensure that our youngest Californians, from prenatal through age 5, get the best start in life. The Riverside County Board of Supervisors appoints Commissioners to determine the use of Riverside County's tobacco tax revenues to prepare our youngest children and their families for success.

Riverside County maintains approximately 6% share of the Prop 10 revenue distributed to counties because of the more than 30,000 births each year. 2018-19 6.270% to 2020 births 30,550 6.414% resulting in a decrease of revenue from \$18.3M to \$16.7M. There have been more births and less Prop 10 revenue per year. The biggest decline in revenue is due to the flavor ban. There is no impact on current contracts for the next three years.

Ms. Graham reported that during today's Commission meeting, Charity Douglas will be sworn in.

Funding comparison FY15-16 to FY 23-24

F5 continues to diversify funding to meet the needs of the County.

Strategic Plan

First 5 is making greater shifts to more sustainable investments and addressing declining revenue.

First 5 CA Annual Report

Health & Safety Code Sections 130100-130155 require the state and county commissions to prepare an annual report utilizing an established standardized report format. H&S codes also require that we conduct a public hearing and accept public comments and lastly that the commission adopts the annual report. First 5 submits a yearly report on how many children are served and the total investments.

First 5 – All Partners

Ms. Graham highlighted what First 5 partnerships looked like before assuming responsibility for daily operations of the County operated Family Resource Centers in 2020. An updated slide will be provided that includes how we've evolved in the last 5 years.

What's Next

At a future Advisory Committee meeting staff from the Office of Service Integration will provide a presentation on the County's work to break down barriers, improve data sharing and improve residents experiences by improving processes.

3. Advisory Committee Comments

Mr. Smith asked when Advisory members will receive meeting materials before each meeting. Ms. Stephens replied that it is her goal to have meeting packets for member review in BoardBook at least a week in advance of each meeting

D. **Consent – Malinda Margiotta, Chair**

1. Approve First 5 Riverside County Advisory Committee Draft Meeting Minutes - October 25, 2023 Session

*Advisory Member Mast moved to approve the consent item as presented. Advisory Member Middleton-Hendrix second the motion. **Abstain: Smith. Absent: None. Motion carried unanimously.***

E. **Presentations/Information – Malinda Margiotta, Chair**

1. Quality Early Learning Presentation - Carol Abella, Regional Manager
Ms. Abella recognized Laura Madigan, Program Coordinator II and provided an overview of her presentation highlighting key areas.

The vision of First 5 Riverside County is to ensure all children in Riverside County are healthy and thrive in supportive, nurturing, and loving environments and enter school ready to learn and embrace lifelong learning. First 5 currently has 18 QEL Contracts with approximately a \$13.3M annual budget which includes \$3.7M ARPA funds as of January 2024 including an additional \$5M for wage enhancement (funded by ARPA).

First 5 Major Initiatives:

- Quality Start Riverside County (QSRC) - IMPACT Legacy FY23-25 \$7.6M
–Riverside County is the Region 9 Fiscal Lead (Imperial, Orange, Riverside and San Bernardino)
- Child Care Scholarships
– Riverside Hybrid Alternative Payment Program – Administered by RCOE
- Early Literacy
- Family Engagement
- ECE Workforce and Infrastructure (ARPA Funding)

In collaboration with Riverside County Office of Education, Quality Start Riverside County is the local quality rating improvement system (QRIS). This work provides a framework to support early learning providers to build upon the quality services delivered in their programs. In Riverside County, the work began in 2016 and leverages the California Department of Education Block grants, F5CA IMPACT grants, and local Prop 10 matching funds. Under these grant requirements, state-funded programs continue to be formally rated, while IMPACT sites are focused on building quality without the rating requirement.

The Quality Start initiative is a collaboration with RCOE that is funded by local Prop 10, State Prop 10, State Quality Counts CA Grant, and State QRIS Block Grant. Data Snapshot shows 534 providers participating.

Participation in QSRC continued to grow with more engagement from early learning providers inclusive of State-funded, head start, private center-based, family child care, license-exempt, family friends and neighbors, and alternative sites – sites that are not your typical preschool settings, but offer early learning activities, such as libraries, home visiting programs and the family resource centers.

In the first IMPACT grant, Riverside County was projected to engage 181 early learning programs. Because Riverside County surpassed that target number, the State awarded an incentive of \$1 Million. These funds were received at the height of the pandemic and those funds were quickly disbursed to QS providers as stipends to support their continued ability to remain open and safely operate.

Quality Start Provider Feedback

In August and September 2023, the Kenyon Consulting team issued a provider survey and conducted focus groups to gather input from providers regarding the changes to the system and the revised implementation approach through the IMPACT Legacy funding. This feedback allows us to address program needs and ensure coaching and TA support are aligned.

Family Resource Center Network

There are eight specialists funded to support the FRC Network.

FRC Network Partners:

Blindness Support, Inc., Jurupa Unified School District, Soboba Band of Luiseno Indians, JFK Memorial Foundation, Greater Hope Foundation for Children, Family Services Association, CA Family Life Center – Hemet, Family Services Association – Hope Collaborative, Soboba Band of Luiseno Indians- San Jacinto, Anza, Mt. Center, Temecula WIC Partnership (Coming Soon), RUHS-HeRCARe Clinic (Coming Soon)

HMGIE and QS Providers

The Ages and Stages Questionnaire is a developmental screening, and completing the screening is one of the quality elements. There are 63 Quality Start providers partnering with Help Me Grow Inland Empire to complete the screening of the children they serve. This was completed through ASQ. This opportunity allowed for providers to be supported in bringing awareness to parents on the importance of screenings. Information was shared to support communication with parents related to the purpose of screenings, how developmental screenings are recommended for all children ages zero to 5, and whether or not there are any concerns about the child's overall development. The findings are used to inform curriculum in early learning environments, put meaning to activities at home and indicate if a re-screening or further assessment is recommended. Children demonstrating concerns as a result of screening are provided individual support for the next steps.

RHAP Scholarships and Incentives

Built upon past investments of the Commission, the Riverside County Hybrid Alternative Payments (RHAP) was designed as a systems approach, aligning with and supplementing the existing RCOE Alternative Payment program.

RHAP is intended to provide access to child care/early education scholarships for low-income families, as well as quality layered incentives to the QSRC – AP providers serving these families.

The RHAP scholarships provide another bridge to rate reform by incentivizing AP providers to serve low-income children based on a flat rate as a result of the elimination of formal tier ratings under the IMPACT Legacy grant.

Access for 150 (FTE) Low-Income Families with Priority:

- Infants and toddlers (ages 0-3)
- Direct enrollment for Quality Start Riverside County participating providers and newly constructed or renovated facilities funded by First 5 Riverside County
- Special populations - defined as, but not limited to: families in crisis, migrant families, children with special needs, grandparents raising grandchildren, and continuity of care for families impacted by displacement due to program reduction.
- F5 RHAP reimbursement will align with the State AP rates allowing additional low-income children to access quality early learning education that meets the needs of the families.

Early Literacy Parent and Community activities occurring at all FRC and Temecula WIC

Sites: Dual Language Learners; Parent Café; Raising A Reader

Other family engagement activities available in 2024: Early Talk and Play Experience

Activities will be expanding with agencies in the FRC Network.

ARPA Infographic Update

\$15M was received initially and funding was issued to providers during the COVID-19 pandemic. \$10M was allocated towards wage enhancement payments of \$2,400 for each qualified ECE worker. With this funding of \$7M, staff was able to reach over 3,100 early care educators at more than 1,000 sites with licensed capacity for approximately 30,000 children. The Board of Supervisors also approved an additional \$8M to continue to provide wage enhancement payments. Another 2,210 ECE educators received a third payment of \$2,400 if they met the criteria. To continue to support ECE workforce retention in AP settings, a final wage enhancement for 2024 is in development for eligible educators. F5 has approximately \$5.2M remaining from this allocation and intends to disburse retention stipends to those educators who have remained in the field.

Staff is in discussions with UC Berkeley to analyze the impact of these funds to retain the workforce in Riverside County.

On behalf of the County Board of Supervisors, First 5 Contracted with Riverside County Office of Education to recruit Alternative Payment providers. New AP providers received \$1,500 to serve eligible children. The established goal was to enroll 250 new AP providers: 249 family child care home providers and 7 centers enrolled increasing available child care spaces for AP enrolled children by 2,694.

Ms. Graham noted that Riverside County is one of the few counties that used their dollars and also received acknowledgment from the State. Checks were going out from the County ACO quickly when the interface was built. Staff worked closely with UC Berkeley to establish enhancement prices. Staff is currently, working with UC Berkeley on current data. Ms. Graham commended Assistant Director, Ms. Suarez, and F5 team for the work they did to get the funds quickly into the hands of the workforce.

Chair Margiotta congratulated staff for being the role model in presenting the need to the County and supporting child care provider workforce.

Infrastructure-Facilities Update

In 2018, the RFP for infrastructure was released. Since December 2019, the Commission has allocated funding toward ECE facilities investments. \$1.2 M was allocated towards six partner agencies to improve outdoor play areas or expand facilities to serve infants/toddlers.

BUILD UP CA

Build Up Riverside County's goal is to create and improve the county's early care and education facilities by streamlining funding and developing supporting policy. In 2021, Low Income Investment Fund (LIIF) supported First 5 in conducting a landscape scan of existing ECE facilities throughout the county, assessing the need for and geographic spread of future ECE facility development, and developing a cost model to estimate county investments needed to adequately address the demand for childcare. Analysis of existing childcare licensing data has revealed that Riverside County currently has only six active, licensed ECE facilities per 1,000 children ages 0-5. To create efficiencies and to ensure that funding is directed to the areas with the greatest need, resources are created for housing developers and County housing officials on how to best co-locate ECE Facilities within affordable housing developments and create an interactive mapping tool to help direct the expansion funding to the areas in Riverside County with the greatest need. LIIF supported the creation of the ECE Center Typologies report which shows which areas need additional support.

Advisory Member Smith asked how the Homeless Population is addressed. Ms. Abella responded that there are many resources through support from our Family Resource Center Network to ensure families are connected to services they need and through the support of our social services practitioners. Advisory Member Mast noted she liked the fact that families can be connected to services.

Ms. Graham noted that staff will request to have the Workforce Solutions Department staff attend a meeting and present homeless data by the supervisorial district.

Chair Margiotta (retired child care director) commended staff on the number of children being served and the implementation of quality. She noted how much they learned during the first implementation of quality assessments.

2. Champion for Children Nomination Overview - Sean Pravica, Senior Public Information Specialist

Mr. Pravica reported the nomination period is open and provided an overview of the process and background of previous recipients. First 5 Riverside County's Champion for Children Award was created to honor and bring awareness to people and organizations whose leadership and advocacy embody the vision of First 5 Riverside County, where all children in Riverside County are healthy and thrive in supportive, nurturing, and loving environments and enter school ready to learn and embrace lifelong learning. The Champion embodies one or more of our goal areas. The full nomination criteria, nomination form, and scoring rubric are included in the Advisory packet.

- 2020 – Carmela Garnica – Director of Escuela de la Raza in Blythe. Nicknamed the “Mayor of Blythe,” has operated the child care center for over 40 years and provided crucial care to families who need support in the Palos Verde Valley in and around Blythe.

- 2021 - Desiray Taylor, M. Ed. - then child care center director in Perris, now with RCOE. Introduced many community events including a community garden which gained attention from the city of Perris and helped ensure all children were fed by introducing school meals and earning her food handler's card to serve children herself.
- 2022 – Solange Signoret – youngest Champion at 17 years old at the time. Youth Ambassador for Bully2Bully is a Palm Springs-based non-profit dedicated to educating children about kindness and inclusivity. Solange has spoken to thousands of children in Riverside County and legislators in D.C.
- 2023 – Betty Bash – Founded Town and Country Day School in 1961 where she was a pioneer in child care. The center focused not just on supervision but on providing young children with quality education. Her quality-centered approach in child care even predated CA's Head Start which didn't begin until 1965. A true pioneer in the field, Betty continues to work at the center and school to this day. Betty will be recognized at the Commission meeting later today.

Mr. Pravica reviewed the timeline. Nomination period is now open and closes February 21. Advisory Members cannot nominate anyone but are encouraged to share the information with agencies and encourage nominations. The Champion for Children nomination packet can be located on on the F5 website at First5Riverside.org.

Ms. Margiotta encouraged the Members to share the process and get the word out.

F. Future Agenda Items:

1. Health Assessment and Research for Communities (HARC) Presentation
2. First 5 Riverside County Policy Updates
3. First 5 Riverside County 2024 Communications Plan Updates

G. Adjournment: Adjournment at 12:11 p.m. to the next Regular Meeting of Advisory Committee of First 5 Riverside County Children and Families Commission to be held on March 13, 2024 beginning at 11:00 a.m. at:
Riverside County Children and Families Commission Office
585 Technology Court - Conference Room A
Riverside, CA 92507

Meeting Minutes Recorded by Lynn M. Stephens, Executive Assistant IV.

F. **Presentations/Action Items – Kari Middleton-Hendrix, Vice Chair**

F.1. **24-01**: Review and Approve Nomination for First 5 Riverside County Champion Award Recipient Recommendation - Sean Pravica, Senior Public Information Specialist



AGENDA ITEM: 24-01
DATE OF MEETING: MARCH 13, 2024
ACTION:
INFORMATION:

REVIEW AND APPROVE NOMINATION FOR 2024 CHAMPION FOR CHILDREN AWARD RECIPIENT

SUMMARY OF REQUEST

Review the Champion for Children nominations received and approve one nominee to submit to the Commission for consideration and approval as the First 5 Riverside County 2024 Champion for Children Award recipient.

BACKGROUND

First 5 Riverside County's Champion for Children Award was created to honor and bring awareness to people and organizations whose leadership and advocacy embody the vision of First 5 Riverside County, where all children in Riverside County are healthy and thrive in supportive, nurturing, and loving environments and enter school ready to learn and embrace lifelong learning.

The Commission approved the establishment of the Champion for Children Award and selection criteria, as recommended by the Advisory Committee, in September 2019. Since then, an annual process has been conducted for the Advisory Committee to receive and review nominations and select their recommendation to forward to the Commission for approval.

A call for nominations was released on January 10 and promoted countywide with news releases, posts on social media, and email messages to First 5 funded agencies, stakeholders, and supporters. The nomination window concluded on February 21. A total of five (5) nominations have been submitted during the nomination period. The slate of nominees was sent to the Advisory members for their individual review in preparation for the consideration of one nominee to recommend to the Commission for approval.

Upon approval by the Commission, the 2024 Champion for Children will be recognized at a Riverside County Children and Families Commission meeting, on the First 5 Riverside County website and social media. The recipient will receive a recognition award (costs not to exceed \$100) and a sponsorship (based on Commission policy) of up to \$1,000 in their name given to support a community event of their choice.

2024 Champion for Children nominations received:

1. First 5 Riverside County received nominations for a total of **five individuals**. The Advisory Committee received a Nominee eligibility checklist (matrix) that gives a broad overview and verification of each nominee to meet the award eligibility requirements.
2. Submitted Nomination forms and a scoresheet for each Advisory Committee member to complete are available on a shared Google Drive link.

RECOMMENDED ACTION

That the Advisory Committee:

1. Review and select one nominee to forward to the Commission for consideration and approval as the 2024 First 5 Riverside County Champion for Children Award recipient.

ATTACHMENT

Champion for Children 2024 Nominee Matrix

| Name of Nominee | Title | Agency/ Affiliation | Name of Person Nominating | Title | Agency | Phone Number | Email | Lived worked in Rivco for at least 2 years? | Supports/ Advocates for young children and families in Rivco? | Has created dynamic change or longevity within Rivco? | Achievements: Quality Early Learning | Achievements: Comprehensive Health & Development | Achievements: Resilient Families |
|--------------------|-------------------------------------|--|---------------------------|----------------------------------|--------------------------------------|---------------------------|----------------------------|--|---|---|--|---|--|
| Dr. Ed Agas | Assistant Medical Director | American Academy of Pediatrics, Riverside County Medical Association | Erin Fairfax | Not listed | Mission Pediatrics | 951-852-0925 | erin@missionpediatrics.com | Yes: Has worked as a pediatrician in Riverside County since 2017 | Yes: He is also nicknamed the "Baby Whisperer" as he is known to sing, dance, and even dress in costume to put very young children at ease during medical visits. Also, His dedication to data-driven healthcare is evident in his meticulous collection and analysis of key metrics, ensuring timely and comprehensive care for all patients. | Yes: A His proactive efforts helped establish the chronic patient clinic, expanding access to specialized care for vulnerable populations. Dr. Agas's commitment to medical education shines through his mentorship of residents and medical students, while his engagement with the broader community includes training EMT and paramedic students. He advocates for performance-based measures to foster a culture of continuous improvement within the practice. He was instrumental in the implementation of a new electronic medical record (EMR) system, which includes a revamped scheduling and check-in process. Dr. Agas demonstrates a holistic approach to pediatric care. | | Dr. Agas has led several efforts within the practice aimed at enhancing vaccination rates, addressing the needs of individuals with adverse social determinants of health, and advocating for patients with neurodevelopmental disorders and medically fragile pediatric patients. Spearheaded the implementation of comprehensive screening protocols for Pediatric Adverse Childhood Events and Related-Life-Events, addressing crucial aspects of children's well-being. mid the COVID-19 pandemic, his exceptional leadership facilitated the development of robust protocols, enabling the practice to continue providing essential care safely. | |
| Lacy Hughes | Regional Program Director | Family Service Association | Teri Robinson | Not listed | Family Service Association | 951-722-6270 | teri.robinson@fsaca.org | Yes: Has worked in Child Development with FSACA for 15 years and has held NACYE accreditation for 10 years. | Yes: Demonstrates compassion while firmly achieving the goals of health and safety for the youngest of children. Oversaw the support of 5,525 families during her time as Director at the Olivewood Child Development Center. Oversaw 3 separate preschool sessions | No | During her time as a Director at the Olivewood Child Development Center she elevated her team to a Tier 5 rating under the Quality Rating Improvement System | | 2022 Woman of Distinction in CA Assembly District 60; works as a trainer to prevent child abuse and keep families together. |
| Helena Lopez | Chief Executive Officer & President | Greater Hope Foundation for Children | Jessi Maurice | Development Manager | Greater Hope Foundation for Children | 760-718-5021 | jmaurice@gahope.org | Yes: Has been with Greater Hope Foundation for Children since she launched it 22 years ago. Opened a Riverside County Office in 2015 | Yes: Under Helena's leadership A Greater Hope has grown to five locations with multiple programs. Since 2002, more than 6,000 children have found loving homes at A greater Hope. | Yes: A Greater Hope provides foster care, adoption, supervised visitation and Live Scan services. While A Greater Hope serves all of Riverside County, Helena focuses on combating the longstanding geographic bias, which leaves rural communities such as Banning, Beaumont and Bonnie Bell underserved and under-resourced. In addition, Helena has worked to ensure Black and Biracial youth in the child welfare system receive appropriate hair and skin care. Helena developed and openly shares a guide for naturally curly and textured hair care. Helena also led the planning of a series of special events across the county to empower and educate child welfare staff, resource/foster parents and caregivers to "nurture the unique hair care needs of foster children." Helena secured vendors and donors for the events, ensuring the Healthy Crownz Hair Care Resource Fair was a resounding success. | | Serves as the president of the IE AFFA, Helena volunteers more than 10 hours each week, answering questions from AFFA members, compiling legislative updates, connecting with officials at the County | |
| Sarah Nolan | Program Manager | Healthy Steps | Shanna L. Wilson | Clinical Improvement Coordinator | Rady Children's Hospital | 559-307-6713 | swilson@rchsd.org | Yes: Has been with Rady Children's Hospital since 2017 and Program Manager of HealthySteps in Riverside since 2018 | Yes: She has a clear understanding of what has impact and long-lasting positive gains for families by addressing concerns and providing universal social-emotional screenings and caregiver wellness for families with babies and young children 0-5. | Yes: Sarah recognizes that the work of the program (HealthySteps) is best done in collaboration with others which is why she works hard to develop strong relationships with community leaders such as Jessica Munoz the Director of Voices for Children, Riverside County's Court Appointed Special Advocate (CASA) program. Together they created a streamlined referral process that helps ensure foster children have better access to recommended medical, developmental and behavioral care... For more than a year Sarah and her team worked with consultants, key stakeholders, and First 5 to roll out an integrated documentation and reporting system. This effort allows for components of care funded by First 5 to be shifted over to an individual's health plan under Dyadic Care and/or Community Health Worker benefits. Over 14,000 families have been served to date. | | Under Sarah's guidance, the Murrieta and Temecula HealthySteps programs met fidelity each year of implementation and the Hemet program was approaching fidelity within a few months of operation. Sarah and her team are dedicated to making the greatest impact they can for both families and providers. Since July 2021, 98% of caregivers surveyed identified their service as excellent and of the providers surveyed 100% responded strongly agreeing that HealthySteps has positively impacted the ability of clinical staff to meet children's developmental and behavioral needs. | Through her collaboration with the HealthySteps National Office and Manat Health, an expanded Return on Investment (ROI) calculator was developed to demonstrate Medicaid cost savings related to implementation of the HealthySteps model. For FY22-23, data demonstrated a \$1.67 to Medi-Cal for every \$1.00 invested in HealthySteps. As part of Sarah's commitment to sustainability, she has used innovation and advocacy to give families easy access to screenings, referrals, and follow up. |
| Irving Pena Monroy | Aquatics Director | Corona-Norco Family YMCA | Lori Drengrson | Community & Project Specialist | YMCA Corona-Norco | 951-736-1415 323-313-4832 | ldrengrson@ymcacorner.org | Yes: has been with Corona-Norco Family YMCA for the last 2 years | Yes: Irving is committed to teaching children in Riverside County necessary life skills to prevent drowning. He trains the staff, including Swim Lesson Instructors and Lifeguards to ensure everyone is safe while in the programs and has built the culture of safety first in all that is done at the pool. He connects families to the best class for their children to learn based on their skills, needs, and goals. He also connects families with a variety of funding options so that no one is turned away for lack of ability to pay for lessons. He is always near the pool talking with parents, encouraging nervous kids, and supporting staff so they can offer the best experience for the families. When needed he does not hesitate to jump in the pool and teach a class, so no one misses out. Parents that are trusting this facility to care for their children report feeling comforted that Irving is present and engaged, and kids love to see him when they arrive for their lessons. | Yes: Irving launched a new Safety Around Water and Swim Lesson Program for the Corona-Norco Family YMCA in 2022. His efforts to ensure the Y offers a quality program has helped the Y to secure multiple grants to continue offering free or reduced fee lessons for the next two years. | Irving has led a program that provided over 3000 swim lessons in 2023. His efforts to connect families with funding for swim lessons has resulted in over 1900 swim lessons provided free of charge in 2023. | Irving has recruited at least 5 parents to be champions of their program that share our progress with local City Governments, provide testimonials needed to apply for additional grant funding, and that offer support to other families in their programs. | |

G. Future Agenda Items:

- G.1. First 5 Riverside County Budget Updates
- G.2. First 5 Riverside County Policy Updates
- G.3. Health Assessment and Research for Communities (HARC) Presentation
- G.4. Family Resource Centers Presentation

- H. **Adjournment:** Adjournment to the next Regular Meeting of the Advisory Committee of First 5 Riverside County Children and Families Commission to be held on May 8, 2024 beginning at 11:00 a.m. at:
First 5 Riverside County Children and Families Commission Office
585 Technology Court - Conference Room A
Riverside, CA 92507

Conflict of Interest: Any person, or group of persons present at this meeting, who wish (es) to speak on a matter may be required to state for the record any contributions, in excess of \$250.00 made in the past (12) twelve months, made to any Commission member, the Commission member receiving the contribution, and the matter of consideration with which they are involved.

Agenda Posting: Agendas will be posted at the Clerk of the Board of Riverside County and the Commission Business Office.

All public record documents for matters on the open session of the Agenda are available for inspection at the meeting listed in this Agenda, and at the following location beginning three (3) days prior to the meeting date:

**Riverside County Children and Families Commission
585 Technology Court
Riverside, CA 92507**

If a public record document that relates to a matter on the open session of the Agenda is distributed less than 72 hours prior to the meeting date, the public record document shall be available for inspection, at the same time it is distributed, at the address listed above. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990.