



**Executive Director/Staff Report  
October 2017**

**PUBLIC POLICY AND COMMUNICATIONS**

**Annual Reports** – Amy and Michelle have been working on the Annual Report to the State Commission online. Michelle is working with a graphic designer on the report to the community, which will be presented to the commission in January.

**First 5 Express** – The “First 5 Express” will be returning to Marin County in mid-November—with a bilingual library for preschoolers, karaoke for kids, and parent information. Michelle is working with the Marin County Free Library to locate these events at appropriate library locations.

**Marin Communications Forum –**

- **Un-Affordable Housing in Marin - Impacts of Homelessness and Precarious Housing on Children & Families.** Meredith Parnell, the new executive director of MarinKids, moderated a panel discussion with Debbi La Rue from the Marin County Community Development Agency, Lisa Schwartz from the Marin County Office of Education, and our commission chair, Dr. Lisa Leavitt from Marin Community Clinics. (FYI, this session was videotaped and will air on MarinTV.) About 125 people attended this session, and there was a great deal of audience commentary.

We are now focusing on three upcoming forums:

- **October 16<sup>th</sup>: Financial Literacy and Family Finances.** SparkPoint Marin will be presenting on: money management, credit and debt, affordable housing, career advancement, taxes and the “Earned Income Tax Credit” (EITC). [A SparkPoint representative will provide a summary of their public services at the November 15<sup>th</sup> commission meeting.]
- **November 20<sup>th</sup> – Cannabis: Issues for Children and Families.** We are working with the County of Marin on this agenda. The Community Development Agency will present a summary of current laws & regulations (state, local and federal). Public Health Officer, Dr. Matt Willis, will present about 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.
- **December 4<sup>th</sup> – Making Ends Meet in Marin.** We are working with the Marin Economic Forum on a presentation on wages vs the high costs of housing and child care in Marin—and what it takes to be “self-sufficient” in Marin County. Robert Eyster will be making the main presentation, and the new executive director has been invited to make opening remarks/keynote address.

We are also working on a small print publication for this event that will detail housing costs, child care costs and the wages needed to “make ends meet” in Marin. This document will be available for distribution and sharing.

**Media –**

- **Marin Voice** - Marin Commission chair, Dr. Lisa Leavitt, published a Marin Voice commentary piece about supporting children who are traumatized. “**Support for children who face living in fear,**” was published in the [Marin Independent Journal](#) on September 29, 2017.

“How should a child say goodbye to his father who might not come home from work? How long should a child hug her mother who might not be there after school?”

For children with undocumented parents or relatives, going to school is scary. The fear can cause anxiety so severe that there are serious physical symptoms and medical care becomes necessary.”

Read more online at: <http://www.marinij.com/opinion/20170928/marin-voice-support-for-children-who-face-living-in-fear>

- **Univision** – work continues with Univision about opportunities for a regional media buy on this Spanish-language network. Michelle is leading efforts among the regional communications staff; a presentation will be made to Bay Area Region Executive Directors in November.
- **[Pandora** – Michelle met with staff from the online music provider Pandora about customized outreach to parents in Marin.] The regional communications committee will look into these opportunities and report back to the commission and the regional executive directors.

**Sesame Street partnership** – The First 5 Association has partnered with “Sesame Street in Communities” on free booklets called, “Care, Cope, Connect: Comforting and Supporting Kids During Community Crisis.” The booklets have activities for reducing stress and making a child feel safe, plus information for parents. 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

The audit was completed and a draft was reviewed, with the auditors, by the Finance Committee. The Committee will review and approve the Final Draft and the approved audit will be presented at our October meeting.

Amy and Shirin have continued to work with Redwood Community Health Centers, and the County to develop a budget and workplan for the public education campaign around open enrollment for ACA. Although Covered California is trying to reach out to as many as possible, small local markets like Marin’s are challenging for them. The task of assuring that all messengers are delivering the same message in a sensitive and timely fashion is what we are tackling.

Amy has also continued the conversation about the loss of Triple P services in the county. A presentation will be made at the October meeting in advance of a possible proposal for support which, if the Commission approves, would come to the Commission for approval in November.

## Meetings

First 5 Association Executive Committee  
First 5 Association Advocacy Committee  
Rise Together Power of Nine Committee  
ECE Work Group/Rise Together  
Marinkids Board Meeting  
Marinkids Executive Committee  
Assessment of Fair Housing Steering Committee  
Marin Quality Counts  
Early Childhood Education Partnership