



Building a Network Strategy for First 5

Presentation to HMG National
April 5, 2018



FIRST 5
ASSOCIATION
OF CALIFORNIA

First 5: CA's Network for Early Childhood

PROPOSITION 10

Established state and local infrastructure to support the development of comprehensive early childhood systems building in California

58 County Commissions...



...coordinated by the
First 5 Association...



FIRST 5
ASSOCIATION
OF CALIFORNIA



...in partnership with
First 5 California...



The First 5 Network!

FIRST  **5**

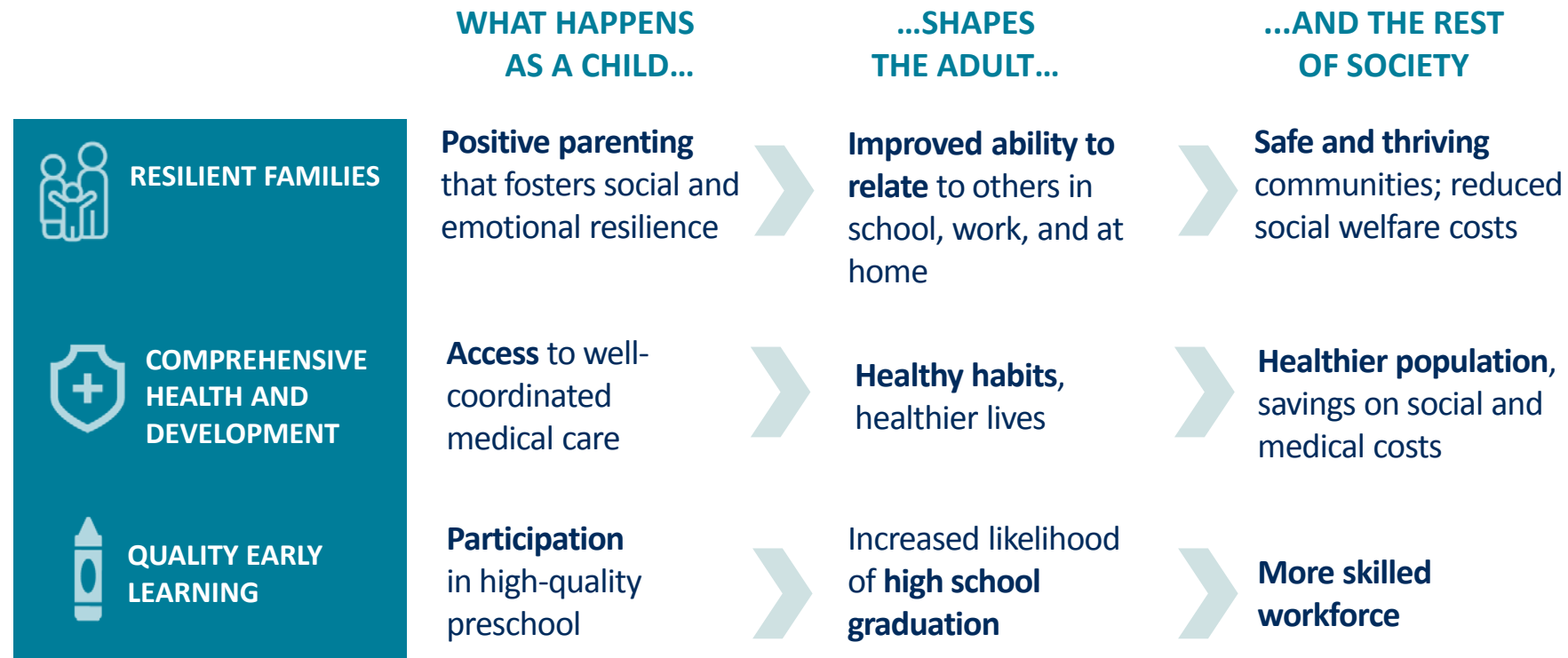
What's a "Network Strategy"?

This shared strategy aims help First 5 increase influence, impact and funding by creating

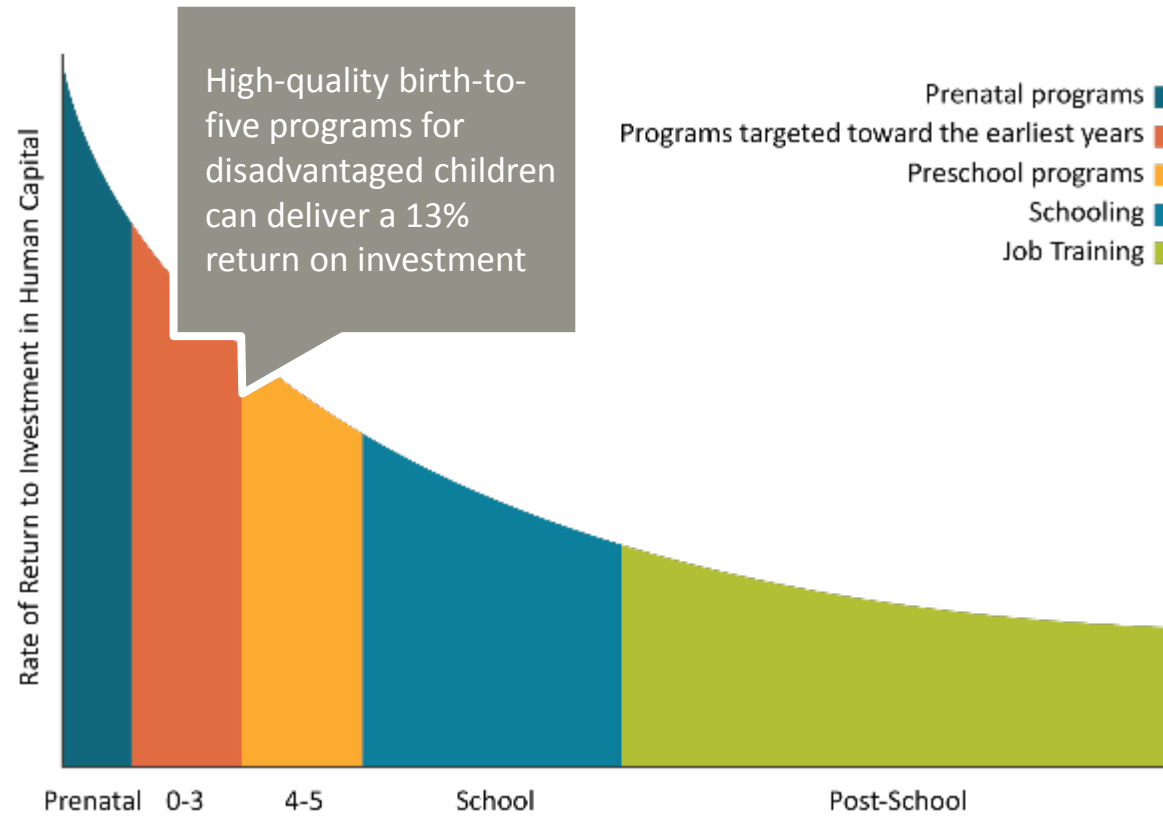
- A common **North Star** that encourages clarity, focus and alignment
- A shift from focusing on a singular initiative (First 5 / HMG) to creating a roadmap for **greater collaboration and coordination**
- A **framework** for communicating effectively about unmet need – rather than programmatic achievements

Making the Societal Case for EC Investments

Supporting the early years can change the trajectory of a lifetime – and a society



Using the Heckman Curve Wisely

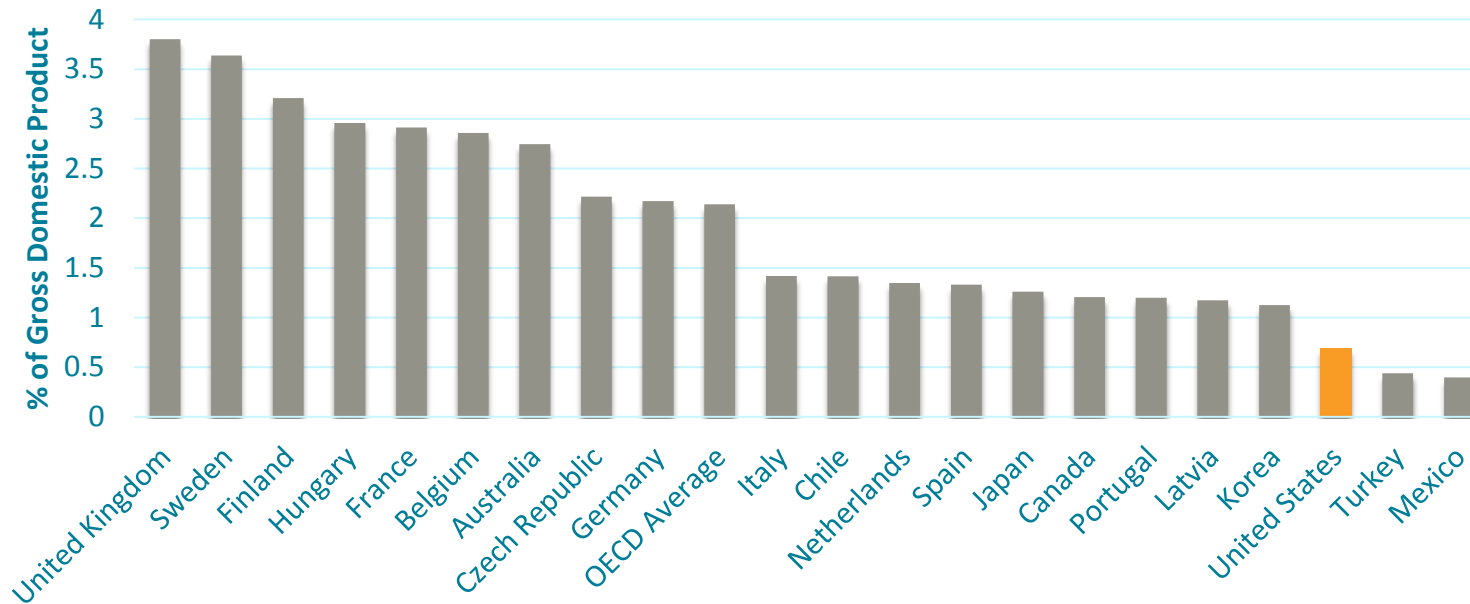


Source: James Heckman, Nobel Laureate in Economics

Other Countries Invest in Families, The US Lags

And the US lags behind its global peers in spending on young families

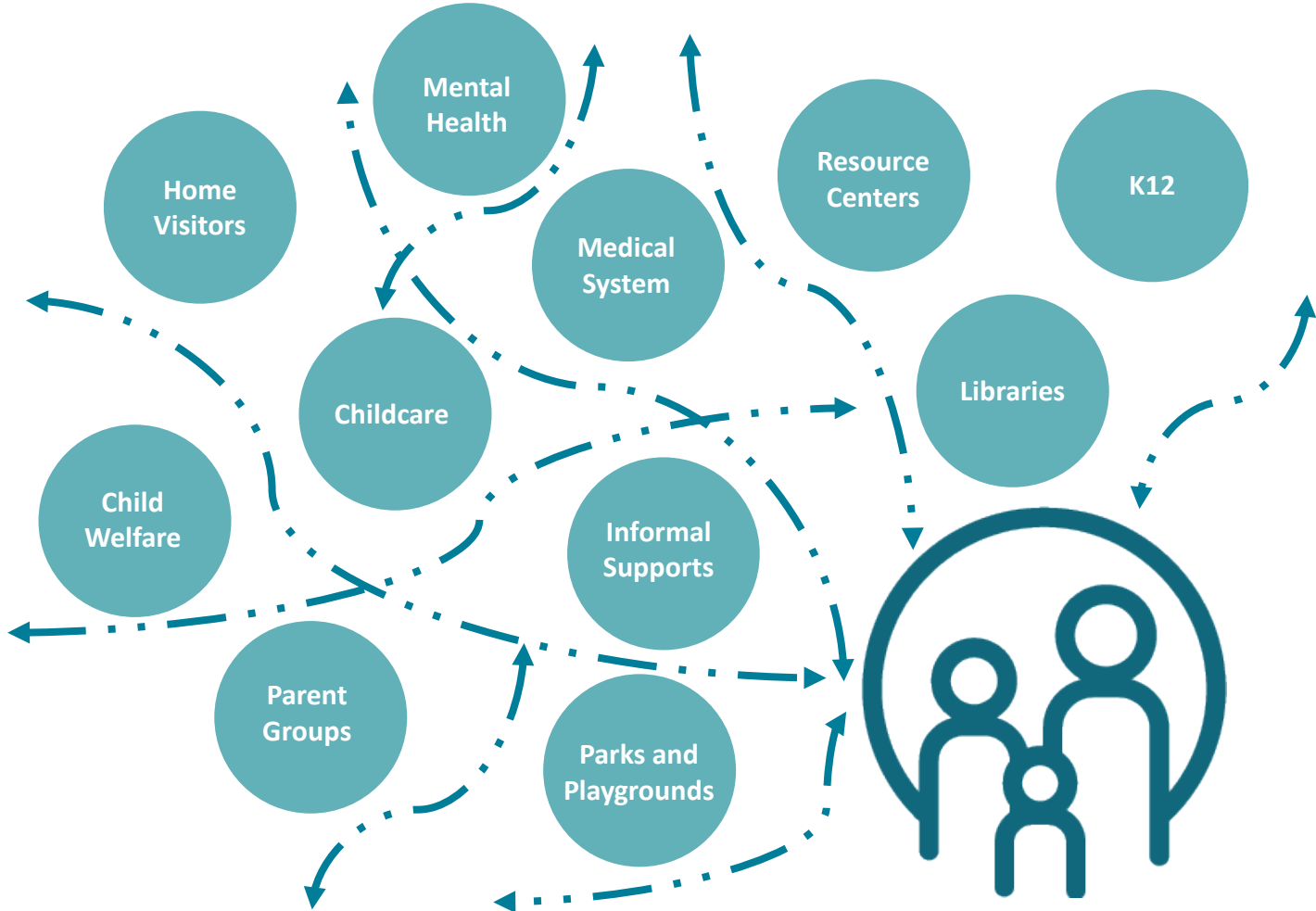
Public Spending on Young Families as a % of GDP
[Child Tax Credits, Childcare, Paid Family Leave, and Single Parent Support]



OECD (Advanced Industrial Countries) 2013

Families Struggle to Navigate Siloed Systems

The funding that *does* go to early childhood development is managed by myriad sources. Between formal and informal supports, there's no "one stop shop" for families



Health Equity as a critical early childhood issue

The magnitude of need in CA is enormous. In every community there are those who are born facing greater challenges



47% of CA's children live in or near poverty

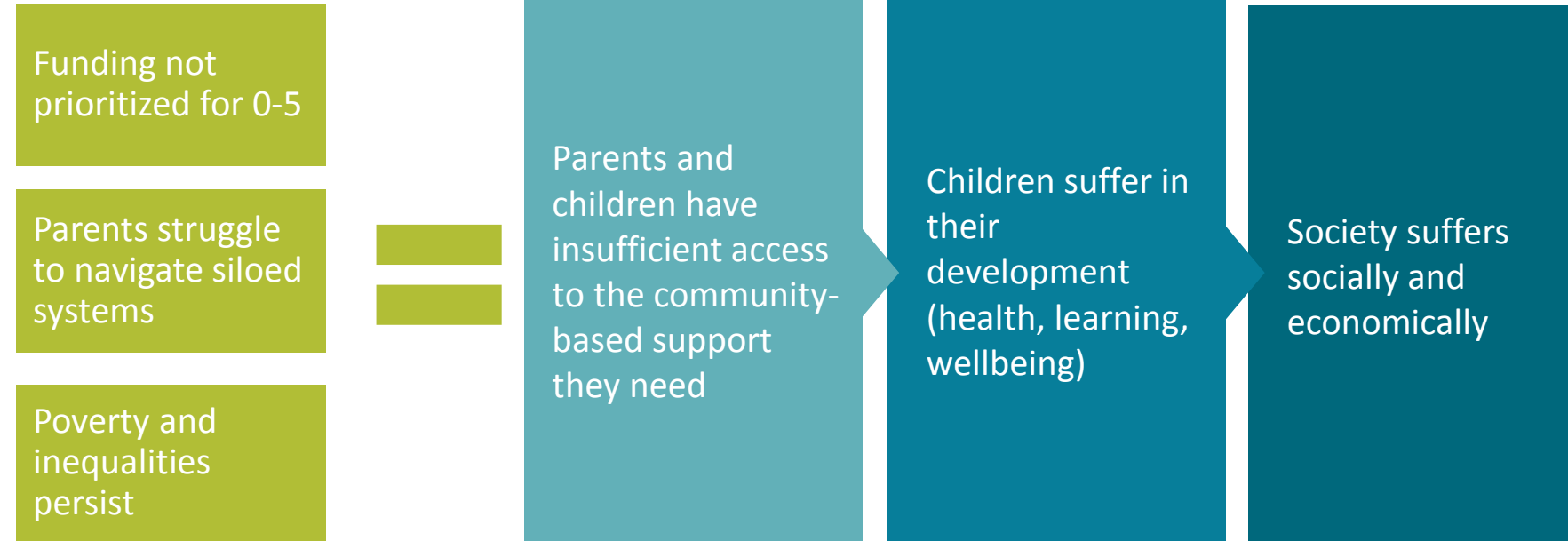


Life expectancy varies dramatically
from one neighborhood to the next:

- In the Bay Area, life expectancies across ZIP codes vary by as much as **13 years**
 - *The life expectancy in West Oakland is **67**, similar to countries such as Turkmenistan, Kazakhstan, and North Korea*
- In West Fresno, life expectancy is **>20 years lower** than in other parts of the city
- In Los Angeles, there's a **12-year gap** in life expectancy across neighborhoods




First 5s Understanding of CA's Challenge

Focusing energy and assets upstream, to have greater impact



Key First 5 Investment Areas

Mission: First 5 builds the early childhood systems and supports needed to ensure California's young children are **safe, healthy, and ready to succeed in school and life**

RESILIENT FAMILIES 	COMPREHENSIVE HEALTH AND DEVELOPMENT 	QUALITY EARLY LEARNING 
Prevention of abuse and neglect	High-quality prenatal and new family care	Access to quality infant/toddler care
Parent capacity-building and supports	Universal screening and early intervention	High-quality universal preschool
Safe, stable, and supportive neighborhoods	Mental health supports for parents and children	Linkages to mental health and other supports

Research demonstrates the transformative power of these programs.

Reframing the Early Childhood System

First 5 builds the early childhood systems and supports needed to ensure California's young children are **safe, healthy and ready to succeed in school and life**

MISSION

As a voice for the state's youngest kids, we bring together **partners** and **leverage multiple funding sources** to **strengthen systems of care** through:

- Communications
- Advocacy
- Collaboration
- Skill Building
- Innovation and Learning

So children and families have access to the community-based **supports** they need.

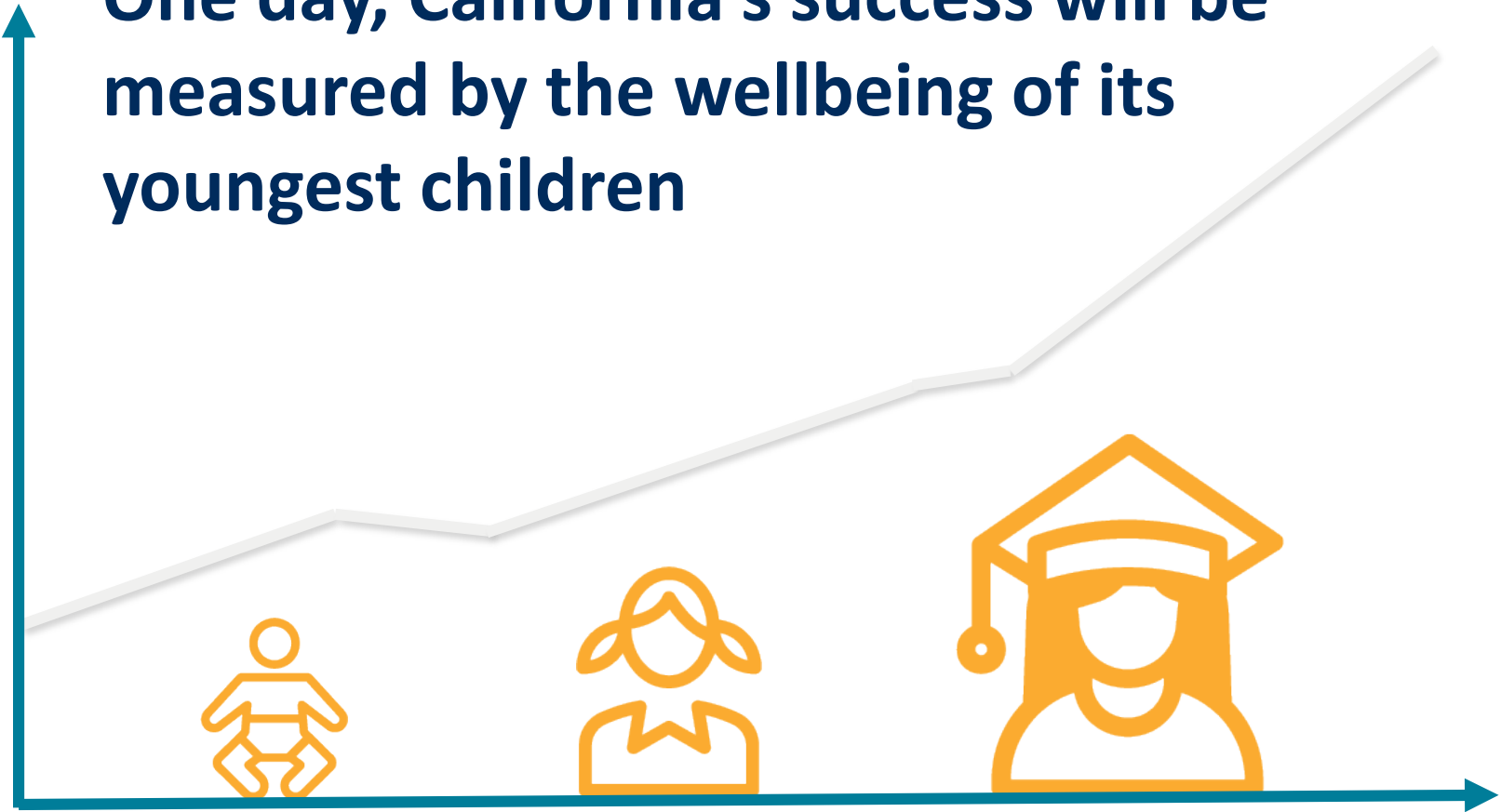


One day, California's success will be measured by the wellbeing of its youngest children

VISION

First 5 Vision Statement

One day, California's success will be measured by the wellbeing of its youngest children



Focusing on Sustainability

Our network strategy refocuses sustainability conversations on the strength and scale of the early childhood system – including First 5

- Valuing the **significant role of prevention** – both for family well-being and the **return on investment**
- Maximizing **federal funding leveraging** for core safety net services and systems
- **Optimizing public funding** matched to the highest and greatest need
- Identifying early childhood as a priority in all funding streams – housing, transportation, poverty reduction
- Looking to **new revenue streams** to bring programs to scale

Policy as the Key Lever for Change

Policy and advocacy must be a priority for everyone working in early childhood

- Policy solutions arise from the local level – from family and provider truth-telling about barriers and challenges
- Don't leave this work to other organizations or lobbyists – your experience is critical
- **Program leaders need to balance the focus on their successes and the urgent unmet need** – talking about how well you are doing can obscure the call for change

HMG Policy Successes

Acknowledging the complexity of CA's county-based system is important:

- HMG CA included in California's MCAH Title V Block Grant
- HMG singularly identified in First 5's 2018 policy agenda
- Legislative engagement
 - Letter(s) from CA legislative leadership to the CA Secretary of Health and Human Services and DHCS calling out Help Me Grow
- Formal participation in statewide policy bodies
 - Early Start Interagency Coordinating Council
 - CDC Advisory Committee

Our Goal: Early Intervention – not HMG

Most importantly, we show up as advocates for early intervention broadly, not Help Me Grow specifically

- Our communications focus on First 5 AND Help Me Grow as linked efforts to expand systems
- **Non-legislative engagement with Medicaid Managed Care plans**
- **We don't have a specific HMG funding ask at the state level, but focus on county-level funding and systems**
- **Example: Assembly Bill 11**
 - Addresses the inconsistency and misunderstanding about what constitutes a developmental screening
 - Brings California guidance around developmental screening into alignment with federal regulations

What does this mean for HMG in CA?

- While we talk internally about the core components, we talk externally about the utility of HMG for the broader system.
- We emphasize Help Me Grow as contributing to the strength of the early intervention system, not as a stand-alone initiative of First 5.
- We don't look for results from Help Me Grow, but we emphasize that Help Me Grow will ensure better results at the system level (Early Start, kindergarten readiness, K-12 Special Education)
- In other words – we want other programs and departments to benefit from our investment and our shared efforts.

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Please complete a brief survey!

