



**Executive Director/Staff Report  
November 2017**

**PUBLIC POLICY AND COMMUNICATIONS**

**Annual Reports** – Amy and Michelle completed work on the Annual Report to the State Commission online. We submitted fiscal information, evaluation data and program descriptions. Michelle is working with our graphic designer on our 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 distribution of First 5’s “Kit for New Parents.” Michelle worked with the Marin County Free Library to host the following events:

- **Saturday, November 11<sup>th</sup> in Marin City** (Rocky Graham Park) for Veterans Day and the 75<sup>th</sup> anniversary of “Marinship” (shipbuilding from WWII).
- **Monday, November 13<sup>th</sup> at the South Novato Library** (931 C Street) from 9:30 to 3:30.

**Marin Communications Forum –**

- **Financial Literacy and Family Finances.** SparkPoint Marin, a project of United Way Bay Area and Community Action Marin presented on: money management, credit and debt, affordable housing, career advancement, taxes and the “Earned Income Tax Credit” (EITC). About 75 people attended this forum. [A SparkPoint representative will provide a summary of their public services at the November 15<sup>th</sup> commission meeting.]

We are now focusing on two big upcoming forums:

- **November 20<sup>th</sup> – Cannabis: Issues for Children and Families.** As of Nov. 6, 85 people are signed up for this event; we expect well over 100 to attend. Inge Lundegaard from Marin County **Community Development Agency** will present a summary of state law, local ordinances and federal enforcement. **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, as well as impaired driving, poisoning, pesticides and other health concerns. Melissa Struzzo from **Health and Human Services** will 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> )

- **December 4<sup>th</sup> – Making Ends Meet in Marin.** This forum will focus on wages, housing and child care in Marin. **Cynthia Murray**, President & CEO of the **North Bay Leadership Council** will offer the opening remarks for this forum. **Robert Eyler, PhD**, chief economist for the Marin Economic Forum, will make a presentation about the struggle between wages and the high cost of housing and child care in Marin-- and what it takes for a family to be "self-sufficient" in Marin County. **Robin Sternberg**, the new CEO of the **Marin Economic Forum**, will offer closing remarks.

We are also working on a small print publication for this event t with data and infographics as well as policy statements.. This document will be available for distribution and sharing. [We hope commissioners can attend and also help share information about this forum.]

**Media –**

- **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, and presented to Bay Area Region Executive Directors in November. A decision has been delayed until after the First 5 Summit; probably early in 2018.
- **Pandora** – Likewise, discussions continue with Pandora about customized outreach to parents through their “Internet radio” system.

**Regional Communications** – Michelle will be hosting a meeting of the regional communications staff on December 8<sup>th</sup>. The group will meet the Jess Berthold, the new communications director for the First 5 Association, and will discuss communications plans at the state level, coordination with First 5 California, Univision, Pandora and regional cooperative efforts.

**OTHER ACTIVITIES**

Amy has worked with the Marin Community Foundation to finalize our joint funding of the Outreach, Enrollemnt and Training project approved by the Commission in September. National Immigration law Center will do two training for all eligibility worker and Application assistora on November 29<sup>th</sup>. We are conintuing conversations with the Immigrant Legal Resource Center regarding the lawyer trainings. Outreach media and direct community outreach efforts are being launched as we speak.

We have also worked with the collaborative which will present the full proposal for Triple P funding this year. The group is taking into account questions raised by the commissioners at our last meeting, as well as suggestions from both Amy and Shirin (Marin Community Foundation) that we feel might strengthen the proposal. The full proposal is included in your meeting packets.

First 5 Marin made its \$50,000 contribution to the California Children and Families Foundation Fire Recovery Fund. The Association will let us know how those funda are deployed in each of the counties. We are continuing conversations with our counterparts in Napa and Sonoma and are waiting to see what, if any, additional assistance might be needed. Several of our funded partners have offered training and direct services if needed.

The Power of Nine Committee (the nine county bay area as defined by United Way of the Bay Area) met and is conituing to develop a clearer roadmap for its advocacy efforts around ECE, Housing and Employment in a way that provides additional and not duplicative support for efforts already underway. There was some thoughtful discussion and movement toward a more targeted approach.

**Meetings**

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

