

First 5 Sonoma County Commission
COMMISSION MEETING MINUTES
March 25, 2019
Santa Rosa, CA

I. Call to Order

The First 5 Sonoma County Commission met this date in regular session.

Commission Members: Supervisor Lynda Hopkins, Michele Rogers, Jennielynn Holmes, Cynthia Murray, Jeff Miller, Socorro Shiels,

Absent: Kelly Bass Seibel, Barbie Robinson, Karen Fies

Staff: Angie Dillon-Shore, Kate Pack, Leah Benz, Carla Denner

Vice Chair Michele Rogers called the meeting to order at 3:35pm. Commissioners Hopkins and Holmes had not yet arrived. A quorum was not present, agenda items were moved accordingly.

II. Public Comment on Non-Agendized Items

No public comment

III. Presentation: California Strong Start Index

Angie Dillon-Shore reported that the First 5 Association and Children’s Data Network have launched the California Strong Start Index (CASSI) to help policymakers, funders and service providers support children 0-3. This tool helps to support the strategic deployment of resources early and where they are needed most. It includes unique data around place-based conditions at birth and is methodologically sound; meaning scores are strongly related to certain negative outcomes, (ex: probability of involvement in CPS).

CASSI is an asset-based index – the basis for an individual baby’s score is the number of assets of the 12 indicators from birth records and other universally available data that are shown to be related to short and long term positive outcomes:

FAMILY

1. Legal parentage established at birth
2. Born to non-teen parents
3. Born to parents with at least a High School degree

HEALTH

4. Healthy birth weight
5. Absence of congenital anomalies, abnormalities, or complications at birth
6. Absence of a transmissible (mother-to-child) infections

SERVICE

7. Access to and receipt of timely prenatal care
8. Receipt of nutritional services (WIC) if eligible
9. Hospital with high percentage of births with timely prenatal care

FINANCIAL

10. Ability to afford and access healthcare
11. Born to a parent with a college degree
12. Born to parents with employment history

Across the state, of the 485,000 babies born in 2016, the average for CA was 8.8 assets. Sonoma County’s average is 9.03, very close to the state average. The full tool including the documentation of methodology

is available at strongstartindex.org. The index elevates how critical it is that to invest in children at the earliest possible time, when the window of opportunity for a strong start is the biggest that it will ever be for the rest of a child's life. Ms. Dillon-Shore encouraged commissioners to visit the website and check out the tool.

Commissioner Rogers asked if the tool showed which assets were missing for most children, information that could be used to promote investment in specific areas, and if certain assets were weighted differently. Commissioner Murray asked if there was baseline data to measure growth, and if there were financial resources in place to continue collecting this data, and if this report could be shared with Health Action members.

IV. Staff Update

Supervisor Hopkins arrived at this time.

Kate Pack shared two First 5 Sonoma County radio ads currently playing on local radio stations. One promoting *Help Me Grow* messages and one promoting *Talk Read Sing*. Both are playing in English and Spanish and can be heard on:

- FROGGY 92.7, HOT 101.7, Exitos 98.7, KRRS 105.7, KJOR-FM
- Comcast digital video and TV (Talk Read Sing)

Angie Dillon-Shore reported her new participation on the Mental Health Services Act (MHSA) Steering Committee. Her presence on the committee is important to ensure the expenditures of MHSA dollars continue to support to the needs of children prenatal to 5. Current MHSA contractors serving 0-5 are Early Learning Institute, Child Parent Institute and Petaluma People Services Center. The Commission leverages funding for evaluation and Triple P training and also convenes the partners to promote collective impact. There will be a new procurement for funding for FY 19-20.

Commissioner Murray asked how the Commission can support this work. Ms. Dillon-Shore will draft a letter for commissioners to send, along with a template that can be used by other organizations. Commissioner Rogers asked commissioners to attend MHSA Board Meetings to continuously re-educate members about prevention and the needs of the 0-5 population.

Angie Dillon-Shore shared staff have been working with the Santa Rosa Metro Chamber and 4Cs to engage employers around the Employer Supported Child Care initiative and shared the Chamber's new fact sheet regarding this effort. Additionally she invited commissioners to attend a series of events related to this work:

- *No Small Matter* screening for elected officials and community leaders, SR City Council chambers, 4/11, hosted by the Chamber
- Employer-Supported Child Care: Panel & Breakfast, 4/24, hosted by the Chamber and collaboratively planned with 4Cs and First 5
- Panel: Strategies to co-locate child care with affordable housing – TBD/May

Angie Dillon-Shore reported that First 5 will be supporting the Sonoma County efforts to ensure an accurate count of children 0-5 for Census 2020. Children 0-5 are the largest undercounted group, with 70% undercounted in CA in the last census. Census numbers are the basis for federal funding like WIC and Head Start and federal pass-through monies that fund CalWORKs and CalFresh. The First 5 Association is convening an event to launch the work around ensuring accurate counts of children 0-5. Ms. Dillon-Shore will be working with the United Way of the Wine country and Community Action Partnership and will report back any additional needs for support.

V. Consent Calendar

Approve February 25, 2019 Commission Minutes.

MOTION: MURRAY/SHEIELS

AYES: HOPKINS, MILLER, ROGERS

NOES: NONE

ABSTAIN: NONE

RECUSE: NONE

VI. Evaluation Committee Update: Presentation of *Community Indicators Snapshot*

Commissioner Holmes arrived at this time.

Sarah Illing from Learning For Action presented the 2019 First 5 Sonoma County Community Indicators Snapshot. The goal of this document is to understand current needs, inform strategic planning, track county-level change over time, and identify key learning questions for potential exploration.

The selected indicators are:

- **Kindergarten Readiness** - *% of children assessed as ready when entering kindergarten*
Current finding: *2 out of 5 kindergarteners in Sonoma County entered kindergarten "ready to go" in 2018-19*
Trend to watch: *We continue to see a disparity in kindergarten readiness according to children's home language.*
- **Early Care Quality** - *% of sites participating in Quality Counts*
Current finding: *59 of 150 licensed child care centers participate in Quality Counts (39%) and 34 of 324 licensed family child care centers participate in Quality Counts (10%)*
Trend to watch: *Sonoma County exceeds state averages for participation.*
- **Healthy Birthweight** - *% of babies who were not born at low birthweight*
Current finding: *94% of newborns were not low birthweight in Sonoma County in 2016.*
Trend to watch: *Over time, Sonoma County has had a higher rate of infants not born at low birthweight than California.*
- **Children's Health Insurance Coverage** - *% of children under 6 years old with health insurance*
Current finding: *97.4% of Sonoma County children in 2017 under 6 years old were insured and 2.6% were uninsured*
Trend to watch: *There appears to be a recent decrease in Sonoma County health insurance rates – however, we would need more information and a longer timeframe to confirm a trend.*
- **Dental Visits** - *% of low-income children, ages 0-5, who have visited a dentist in the last year*
Current finding: *32% of low-income children ages 0-5 had visited a dentist in the last year in Sonoma County in 2016.*
Trend to watch: *Sonoma County ranks as #22 in the State of California*
- **Child Abuse and Neglect** - *Reports of substantiated abuse or neglect per 1,000 children*
Current finding: *16.2/1000 children under 1 in 2017*
Trend to watch: *Sonoma County's rates of child maltreatment substantiations are lower than CA's rates.*

Commissioner discussion included questions around the Kindergarten Readiness indicator using findings from the READY project. Commissioners learned they will be hearing a report from READY staff at the April meeting and decided to table those questions until that time. Additionally Supervisor Hopkins asked about risk factors for a child born at low birthweight. Dr. Miller responded drug use, nutrition, maternal stress,

and socio-economic factors can affect birthweight. Commissioner Rogers commended the Commission for the investments in oral health that have resulted in high numbers of children 0-5 seeing a dentist.

Commissioner Rogers invited a motion to accept and approve the *Community Indicators Snapshot*.

MOTION: MILLER/SHIELS

AYES: HOPKINS, MILLER, ROGERS, HOLMES

NOES: NONE

ABSTAIN: NONE

RECUSE: NONE

VII. Transition Update and Consultant Contract Amendment

Angie Dillon-Shore reported the First 5 Ordinance was adopted by the Board of Supervisors on 3/19/19. Ordinance adopted 3/19/19. Changes for the commissioners include the Health (DHS) and Human (HSD) Services Department heads will now be able to use designees for their commission seat, terms shortened, and the Board of Supervisors will continue to appoint commissioners. Upcoming needs include a recruitment to replace Commissioners Murray & Miller who will have termed-out and the bylaws will be reviewed in May.

Job descriptions and salary ranges were approved in closed session in February. Offers were made to all staff. All staff are choosing to remain in County, DHS is identifying landing spots. Staff won't transition until the end of June and are working together to document all work streams, organize all digital records, and create detailed onboarding plans. Ms. Dillon-Shore shared her recruitment plans and contracting with HR Matrix to assist with the heavy recruitment needs.

Staff recommendation:

Amend HR Matrix's current contract that goes through June 30, increasing the maximum amount to \$30,000.

Ms. Dillon-Shore then shared she has secured an Employer Identification Number (EIN) and is ready to establish bank accounts to make a transfer of funds from the treasury. DBM is advising on an investment policy for the Commission and managing the selection of accounting software with the goal to set up by 5/1 and run redundant accounting systems 5/1-6/30.

Due to the large up-front cost for a software system and the aggressive timeline to get it implemented, DBM has agreed to make the payment to the selected vendor on First 5's behalf.

Staff recommendation:

Amend DBM's contract to increase it to up to \$50,000.

MOTION: MURRAY/HOPKINS

AYES: SHIELS, ROGERS, MILLER, HOLMES

NOES: NONE

ABSTAIN: NONE

RECUSE: NONE

VIII. Policy Update

Angie Dillon-Shore invited Commissioners to attend the 2019 First 5 Advocacy Day at the Capitol – April 30. She shared her activities regarding legislative advocacy around the following bills:

- SB 234 (Hurtado) – Family Day Care Homes, allow large FCCH in residential neighborhoods

- AB 1004 (McCarty) – Developmental Screening – ensure best practice by pediatricians and increase screening rates by ensuring that MediCal can be billed
- Assembly Res 1 (Bonta) – Immigration/Public Charge, resolution condemning changing the public charge rules that would undermine access to safety net programs for children and families

IX. Adjourn

Angie Dillon-Shore shared that April's meeting will include a closed session and will likely end at 5:30. Commissioner Holmes requested calendar requests be sent for Commission meetings. Commissioner Murray raised concerns that there may be a need for a July Commission meeting.

The meeting was adjourned at 4:55pm.