



# First 5 San Mateo County: 15 Years for Kids!

## Who We Are

**First 5 San Mateo County** is dedicated to the healthy development and well-being of young children. Voters created First 5 Commissions in 1998 by passing Proposition 10, adding a 50-cent tax on tobacco products to create a guaranteed revenue stream for children. By voter mandate we are committed to improving children's health, school readiness and family functioning.

Proposition 10 funds established First 5 California (state commission) and 58 independent First 5 county commissions that provide locally-approved programs. **First 5 San Mateo County** provides services offered by no other agency with funds not provided by any other source.

## Who We Serve

**First 5 San Mateo County** serves children prenatally through age 5—infants, toddlers and preschoolers—as well as their parents and caregivers. First 5 supports children of all backgrounds, ethnicities, and income levels according to their developmental needs.

## Early Childhood:

### A Guaranteed Return on Investment

Children who enter school with the basic knowledge of math and language skills are more likely to experience academic success, attain higher levels of education and obtain employment.

A wealth of research proves that early childhood investments offer the greatest return—for the child, the family and the community. Nobel Prize winner Professor James Heckman calculates a return of at least 7-to-1 on early interventions.

*"The earlier the investment, the greater the return on investment."*



## First 5 San Mateo County: Our Goals are Clear

- Ensure all children will be healthy
- Prepare kids to enter school ready to achieve their greatest potential
- Support healthy parent-child relationships recognizing that parents are their child's first teacher

## Investing in Our Kids

Since its inception, First 5 San Mateo County has invested over **\$120 million** in local programs. These dollars have been used to serve over **63,180 children** ages 0-5, and **36,130 parents** and expectant parents **locally**. Through our funded programs and agencies, approximately **15,000 children and primary caregivers** are served every year!

## What We Fund

1. **Early Learning** - 2,400 children and 2,128 parents or family members participated in high quality preschool programs and family literacy activities to boost early math and reading skills.
2. **Developmental Screening & Special Needs** - 1,121 children were screened for developmental delays and other special needs. Parents of children with special needs receive services to access inclusive child care and/or preschool environments.
3. **Oral Health & Dental Care** - Although tooth decay is the most common preventable illness, oral health access remains one of the greatest needs for children in San Mateo County. The Oral Health Initiative has raised awareness of the importance of dental access and utilization. Recent data indicates a steady decline of children who have never been to a dentist.
4. **Supporting Families** - In partnership with First 5 funded agencies, 4,969 Kit for New Parents were distributed to expectant parents supporting parent education and family nurturing and development.
5. **Access to Health Care** - Through First 5's support of the Children's Health Initiative, San Mateo County is one of only 2 counties throughout the state that has no waiting list for children and the ability to insure every child.