

Helping  
Napa County Children Reach  
their  
Greatest Potential



First 5 Napa County

2011-16  
Community  
Plan

**The 2011 First 5 Napa County, Children and Families Commission**

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Since 1999, First 5 Napa has invested \$14 million in local agencies to keep young children healthy, ready to learn and able to achieve. We are very proud of the supports and resources that First 5 has made available to families with young children through our community partners.

We are pleased to present First 5's Community Plan 2011-2016.

In 2010, the Commission began a planning process to understand the impact of the changing economic environment, to hear from the community how First 5 funds had made a difference, and to reflect on our own experiences as a funder over the past ten years. The 2011-2016 Community Plan integrates all that was learned and provides a set of refined and focused strategies to guide the Commission's work over the next five years.

We would like to thank all the community partners for their participation and feedback during this process. We are grateful for our partners' shared commitment and their vision for a community that supports young children to reach their highest potential.

We are proud of our partnerships with civic leaders, public and private agencies, school districts and community groups. Together with the many wonderful people and outstanding programs in Napa County we will continue to make a difference!

– FIRST 5 NAPA, OCTOBER 2011

## Table of Contents

<b><u>Napa County Geography and Demographics</u></b>	<b>1</b>
<b><u>History and Overview of First 5</u></b>	<b>5</b>
<b><u>Current Economic Challenges</u></b>	<b>7</b>
<b><u>Vision, Mission and Principles</u></b>	<b>9</b>
<b><u>Our Role: Convener, Facilitator and Funder</u></b>	<b>11</b>
<b><u>Planning, Funding and Accountability:</u></b>	<b>13</b>
<b>Program Activities and Outcomes</b>	20
<b>Fiscal Controls</b>	21
<b>Tobacco Prevention Policy</b>	21
<b><u>Focus Areas and Strategies</u></b>	<b>23</b>
<b><u>Conclusion</u></b>	<b>33</b>
<b><u>Endnotes</u></b>	<b>35</b>



# First 5 Napa County

## Napa County Geography and Demographics

Located within 50 miles of San Francisco, Oakland and Sacramento Napa County is part of the Greater Bay and North Bay regions of Northern California. Approximately 56% of all county residents live in the City of Napa, and the remaining 44% live in smaller cities in rural surroundings.<sup>i</sup> Highway 29 is the main thoroughfare for the county. The major population centers in the county are:

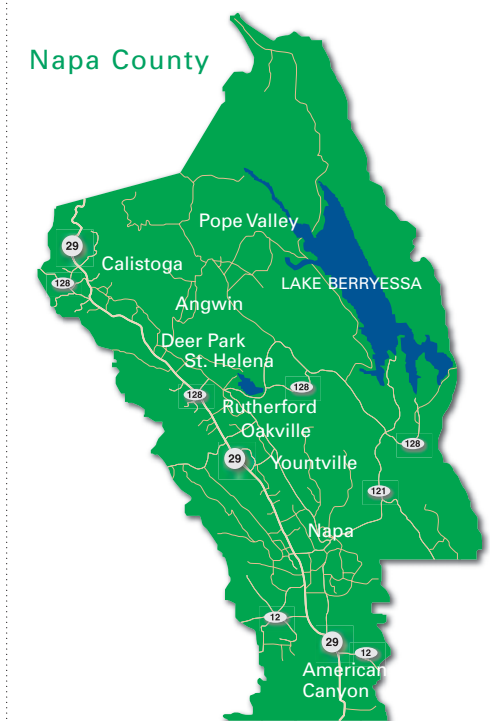
- **North County:** Calistoga, St. Helena, Deer Park, Rutherford, Oakville
- **East County:** Angwin, Pope Valley, Lake Berryessa
- **Central County:** Napa, Yountville
- **South County:** American Canyon

### Population Growth

From 2000-2010, Napa County experienced a population growth of 9.8%, comparable to the population growth of California during that time of 10%.<sup>ii</sup> The growth rate was the highest in the City of American Canyon (99%), with the next highest being the City of Napa (6%).<sup>iii</sup>

Population Growth in California, Napa County and Cities in Napa County - 2000 and 2010.

State/County/City	Total Population		Change 2000 - 2010	
	2000	2010	Number	Percent
California	33,871,653	37,253,956	3,382,303	10.0%
Napa County	124,279	136,484	12,205	9.8%
American Canyon	9,774	19,454	9,680	99.0%
Calistoga	5,190	5,155	-35	-0.7%
Napa	72,585	76,915	4,330	6.0%
St. Helena	5,950	5,814	-136	-2.3%
Yountville	3,297	2,933	-364	-11.0%

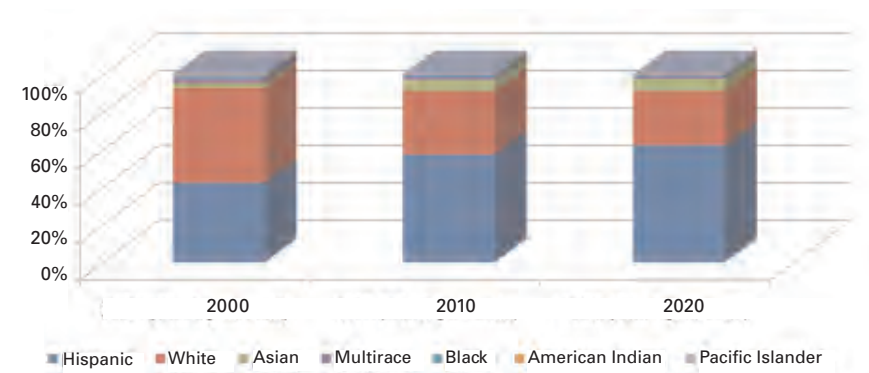


**Ethnicity**

Ethnic diversity continues to increase in Napa County. From 2000 to 2010 the percent of Napa County residents who identified as Hispanic grew from 24% to 33% and the percent of Asian residents rose from 3% to 6%. The percent of residents identifying as White decreased from 70% of the population in 2000 to 58% in 2010. These trends are expected to continue through 2020.<sup>iv</sup>

The increase in ethnic diversity in Napa County is more pronounced for children 0-5 than for the general population. In 2010, estimates show that the majority of young children in Napa County identify as Hispanic (57%) and this percentage is expected to increase to 62% in 2020. Also of note is the increase in the percentage of children 0-5 who identify as Asian. Though the numbers are small, the population has more than doubled from 2% in 2000 to 5% in 2010.

**Ethnicity of Children 0 to 5 years old in Napa County  
2000, 2010, 2020**



**Language**

The number of children who are learning English when they enter kindergarten and the variety of languages spoken by these children has increased in the past decade.

From the 2000-2001 school year to the 2009-2010 school year, the percent of kindergarten students in Napa County who were learning English rose from 38% to 43%, a 13% increase. For comparison, the state showed no increase, remaining steady at 36%.

**Languages Spoken by Children in Kindergarten  
in Napa County**

	2000 - 2001		2009 - 2010	
	Number	Percent	Number	Percent
<b>Primary Language</b>				
English	856	62%	891	57%
Spanish	506	37%	634	40%
Filipino (Pilipino or Tagalog)	3	0%	13	1%
Other Language	18	1%	31	2%
Total English Learners	527	38%	678	43%
<b>Total Enrollment</b>	<b>1,383</b>	<b>100%</b>	<b>1,569</b>	<b>100%</b>

In addition to the rise in the number of children learning English, the variety of languages spoken by the children has increased from 12 different languages in 2000-2001 to 24 different languages in 2009-2010.<sup>v</sup>

In order to serve all children 0-5 in Napa County, First 5 Napa has committed to increasing awareness, services, and resources that are culturally and linguistically appropriate. First 5 will continue to monitor the county's regions for expanding ethnic communities and work with its partners to develop and enhance services that meet changing needs.

### Proposition 10: The California Children and Families Act

There is hereby created a program in the state for the purposes of promoting, supporting, and improving the early development of children from the prenatal stage to five years of age. These purposes shall be accomplished through the establishment, institution and coordination of appropriate standards, resources and integrated and comprehensive programs emphasizing community awareness, education, nurturing, child care, social services, health care and research.

It is the intent of this act to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development. This system should function as a network that promotes accessibility to all information and services from any entry point into the system. It is further the intent of this act to emphasize local decision making, to provide for greater local flexibility in designing delivery systems, and to eliminate duplicative administrative systems.

The programs authorized by this act shall be administered by the California Children and Families First Commission and by county children and families first commissions. In administering this act, the state and county commissions shall use outcome-based accountability to determine future expenditures.<sup>xi</sup>

In response to research that shows a child's brain develops more during the first five years of life than at any other time,<sup>vi</sup> California voters passed Proposition 10: The California Children and Families Act in November 1998.<sup>vii</sup> The Act was designed to provide a comprehensive, integrated system of early childhood development services. Through the integration of health care, quality child care, parent education for all children 0 - 5 and effective intervention programs for families at risk, children and their parents and caregivers would be provided with the tools necessary to foster secure, healthy and loving attachments. These attachments will lay the emotional, physical and intellectual foundation for every child to enter school ready to learn and develop the potential to become productive well-adjusted members of society.<sup>viii</sup>



Proposition 10 added a 50 cent tax on all tobacco products to provide funds to support services for children 0-5 and their families.<sup>ix</sup> First 5 California distributes the funds to local communities through the state's 58 individual County Commissions. Eighty percent of the annual revenues are allocated to the 58 County Commissions, while the remaining 20 percent support the State's public awareness campaign, program and policy development and enhanced research and evaluation.

In April 1999, the Napa County Board of Supervisors appointed nine members to the newly established Napa County Children and Families Commission. In 2002, the Commission added "First 5" to its name in order to emphasize the importance of a child's first five years.<sup>x</sup> The First 5 Napa County Children and Families Commission is comprised of one member from the county Board of Supervisors, two members from within the management of the county's Health and Human Services sector, and six community members with an interest and expertise in early child development, education and health.

As of 2011, Proposition 10 generated approximately \$590 million annually and Napa County received approximately \$1.3 million for distribution to programs that serve children 0-5 and their families within the county.



# First 5 Napa County

## Current Economic Challenges

California voters passed the California Children and Families Act (Proposition 10) in 1998. The Act established a First 5 Children and Families Commission in each California county and authorized each Commission to fund locally-administered programs that address the needs of children ages 0-5 and their families. Proposition 10 quickly became an invaluable resource for counties, because investments are based on local decision-making to meet local needs.

During the past few years, the economy in California has changed considerably. To address unprecedented budget shortfalls in the state budget, the state legislature and the governor have each developed proposals to use First 5 funds. Several attempts to transfer First 5 funds have been proposed.

### Proposition 1D

As part of the 2008-2009 state budget, the California State Legislature included a special election on several budget reform ballot propositions. One of those propositions, Proposition 1D, "Budget Act of 2008. Children and Families Act: use of funds: services for children", was designed to shift funds from the county and state First 5 Commissions to the state general fund to pay for state-funded programs for children for five years. The proposition did not pass; two thirds of California voters voted against it.



### AB99

In March 2011, the governor of California signed AB 99 into law. AB 99 mandates that many county First 5 Commissions send one-half of their fund balance as of June 30, 2011 to the state for the general fund. AB 99 sweeps \$1 billion from First 5 Commissions - \$950 million from county Commissions and \$50 million from First 5 CA. Napa County maintains a fund balance of less than one year of funding and thus was exempted from contributing through AB 99. Even though First 5 Napa funds were not sent, the legislation alerted the Commission and the community to the vulnerability of the state and local First 5 funds. In response to passage of AB 99, several county Commissions throughout the state filed suit challenging the legality of AB 99 claiming it is inconsistent with the intent and purposes of Proposition 10. The outcome of AB 99 and any legal complaints are currently unknown.

With the cuts in state programs . . . .more children will be without services. While First 5 cannot fill all the gaps created, it is imperative that First 5 provide leadership in the community and act as a catalyst to rally other funders and donors around the issue.

- First 5 Napa County Community Survey, 2010



# First 5 Napa County

## Vision, Mission and Principles

The following vision and mission were established in 1999 by First 5 Napa and continue to guide the commission's decision-making and planning. The principles were updated in 2011 to reflect evolving funding priorities.

### Vision

All Napa County children will reach age six physically and emotionally healthy, learning, and ready to achieve their greatest potential in school.

### Mission

First 5 Napa will provide resources to support a comprehensive system of services that ensures children aged 0-5 of Napa County will enter school healthy and ready to learn.

### Principles

The following principles are intended to guide all of First 5 Napa's activities.

- Families are children's primary caregivers and first teachers.
- Children from diverse cultural and linguistic backgrounds, including those with special needs, may need special services.
- Children most at-risk and vulnerable to adverse experiences, disease, and inequalities may require special attention.
- Program excellence is demonstrated by programs that serve the community by (1) using best or evidence-based practices, (2) adequately and appropriately training staff and (3) focusing on outcomes, using results-based accountability.
- Preventative services and strategies are most effective.
- Multi-disciplinary and comprehensive services are most likely to achieve First 5 Napa County's goals and strategies.
- Opportunities to secure and/or leverage funding from other community, state and federal resources will be encouraged.
- Policy and system change efforts to support the healthy development and school readiness of all Napa County children will be a priority.



The vision, mission and principles guide all parts of the planning, funding and accountability processes undertaken by First 5 Napa.

I believe that First 5 does well with the programs funded. They know our community and serve it effectively.

- First 5 Community Survey, 2010



# First 5 Napa County

**Our Role:  
Convenor,  
Facilitator  
and  
Funder**

When the Commission began in 1999, the community had already begun working toward increased coordination and collaboration among the county's different geographic areas and welcomed First 5 to ensure the momentum was sustained.

After reviewing the results of community needs assessment in 2000, First 5 Napa opted to use its organizational resources to serve as a convenor, facilitator and funder in order to support the development of locally-led initiatives on behalf of children and families.

The importance of this role was reinforced by the feedback from the community partners in 2010. Initiatives where First 5 has acted in all three of its potential roles were rated the most effective. These included:

- Improving system support to connect programs, parents and children to needed services and providers.
- Improving access to affordable health insurance and health care linkages for uninsured families.
- Supporting family resource centers throughout the county.

First 5 Napa County often acts as a convenor, a facilitator and a funder as projects evolve from community ideas to funded programs. Several efforts over the past ten years have benefited from First 5 Napa County's willingness to invest staff time and resources to convene groups of interested participants, facilitate meetings to refine the ideas, sustain collaboratives as they seek funding, and develop funding partnerships to leverage funds from various sources.



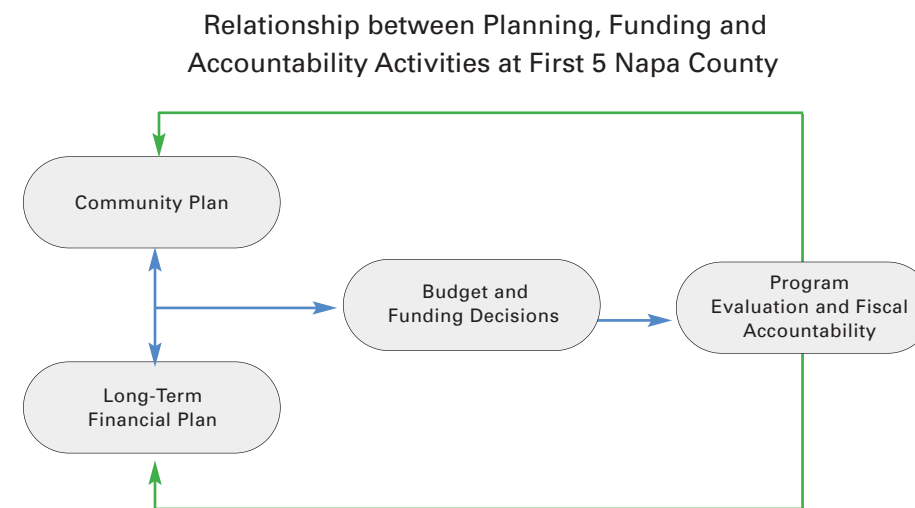
More information about First 5's role can be found in each of the focus area sections.

In addition to funding many needs, the agency acts as a central point of training and information for the community of providers serving children 0 - 5.

Provider, First 5 Community Survey, 2010



Planning and accountability activities are part of an ongoing process to ensure that budget and funding decisions support the needs of children 0-5 and their families. The primary planning tools, the Community Plan and the Long-Term Financial Plan, are used together to make decisions about how to distribute funds in the community. Program Evaluation and Fiscal Accountability inform the updates of both the Community Plan and the Long-Term Financial Plan. This process is outlined in the figure below:<sup>13</sup>



This section describes the:

- Community Planning Process that results in the development of the Community Plan and the Long-Term Financial Plan which provides the funds to support the focus areas identified in the Community Plan,
- Funding Process and how the Commission distributes funds, and
- Accountability Measures that the funded programs, First 5 Napa County and First 5 California undertake to ensure the resources are used effectively and appropriately.

## Planning

### Community Plan 2000 - 2010

In 1999, the Napa County First 5 Children and Families Commission began an extensive community planning process to better understand the needs of the community and how to support children 0-5 and their families. Over 100 parents, educators, child development and health care professionals met to share their vision of the future and to plan for ways to support and nurture Napa Valley's children and families. In addition, the Commission distributed a written survey to the larger community. Information from the gathering and the surveys was used to guide the Commission in the development of the Community Plan 2000.



### *Community Plan 2000 - 2010 continued*

A draft of the Community Plan 2000 was made available to the public for comment and an Advisory Committee of volunteers was convened to provide input to the Commission regarding the scope and direction of the plan. The Community Plan 2000 served as an important starting point for First 5 Napa's decision-making. During the past decade, the plan has been updated three times to incorporate new community data and funding strategies.

First 5 Napa County's Goal Areas were established in 2000 to align with the community input and First 5 California. From 2000-2010, First 5 Napa County distributed funds by these goal areas. Each of the goal areas was addressed with a wide range of community-developed strategies.

#### Goal Areas

- **Early Childhood Health:** Promote prevention, early identification and intervention in health and developmental issues.
- **Early Childhood Learning and Education:** Increase the quality of and access to early learning and education for young children ages 0 to their sixth birthday.
- **Parent and Community Education:** Provide information and resources to parents, families, and communities that strengthen and support families and ensure children the best possible start in life.

In 2009, the Commission undertook a more extensive planning process to understand its impact over the previous ten years and to plan for the next five years.

### **Community Plan 2011 - 2016**

First 5 Napa began the development of the 2011-2016 Community Plan with a two-year long strategic planning process based on an online survey of community partners, a series of briefings presented by community providers to the Commission, a review of community-wide data and the experience gained over the past 10 years of investing in local programs and initiatives.

### Community Survey

The planning process began with a survey of community partners—those who knew First 5's work. The survey was sent to 90 partners and 68 responded (76%). The commissioners met in March 2010 to review the key findings:

- **Broad and Long-Term Relationships with Community:** One third of the community partners who responded were collaborative partners who had not received funds from First 5 Napa County. Over half of all of the respondents reported they had maintained a connection to First 5 Napa over the past seven years.
- **Success in Addressing Goal Areas:** Community respondents reported that First 5 Napa's greatest impact was in the goal areas of Early Childhood Health (36%) and Early Childhood Learning and Education (32%).
- **Effective System-Level Efforts:** When asked about the most effective approaches, the respondents frequently noted approaches that focused on changing, strengthening and/or developing systems to address the needs of children 0 to 5 years old.
- **Guidance for Improving Impact:** Respondents' criteria for expanding the impact of First 5 Napa County included (1) focusing on what is important for children 0-5, (2) considering the potential for long-term impact and the number of children who would benefit and (3) addressing the needs/gaps.
- **Noted Areas of Strength in Funding, Facilitating, Convening and Communicating:** The respondents noted that First 5 Napa County is a responsible funder, excels at facilitating and convening and is exceptional at communicating with grantees.
- **Suggested Broader Community Reach and Changed Funding Model:** Areas to improve included expanding communication to the larger community and extending funding to cover multiple years.

First 5 Napa County is very thorough and thoughtful in assessing the county's needs and responding to those needs.

First 5 Napa County Community Survey, 2010

**Community Briefings**

After the Commission reviewed the survey findings, community conversations were held on a variety of topic areas to help the commissioners understand the needs and resources in each of the Commissions' goal areas. These conversations were held during the regularly scheduled commission meetings and included representatives from the entire county. Topic areas included:

- Family Resource Centers
- Child Health and Child Health Outcomes
- Early Childhood Mental Health
- Early Childhood Education

**Community-Wide Data Review**

To understand the needs of the Community, the Commission also reviewed several local assessments including:

- Identifying Priority Health Needs: Napa County Community Health Needs Assessment, October 2010.<sup>xii</sup>
- Napa County Child Care Planning Council Needs Assessment, 2010,<sup>xiii</sup> and
- Napa County Maternal, Child and Adolescent Health Needs Assessment, 2010-2014.<sup>xiv</sup>

**Experience Investing in Napa County**

After investing in programs and supports for children 0 to 5 in Napa County for ten years, First 5 Napa County has developed an understanding of how to invest effectively. Key findings included:

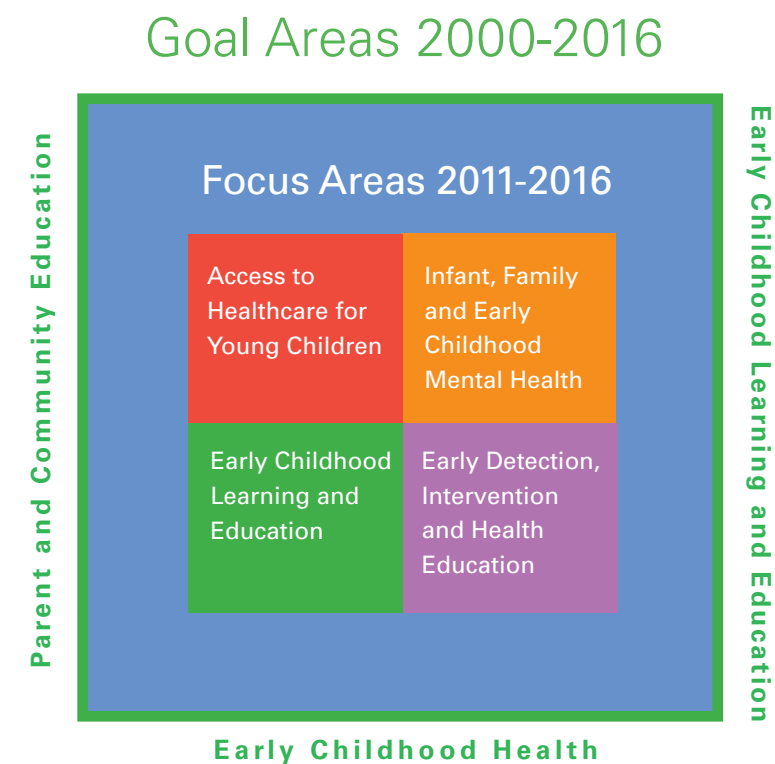
- **Benefits of relationship building:** The presence of good relationships was a common element in the successful investing. The staff and Commission noted the success of projects that brought coalitions together and the importance of the relationships in sustaining changes when funding changed or ceased. Sharing a common vision and understanding of the needs and the work to be done was successful in bringing together the Commission, funded programs and the broader community.

- **Multiple year funding:** The Commission's foray into multiple year funding began with Focused Funding Initiatives in 2005. These three year initiatives allowed for funds to be distributed to programs more effectively and efficiently. Staff noted a marked decrease in administrative tasks associated with the annual competitive process and funded programs repeatedly remarked on their own ability to enhance programs when the staff efforts could remain focused on planning and service delivery rather than the application for funding.

**Developing the Program Investment Plan**

In January 2011, the Commission began strategizing about how to respond to the community survey, the community conversations, and the priorities identified in the community data. After deliberation at the March 2011 board retreat, a Program Investment Plan was developed.

In order to accomplish the mission and vision for children and families and work toward the commission's goals, First 5 Napa County committed to a Program Investment Plan that includes four focus areas and several strategies that will be the foundation of its investment and work over the next five years.



For more information about the four focus areas and the associated strategies, please refer to page 23.

Planning,  
Funding  
and  
Accountability  
continued

**Long-Term Financial Plan**

The Long-Term Financial Plan along with the Community Plan provides a framework for Commission’s decision-making about how to best invest funds in programs and services in the community. The Financial Plan can be found on the Commission’s website at [www.first5napa.org](http://www.first5napa.org). In 2007, the first Long-Term Financial Plan was developed and adopted by the Commission and covered the period from FY 2007-2008 to FY 2010-2011. The 2011-2016 Long-Term Financial Plan was developed to support the mission, vision and principles outlined in the 2011- 2016 Community Plan.

**Funding**

**History**

For the first 10 years, First 5 Napa County funds were distributed through a competitive RFA process. This process occurred annually and funds were distributed for 12 month cycles.

In 2004, the Commission approved the use of sponsorships for one time short-term funding opportunities. In 2005, the Commission began using Focused Funding Initiatives, non-competitive grants given for three years based on (1) the applicant’s ability to further the goals of the Commission and/or (2) the availability of matching funds to increase the impact of the Commission’s investment.

**Refined Funding Process for 2011 - 2016**

**Sponsorships**

The Commission will continue to fund sponsorships over the next 5 years. Sponsorship amounts can be up to \$5,000. Throughout the year, applicants submit a "Request for Sponsorship Funds" to the Commission. The request describes the project or activity, explains the need and how the proposed project or activity furthers the goals of the Commission. Requests are brought by Commission staff to the Executive Committee for review and the Executive Committee makes a recommendation to the full Commission. Examples of previous sponsorships include: trainings, small projects, speakers, events and meeting facilitation. The process for Sponsorships is reviewed annually by the commission. Check the web site for current information and application materials: [www.first5napa.org](http://www.first5napa.org).

Planning,  
Funding  
and  
Accountability  
continued

<u>Sponsorships</u>	
<b>How to Apply</b>	Complete a "Request for Sponsorship Funds"
<b>Amounts</b>	Up to \$5,000
<b>Process</b>	Non-competitive
<b>Decision Process</b>	Recommendation by Executive Committee to full Commission
<b>Deadlines</b>	None, requests are accepted year-round

**Focus Area Funding**

Focus Area Funding is an updated competitive process building on lessons learned in the previous ten years of competitive funding. Organizations interested in applying for Focus Area Funding will attend a technical assistance workshop and submit a letter of intent. A complete application will be requested by the Commission for selected applicants. Funding amounts will vary from \$25,000 to \$150,000 in each of the focus areas.

Applications will be reviewed by the Finance and Funding Committee. Recommendations will be brought from the committee to the full Commission.

The process for the distribution of funds to the Focus Areas will be reviewed and updated by the Commission annually. Check the website for current information and application materials: [www.first5napa.org](http://www.first5napa.org).

<u>Focus Area Funding</u>	
<b>How to Apply</b>	Go to <a href="http://www.first5napa.org">www.first5napa.org</a> for updated information on RFA and funding process
<b>Amounts</b>	\$25,000 - \$150,000, depending on funding year
<b>Process</b>	Competitive
<b>Decision Process</b>	Recommendation by Finance and Funding Committee to full Commission
<b>Deadlines</b>	Vary, check website for details: <a href="http://www.first5napa.org">www.first5napa.org</a>

Planning,  
Funding  
and  
Accountability

continued

page 20

Reporting & Accountability

3

First 5 Napa compiles reports of activities and outcomes, including outstanding accomplishments, to First 5 California

2

Staff reviews and summarizes reports for review by the Commission.

1

Funded programs present activity and outcome reports to First 5 Napa.

Accountability

Because First 5 Napa County grants are comprised of public funds, First 5 Napa County adheres to established policies to ensure transparency and equity. Accountability applies to (1) funded programs, (2) First 5 Napa County, and (3) First 5 California.

Funded programs participate in the accountability efforts by documenting and reporting the information needed to demonstrate the effectiveness of the First 5 funds invested in Napa County. First 5 Napa County works with funded programs to gather the needed information and report to First 5 California. First 5 California's Results and Evaluation Division produces the annual report that is presented to the state legislature and tracks the outcomes achieved by First 5 California strategic initiatives.

Program Activities and Outcomes

Funded Programs

**Staff Support:** Each year First 5 Napa County provides funded programs with staff support to develop and implement accountability and evaluation measures. First 5 Napa County has a committed staff position to support evaluation efforts. The support provided includes a summary of the activities to be performed and the identification of measurable outcomes.

**Reporting:** Programs report the activity and outcome measures to First 5 Napa County at prescribed intervals. Generally, the reporting happens every six months, allowing for communication about how the program is progressing and highlighting areas of celebration or concern.

Annually, the reports from the funded programs are summarized for review by the Commission. The report generally includes a description of the programs, how each program is addressing the Commissions' priorities, a description of the activities and a summary of the program outcomes.

These reports and other community-wide data keep the Commission informed about how the funded programs are working toward the Commission's goals and alert them to emerging areas of need.

First 5 Napa County

First 5 Napa County staff and Commission are responsible for reviewing the program summary reports and monitoring the programs' activities, outcomes and fiscal management. Each year, First 5 Napa County reports program activities and outcomes to First 5 California and includes highlights from funded programs to showcase outstanding accomplishments.

First 5 California

First 5 California compiles the reports from all of the counties in the state and presents a summary to the California State Legislature. First 5 California is responsible for demonstrating the impact of the programs supported with First 5 funds and how the impacts are aligned with the original legislated role of First 5.

Given the current threats to First 5 funds from the California State Legislature and the Governor of California, excellent accountability and reporting is essential to the continued availability of funds to serve children and families in Napa County.

Fiscal Controls

First 5 Napa staff work with grantees to ensure the First 5 Napa funds are used appropriately and relevant fiscal records are maintained by all funded programs. First 5 Napa is responsible for reporting all fiscal information to First 5 California to verify to the state legislature that funds are being used to fund services and supports for children 0-5 in Napa.

As a result of revised fiscal auditing guidelines developed by First 5 California and the California State Controller's Office, First 5 Napa submits an Expanded Audit annually.

Tobacco Prevention Policy

The Commission acknowledges the hazards arising from the use of tobacco and the serious health risk associated with exposure to secondhand smoke. The Commission also supports the goal of Proposition 10 that tobacco taxes collected under the proposition will be used, in part, to reduce the harm caused by tobacco use, especially to pregnant women and children. To work toward that goal, First 5 Napa requires a comprehensive tobacco policy for each agency, organization or business that applies for funding. The Napa County Tobacco Education Program (NCTEP) partners with First 5 Napa to provide technical assistance, staff education and required signage for those who request it. In addition, First 5 Napa is collaborating with Community Action Napa Valley's Tobacco Education and Quit Smoking Program to support system-level changes to reduce tobacco use and exposure for children 0-5.

Planning,  
Funding  
and  
Accountability

continued

page 21

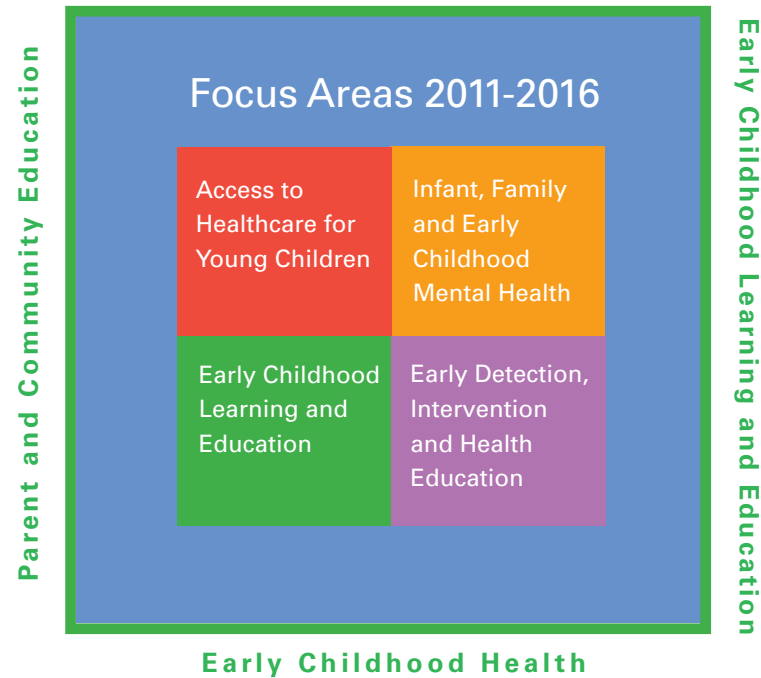
First 5 Napa's  
Statement on Supplantation

First 5 Napa funds shall be appropriated and expended only for the purposes expressed in the Children and Families First Act and shall be used only for new and innovative programs and services, or to supplement or expand existing levels of service. These funds cannot be used to support existing levels of service or be used to supplant state or local general fund money for any purpose.



Focus Areas and Strategies

Goal Areas 2000-2016



First 5 Napa recently completed a two year strategic planning process based on input from the community, local and statewide needs assessments and 10 years of investing in local programs and initiatives. The strategic planning process led to the development of four focus areas for funding.

This section outlines the key needs the Commission prioritized in each of the four focus areas and the strategies that will be funded over the next five years.

- Access to Healthcare for Young Children
- Infant, Family and Early Childhood Mental Health
- Early Childhood Learning and Education
- Early Detection, Intervention and Health Education

**Our Role:**

**Children's Health Insurance and Outreach**

First 5 Napa County recognizes the need to provide health insurance for children 0 to 5 years of age and has funded this need since 2005.

As a **funder**, First 5 Napa has paid for health insurance premiums for children 0-5 in Napa County and for outreach services to families through the Napa County Children's Health Initiative (Napa CHI) and local family resource centers.

1 First 5 Napa County

Access to Healthcare for Young Children

**A**ccess to healthcare is an ongoing need for children in Napa County. Though strides have been made in providing coverage, the Commission found ongoing gaps in families' ability to access the care they need for their children.

**Health Insurance Coverage**

Since 2005, the rate of health insurance coverage has improved for children 0-5 in Napa County. In 2009, the California Health Interview Survey reported that 100% of children 0-5 had coverage, up from 92% in 2005.<sup>xv</sup>

**Access to Healthcare**

Despite the expanded coverage, families reported a number of barriers to accessing healthcare:

- In a hospital survey of low-income Napa County families, over 20% reported the inability to get needed healthcare for their children.<sup>xvi</sup>
- A community health needs assessment identified barriers families and children have to accessing health services which included: <sup>xvii</sup>
  - Transportation to health care resources was a significant barrier for families seeking needed healthcare services
  - Finding a healthcare provider that speaks their language was reported as a barrier to accessing healthcare for 43% of residents.
  - Finding reduced-cost services and, for those who have some type of coverage including Medi-Cal, finding a provider who accepts the insurance was also reported as a barrier.



**Strategy**

The Commission noted the need to address the barriers to access so families can use the established healthcare resources in Napa County.

**Provide access to affordable health insurance and healthcare linkages, such as case management for utilization.**

Focus Area  
**2**

**Our Role:**

**Coordination of Mental Health Services for Children**

In 2011, First 5 Napa County **convened** local service providers to develop a comprehensive Infant-Parent Mental Health Services Matrix.

The matrix will outline which agencies provide services in each of the four areas of children's mental health services: Promotion, Prevention, Diagnosis/Early Intervention and Treatment.

This effort is intended to initiate a discussion of how to coordinate a system of early childhood mental health services in Napa County.



First 5 Napa County

Infant, Family and Early Childhood Mental Health

**D**uring the community briefings, one provider noted, "Health insurance is important...but when life is a mess you need mental health services first."<sup>xviii</sup> First 5 Napa County has a history of supporting early childhood mental health and the recent review of the community data reinforced the need to continue its investments in this area

- The local providers' voice was echoed in the research. "A key component of community health is 'recognizing the relationship between mental and physical health and ensuring that services account for the relationship.'" <sup>xix</sup>
- In the past two years, local providers report an increase in the percentage of women who report symptoms of postpartum depression (from 14% to 25%).<sup>xx</sup>
- It is estimated that 9% of children age 0-5 who live under 200% of the poverty level have a serious emotional disturbance or serious mental illness.<sup>xxi</sup>
- The 2010 Napa County Community Health Needs Assessment prioritized the need to focus on mental health, stating, "Mental and emotional health and its relationship to overall health...needs to be understood, addressed and ...provided for."<sup>xxii</sup>



**Strategies**

First 5 Napa County funding will address the need to integrate services and to train providers in evidence-based treatment models.

**Support the development of a community multidisciplinary collaborative and services.** Description of possible components: universal screening tool and process, centralized referral system, multidisciplinary services, further assessment as needed, mental health treatment, support and education to families, and specialized services.

**Provide training and education to increase the number of providers trained in strength-based relational models**

**Our Role:****Supporting Provider Education and Training to Increase Quality of Early Care Settings**

In an effort to improve the quality of care children receive in early care settings, First 5 Napa County supports efforts to improve provider education and training.

From 2000 to 2008, First 5 Napa County funded the Napa CARES program to provide incentives to early care providers who participated in training and educational opportunities.

When funds for Napa CARES were discontinued, First 5 Napa County **facilitated** a group of partners to continue to work on issues of child care quality in Napa County.

In 2010, First 5 California announced the availability of matching funds to train providers and First 5 Napa County **convened** the group of partners. Napa County CARES Plus program began in 2011. CARES Plus is specifically designed to encourage participants to work toward an associates and/or bachelor's degree in early childhood education.

**F**irst 5 California was founded on the premise of preparing children 0-5 for success in school. Early Childhood Learning and Education addresses the support caregivers need to provide quality care.

**Quality of Care**

- Teachers with bachelor's degrees and specialized training create rich learning environments and the children in their care achieve higher language scores, understand more words, demonstrate higher classroom involvement, and engage in more peer play.<sup>xxiii</sup>
- The Child Care Planning Council's 2010 Needs Assessment concluded that "there is a need for additional financial incentives and continued training opportunities for the early child care workforce in order to enhance education, retention and program quality, and improve compensation."<sup>xxiv</sup>

**Access to Quality Care**

- At-risk infants and toddlers from the poorest home environments benefit the most from high quality care, showing benefits into early adulthood.<sup>xxv</sup>
- Children who are learning English as a second language, children of color, and children whose parents did not earn a high school degree are less likely to attend preschool. When children are given the opportunity to attend quality preschool programs the achievement gap is narrowed.<sup>xxvi</sup>

**Strategies**

First 5 Napa County chose strategies to improve the education and training of caregivers and to provide access to quality care for children who are not being served.

**Support professional development and quality improvement of early learning and child care providers (birth to 5 years) through professional learning communities, trainings, technical assistance and education.**

**Support parents and children through education on parenting and early literacy. Support linkages from early childhood education to kindergarten and provide early childhood education experiences for those children with no prior experience.**



The quality of early education services needs to increase to address the negative effects that this recession is having on children.

Focus  
Area  
4

page 30

**Our Role:****Creating a Shared Vision to Address Childhood Obesity**

In response to the need to develop a community-wide approach to childhood obesity, First 5 Napa County **partnered** with Community Resources for Children to found the Children and Weight Coalition (CWC). CWC strives “to provide leadership for the community and serve as a resource for the development of inter-disciplinary, evidence-based strategies to promote children’s health through nutrition and physical activity” ([www.crcnapa.org](http://www.crcnapa.org)).

The CWC is comprised of key stakeholders who have an interest in children’s weight issues. The Coalition exists to address all aspects related to children and weight; such as, fitness and exercise, cooking and eating habits, and body image.

First 5 Napa County continues to support the Children and Weight Coalition as an active member.

## 4

# First 5 Napa County

## Early Detection, Intervention and Health Education

**T**his focus area addresses the themes that were found in several of the reviewed topic areas. Many of the areas reviewed by the Commission showed common needs for preventative health and perinatal services.

**Preventative Health**

- One-third of the children age 2-4 in Napa County who are served by low-income public health programs are overweight (17.3%) or obese (17.2%).<sup>xxvii</sup>
- In Napa County, one in three children age 0-5 did not visit a dentist in the last year.<sup>xxviii</sup> In California, 28% of children entering kindergarten suffer from untreated tooth decay, and 19% have rampant tooth decay.<sup>xxix</sup>

**Perinatal Care**

- In 2009, 16% of pregnant women did not receive prenatal care in the first trimester.<sup>xxx</sup>
- The percentage of low birth weight births has increased in Napa County from 5.9% in 2005 to 6.3% in 2009.<sup>xxxi</sup>
- In addition to having fewer resources, children born into poverty are at high-risk for both short and long-term health complications. In Napa County, it is estimated that in 2005, 9.9% of children were living in poverty.<sup>xxxii</sup>

**Strategies**

The Commission chose strategies that provide information and support to prevent many of the health, mental health and learning concerns that arise for young children and their families.

**Support prevention, education, outreach, screening, and early assessment and referral.** Topics of emphasis will include: nutrition, obesity, physical activity, oral health and family stability.

**Provide comprehensive perinatal (prenatal and postpartum) services for families.** Description of possible components: prenatal care and education, home visitation, breastfeeding, developmental assessments of newborns, parent education (including normal development, attachment and bonding), postpartum depression screening/referral/support/treatment, linkages to community support network and peer network.



page 31

**F**or the 2011-2016 Community Plan, First 5 Napa County has developed focus areas to describe the areas of interest for funding. These changes were prompted by four factors: attempts by the state to move First 5 funds from the county Commissions to the state legislature, input from community partners, review of the effectiveness of the past 10 years of First 5 Napa funding, and First 5 Napa's experience as a funder in Napa County.

The planning process undertaken to develop the Community Plan 2011-2016 highlighted the impact and value of First 5's various roles. Acting as a convener, facilitator and funder, First 5 Napa has been an important resource for agencies in Napa County. The current focus areas reflect the importance of supporting coordinated systems and providing quality services for young children and their families.

Over the past ten years, First 5's most successful efforts have been in partnership with the dynamic and committed agencies and providers who serve children 0-5 in the community. The Commission is committed to sustaining the relationships that result in positive changes for the children and families in Napa County.



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