

**Executive Director/Staff Report  
January 2018**

**FIRST 5 MARIN:  
COMMUNITY INVESTMENTS  
IN EARLY CHILDHOOD**



**Annual Reports** – First 5 Marin’s Annual Report to the community for FY 2016-17 has been finalized and will be presented to the commission at the January meeting. We will also post it online. (If any commissioners would like extra copies for distribution, please pick up at First 5 Marin or contact [Michelle@First5Marin.org](mailto:Michelle@First5Marin.org).)



**Marin Communications Forum –**

- **Cannabis: Health Issues for Children and Families.** Over 120 people attended this forum on November 20<sup>th</sup>. (Powerpoints are available from [Michelle@First5Marin.org](mailto:Michelle@First5Marin.org).) At this forum, Inge Lundegaard from Marin County **Community Development Agency** presented a summary of state law, local ordinances and federal enforcement. **Public Health Officer, Dr. Matt Willis**, presented health concerns for pregnant women and breastfeeding mothers, dangers of “edibles” that look like candy, plus the dangers of THC on developing brains and for teens/young adults, as well as impaired driving, poisoning, pesticides and other health concerns. Melissa Struzzo from **Health and Human Services** provide public education and outreach efforts, including the new website from the CA Dept. of Public Health: “Let’s Talk Cannabis” (see <https://www.cdph.ca.gov/Programs/DO/letstalkcannabis/Pages/LetsTalkCannabis.aspx>)

The video for this event may be viewed at: <https://youtu.be/JXEKx5XH558>

**MAKING ENDS MEET in MARIN--**



*Dr. Robert Eyler, chief economist, and Robin Sternberg, CEO, from the Marin Economic Forum discuss “Making Ends Meet in Marin” to a full house on December 4<sup>th</sup>.*

- **Making Ends Meet in Marin.** About 150 people attended this forum on wages, housing and child care in Marin on December 4th. **Cynthia Murray**, President & CEO of the **North Bay Leadership Council** gave the opening remarks; **Robert Eyler, PhD**, chief economist for the Marin Economic Forum, made a great presentation about the struggle between wages and the high cost of living in Marin-- and what it takes for a family to be "self-sufficient" in Marin County. (Powerpoint available from [Michelle@First5Marin.org](mailto:Michelle@First5Marin.org).) **Robin Sternberg**, the new CEO of the **Marin Economic Forum**, offered the closing remarks.



This event was covered in the [Marin Independent Journal](#); and First 5 Marin’s executive director, Amy Reisch, had a related opinion editorial published. (See links in “Media” below.)

The [VIDEO](#) for this event is available online at:

<https://www.youtube.com/watch?v=rbDOI7FHSJY&feature=youtu.be>

Michelle also made a small print publication for this event with data and infographics as well as policy statements about the high cost of housing and child care in Marin, and the challenge of making ends meet. This document is available for distribution and sharing.



- January 19 (tentative) – State Senator Mike McGuire and Asm. Marc Levine (*pending*)
- **February 26<sup>th</sup> – Common Sense Media:** Smartphones, Internet, Social Media & Safety
- **March 26<sup>th</sup> – Race Counts**—a report by **The Advancement Project**, finding that Marin County is #1 for disparity by race
- **April 30 – Childhood Poverty: How Safe is the Safety Net?** (presented by the Public Policy Institute of California)
- **May 21 – Early Childhood Mental Health**

**Media –**

- **“Marin’s ‘housing crisis on steroids’ focus of San Rafael forum” – Marin Independent Journal**  
<http://www.marinij.com/business/20171204/marin-housing-crisis-on-steroids-focus-of-san-rafael-forum>
- **Marin Voice: For too many, it’s hard making ends meet in Marin – by Amy Reisch**  
<http://www.marinij.com/opinion/20171202/marin-voice-for-too-many-its-hard-making-ends-meet-in-marin>

**Regional Communications** – Michelle coordinated a meeting of the regional communications staff on January 10<sup>th</sup> in Alameda. The group met Jess Berthold, the new communications director for the First 5 Association, and discussed communications plans at the state/regional levels, new plans to incorporate more public policy in our communications efforts, coordination with First 5 California, opportunities with Univision and Pandora, the First 5 Summit, and the 20<sup>th</sup> anniversary of First 5 (November 2018).



**Sesame Street partnership** – Reminder that the First 5 Association has partnered with “Sesame Street in Communities” on free booklets called, “**Care, Cope, Connect: Comforting and Supporting Kids During Community Stress.**” The booklets have activities for reducing stress and making a child feel safe, plus information for parents; they are available for immediate distribution. Call First 5 Marin for free paper copies (bilingual English/Spanish) or you can download copies in four languages at: <http://first5association.org/care-cope-connect/>.

**OTHER ACTIVITIES**

December was a relatively quiet month, however Amy continued working with the Marin Community Foundation and the Immigrant Legal Resource Center on a training for lawyers in Marin similar to the training for eligibility workers and certified enrollment counselor, though focused more on the legal ramifications of enrollment. We hope to have a plan and time-table for the training ready to go in February.

The Help Me Grow leadership group met in December to plan for a retreat in January and a launch to the detailed planning effort for Help Me Grow Marin. That meeting will be on January 10<sup>th</sup>.

A joint meeting of First 5 Association, Rise Together Early Education Committee, Silicon Valley Foundation’s “Choose Children” campaign, Marinkids, All In Alameda, Santa Clara County Strong Start for Children and others met to discuss how we can coordinate, share resources and align our messaging around the various early education campaigns being launched and/or implemented in the Bay Area.

Amy attended a debrief for the KSEP pilot with the participating teachers and MCOE staff. MCOE will present the results at the January meeting.

**Meetings**

First 5 Association Advocacy Committee	Marinkids Board Meeting
ECE Work Group/Rise Together	Early Childhood Education Partnership
Marin Strong Start Coalition	
Rise Together/First 5 Association Public	

