

**FIRST 5 SAN MATEO COUNTY  
 PROGRAM, OPERATIONS AND PLANNING (POP) COMMITTEE MEETING**

DATE: November 7, 2016  
 TIME: 12:30 – 1:30 PM  
 ADDRESS: San Mateo County Office of Education, 101 Twin Dolphin Dr.  
 Superintendent’s Conference Room, 2<sup>nd</sup> Floor,  
 Redwood City, CA 94065

COMMISSION MEMBERS: Anne Campbell (Chair), Sandra Phillips-Sved, Dave Pine  
 PUBLIC MEMBER: Harvey Kaplan  
 STAFF: Michelle Blakely, Kitty Lopez

<b>AGENDA</b>		
1.	Approval of the November 7, 2016 Program, Operations and Planning Committee Meeting Agenda	Campbell
2.	Approval of the September 19, 2016 Program, Operations and Planning Committee Meeting Minutes (See Attachment 2)	Campbell
3.	Program Updates <ul style="list-style-type: none"> <li>▪ Measure A Strategic Planning</li> <li>▪ Big Data Meeting - October 27, 2016</li> <li>▪ Early Learning Facilities Taskforce Meeting – November 3, 2016</li> <li>▪ Early Learning and Health Policy: Senate Bill 792 (Mendoza)</li> <li>▪ Persimmony</li> </ul> (See Attachment 3)	Lopez / Blakely
4.	Update: Communications Implementation <ul style="list-style-type: none"> <li>▪ Website Survey Results</li> </ul>	Lopez
5.	Update: May 20, 2016 Special Commission Meeting Deliverables <ul style="list-style-type: none"> <li>▪ Primer Example</li> </ul>	Lopez
6.	Committee Approval of the 2017 Program, Operations and Planning Meeting Schedule (See Attachment 6)	Lopez
7.	Adjournment	Campbell
<b>NEXT MEETING: TBD</b>		

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**FIRST 5 SAN MATEO COUNTY  
PROGRAM, OPERATIONS AND PLANNING  
COMMITTEE TELECONFERENCE MEETING MINUTES  
Pursuant to California Government Code Section 54953  
September 17, 2016**

- **Commission Members:** Anne Campbell (Chair), Dave Pine, Sandra Phillips-Sved (Via Teleconference)
- **Public Member:** Harvey Kaplan M.D.
- **Staff:** Michelle Blakely, Kitty Lopez, Chonne Sherman

**1. Approval of the September 17, 2016 Program, Operations and Planning Committee Meeting Agenda**

**MOTION:** Phillips-Sved / Second: Kaplan  
Unanimously Approved

**2. Approval of the June 6, 2016 Program, Operations and Planning Committee Meeting Minutes**

**MOTION:** Phillips-Sved / Second: Kaplan  
Unanimously Approved

**3. Updates:**

**Strategic Communications and Implementation Plan**

Chonne Sherman provided the following update on communications activities as outlined in the Communications Implementation Plan:

**GOAL 1: COMMUNICATE THE IMPACT OF FIRST 5 SAN MATEO COUNTY'S STRATEGIC INVESTMENTS**

Impact Story Development: Staff is in the process of identifying 1 to 2 focus area/initiatives (such as the Children's Health Initiative) to highlight in impact stories, showcasing First 5 investments. Impact stories will be developed for each focus area and initiatives on an ongoing basis.

RSE is holding a Messaging Session with Staff on September 21st. The Messaging Mapping Survey results from both Staff and Commissioners will assist RSE and staff in developing comprehensive messages about First 5. This work will be used to inform the upcoming Staff / Commission Boot Camp. The Brand Boot Camp will focus on key messages. (Key Messages: credible short statements that address points of importance and Impact Stories containing more information that touch, inspire, motivate, challenge us; they help us understand and are used when you want to make a point or raise an issue)

Next Steps: Continue message development with Commissioners at the Brand Boot Camp (meeting scheduling in process); identify appropriate format for each story and identify and provide training for F5SMC media spokespersons.

Website Plan: A website survey will be sent to Staff, Commissioners and Grantees providing an opportunity for input for use in the website development phase at the end of

November. The content management system infrastructure, design, graphic and content will be in process from November 2016 with a website launch in May of 2017.

Social Media Plan: Plan will include an audit of where we are currently with our communications efforts – social media efforts and goals for where we want to be in the near future, and identifies the tools we want to use to get there.

Social Media Plan approval is scheduled for early October. New social media accounts such as Twitter and/or Instagram may be created as will monthly editorial calendars.

#### GOAL 2: POSITION FIRST 5 SAN MATEO COUNTY AS A THOUGHT LEADER

Key Message Development & Brand Bootcamp: At the Brand Bootcamp activities will include finalizing and agreeing upon key messages to ensure consistency and focusing on specific topic areas such as media training, social media and the website.

RSE will develop policies for handling media inquiries and event outreach to be approved by F5SMC.

Listening Tour & Champion Cultivation: Identify key influencers; create and maintain influencer events and opportunities, develop talking points and tools for champions, build impact stories that include champions and their constituents. The timeline for these activities is November through 2017.

Media Relations: Promote initiatives through news media; develop monthly media relations and editorial calendars; develop messages into media kits; monitor media and develop recommendations for PR opportunities. These activities commence in October 2016 and continue throughout the fiscal year.

#### GOAL 3: LEVERAGE PARTNERSHIP AS A KEY COMMUNICATIONS CHANNEL

Funded Partner Communications: RSE will convene a Grantee Communications Workgroup to discuss their role in communications and outreach and identify communications tools and resources for the development of a Partner Field Guide. The first of several meetings is slated to be held in early November. Grantee Partner Brand Training is scheduled for March 2017.

Leveraging Regional Resources: F5 Staff and RSE review F5CA and the First 5 Association's materials for local use on an ongoing basis such as a twelve month calendar of health topics for counties to use in developing outreach activities. RSE has access to this information and will incorporate into future communications activities as appropriate. The Association also houses a library of resources that can be customized for use by counties.

F5 staff continues to work with the statewide and regional communications groups F5SMC partnered with the F5CA Express Van. The exhibit focuses on early brain development featuring the Talk, Read, Sing campaign. The Exhibit houses an actual library for children; Express Van staff provide parents and children with educational giveaways. Over twenty parents signed up for a local Kit For New Parents.

UPCOMING: Statewide Advocacy Day is being planned for January of 2017. F5SMC will partner with the First 5 Association and the First 5 Bay Area Region in the planning of and participation in this event.

Commissioners and staff discussed reaching parents directly through the website, social media and through parental resources; materials provided to grantees by F5SMC. The new website will be in both English and Spanish and designed to be mobile friendly. The development of impact stories, telling a family's story was also discussed. F5SMC has an existing process of gathering success stories from parents through grantees. The documents used by grantees to obtain information from families is in both English and

Spanish and contained in the F5SMC Grantee Handbook. As we move forward with messaging and the development of impact stories, RSE will evaluate F5SMC's current process as part of the development of F5SMC Communication Processes and Procedures. Commissioners stressed the importance of telling stories that not only highlight successes and services received by parents, but also the ups and downs, challenges and struggles that parents have faced when navigating systems to obtain supports and services.

#### **May 20th Special Commission Meeting Deliverables**

Kitty Lopez provided an update on the progress that staff has made on the completion of deliverables from the May 20, 2016 Commission Special Meeting. A table was provided to Committee members demonstrating progress and activities still to be fully completed. Staff and Commission affiliations have been established, a master event calendar is in the process of being finalized and a new Commission meeting format is being considered. A Primer for Commissioners that provides basic, fundamental information for each of the focus areas as well as in depth resource links has been developed and will be presented to the POP Committee and to the Commission by January.

#### **4. For Review and Discussion:**

##### **Grantee Survey**

The Grantee Survey was distributed on January 11, 2016. The survey was a vehicle to obtain information and feedback on F5SMC funding mechanisms, the ITN (Intent to Negotiate), RFA (Request for Application), and RFP (Request for Proposal) grant application processes for current and future partners. The Survey was sent to applicants whom participated in F5SMC's funding process. A second survey will be released to grantees and the broader community in the future; this initial survey will provide a baseline. The Survey Executive Summary and a power point will be presented to the public and Commission at the September 26th Commission meeting.

##### **F5SMC Draft Policy and Practices Platform**

Michelle Blakely reviewed the Draft Policy and Systems Platform reviewing examples of current work, future work and roles for staff and Commissioners in the context of "lead, follow, cheer." F5SMC's work is similar to other counties as well as the policy work of the First 5 Association. Staff is also looking at identifying legislative bills that are in alignment with future policy work and the possible roles of Commissioners in this arena as well as identifying local policy efforts. One example discussed was local developmental screening practices and requirements that F5SMC started two years ago that is now a statewide effort. Additionally, F5SMC is going to become a Help Me Grow Affiliate County. A presentation highlighting the Watch Me Grow and Help Me Grow programs by Community Gatepath and Emily Roberts at an upcoming Commission meeting is being planned.

Michelle Blakely added that Jack P. Shonkoff, M.D., gave a concise presentation, The Impact of Early Experience on Childhood Brain Development at a recent convening hosted by Silicon Valley Community Foundation. To see the presentation go to:

<http://inequality.stanford.edu/publications/media/details/impact-early-experience-childhood-brain-development-jack-shonkoff>

Jack Shonkoff, M.D. is of the Julius B. Richmond FAMRI Professor of Child Health and Development at the Harvard T.H. Chan School of Public Health and the Harvard Graduate School of Education; Professor of Pediatrics at Harvard Medical School and Boston Children's Hospital; and Director of the university-wide Center on the Developing Child at Harvard University.

5. **Program, Operations and Planning Meeting Schedule**

The October 3rd POP meeting was cancelled. The next Scheduled meeting is on November 7, 2016, 12:30-1:30pm, San Mateo County Office of Education.

6. **Adjournment**

Commissioner Campbell adjourned the meeting at 1:28 p.m.

**Date:** November 7, 2016  
**To:** First 5 San Mateo County Program, Operations & Planning Committee  
**From:** Kitty Lopez, Executive Director  
**Re:** Review and Discussion

- **Program Updates and Highlights: Measure A Strategic Planning; Big Data Project; Early Learning Facilities Taskforce; Early Learning and Health Policy and Persimmony**

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**ACTION REQUESTED**

Review and Discussion

- Program Updates and Highlights: Measure A Strategic Planning; Big Data Project; Early Learning Facilities Taskforce; Early Learning and Health Policy and Persimmony

**BACKGROUND**

- Program Updates and Highlights are provided as brief illustrations of the work addressing the Commission’s Strategic Plan 2015-2020 in the focus areas of: Early Learning, Family Engagement, Child Health and Development and Policy, Advocacy and Communications.

**PROGRAM UPDATES AND HIGHLIGHTS**

- Measure A Strategic Planning: F5SMC is participating as a strategic thought partner in developing recommended strategies and systems enhancements for children 0-5.
- Big Data Project - October 27, 2016 Meeting: Supervisor Warren Slocum hosted the Kickoff for this F5SMC and Bella Vista Foundation funded research project with over 20 participating agencies in attendance. Questions potentially answered by the research project could/will have client services, organizational and public health policy implications **(See Attachment 3A)**.
- Early Learning Facilities Taskforce – November 3, 2016 Meeting: Verbal Update
- Early Learning & Health Policy: Senate Bill 792 (Mendoza)-*Child Care Employee and Volunteer Immunization and Tuberculosis*. Legislation passed in October 2015 affecting Child Care Centers and Family Day Care Homes. F5SMC will lead an effort with the Child Care Partnership Council to provide advocacy and clarity for the new legislation.
- Persimmony: The online Grants Management and Data Collection Implementation is underway. System demonstrations for staff and grantees will be held in early-mid November; Grantee training on Scopes of Work, Budgets, Fiscal Invoicing and Client Data Entry is scheduled for early-mid January and Program Report Submission training is scheduled January- February 2017.

**ACTION REQUESTED**

Review and Discussion

- Program Updates and Highlights: Measure A Strategic Planning; Big Data Project; Early Learning Facilities Taskforce; Early Learning and Health Policy and Persimmony

**PROMOTING THE HEALTHY DEVELOPMENT OF LOW-INCOME CHILDREN AGES 0-3  
IN SAN MATEO COUNTY**

**About the Research Project** This research project started as a partnership between The John W. Gardner Center for Youth and Their Communities at Stanford University (Gardner Center), Bella Vista Foundation, and First 5 San Mateo County, who came together around a shared interest in promoting the healthy development of low-income children ages 0-3 in San Mateo County. The Gardner Center is engaged as a research partner.

The project's goals are to:

- Improve understanding of service receipt and outcomes for low-income families with children ages 0-3 in San Mateo County
- Strengthen cross-agency coordination and collaboration
- Inform programmatic and policy decisions

**Research Strategy** This project utilizes a cross-sector integrated data linking strategy; that is, we bring together program participation data from multiple agencies to create a rich, cross-agency data set. Through analysis, we can gain a more comprehensive understanding of the services children and families receive, as well as their outcomes. In addition, by examining longitudinal data, we can study children's trajectories over time.

**Examples of Questions We Could Potentially Answer** Linking program data across agencies allows us to explore many interesting and important questions, depending on the data available and partners' interests.

- What are the characteristics and needs of the families we serve?
- What do we know about families not connected to services?
- What might be the reasons some families are not connected?
- Are there combinations of services (clusters) that families tend to access frequently?
- What happens to families making transitions across agencies and over time?
- How do services interact to promote positive outcomes for children?
- Are there particular risk factors associated with lower probabilities for positive outcomes?

**Questions?** For more information about the study, please contact Research Associate Hadar Baharav at [Hadarb@Stanford.edu](mailto:Hadarb@Stanford.edu).



**Date:** November 7, 2016  
**To:** First 5 San Mateo County Program, Operations & Planning Committee  
**From:** Kitty Lopez, Executive Director  
**Re:** Committee Approval of the 2017 Program, Operations and Planning Meeting Schedule

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**ACTION REQUESTED**

Committee Approval of the 2017 Program, Operations and Planning Meeting Schedule

**BACKGROUND**

Prior to each New Year, Committee Members develop their respective Committee schedules for the coming year, which are then approved by the full Commission.

Attached for review and approval is the Draft 2017 POP Meeting Schedule which has been developed based on the 2016 schedule. Meeting dates that deviate from the first Monday of each month are due to holiday conflicts (**See Attachment 6A**).

**ACTION REQUESTED**

Committee Approval of the 2017 Program, Operations and Planning Meeting Schedule



## 2017 First 5 San Mateo County Mtg. Overview Calendar (DRAFT)

<i>*Meeting Schedule Deviations Are Due to Holidays or Scheduling Conflicts</i>				
2017	<b>Commission Meeting</b> 4th Monday 4:00pm - 6:00pm	<b>Finance &amp; Administration</b> 2nd Monday Bi-Monthly 9:00am – 10:00am	<b>Program, Operations &amp; Planning</b> 1st Monday 12:30pm - 1:30pm	<b>Early Childhood Evaluation</b> 3rd Monday 3:30pm – 5:00pm
<b>January</b>	1/23		1/2	
<b>February</b>	2/27		2/6	
<b>March</b>	3/27		3/6	
<b>April</b>	4/24		4/3	
<b>May</b>	5/22		5/1	No Meeting
<b>June</b>	6/26		6/5	
<b>July</b>	7/24		7/10 (7/3 Monday before 4th of July)	No Meeting
<b>August</b>	8/28		8/7	
<b>September</b>	9/25		9/11 (9/4 Labor Day)	No Meeting
<b>October</b>	10/23		10/2	
<b>November</b>	11/27		11/6	No Meeting
<b>December</b>	TBD		12/4	No Meeting

### Finance & Administration

Michael Garb  
Lee Michelson, Chair  
Iliana Rodriguez

*Public Members\**

### Programing, Operations & Planning

Anne Campbell, Chair  
Dave Pine  
Sandra Phillips-Sved  
Harvey Kaplan\*

### Early Childhood Advisory

Michael Garb  
Neel Patel  
Pam Frisella, Chair  
Louise Rogers

*Public Members TBD\**