

Executive Director/Staff Report
June 2018

Public Policy and Communications

Books and New Parent Kits – Michelle distributed about 100 (bilingual) “Potter the Otter” books to the Marin City and South Novato libraries, along with dozens of the First 5 “Kits for New Parents” for distribution to children and families involved in summer reading program and activities. Library staff were thrilled to receive free items for handouts. (More will be on the way to the FLAGship.)



First 5 Marin’s Policy Breakfast 2018 with Jared & Barbara!

Breakfast – About 350 people attended First 5 Marin’s annual policy breakfast on **May 11th** with **Congressman Jared Huffman** and **Congresswoman Barbara Lee**. Our guest speakers offered opening remarks and then fielded a spirited set of questions from the audience for over an hour. Proud to hear Barbara say she “felt right at home” in Marin! The video of this event may be viewed online at: <https://www.youtube.com/watch?v=u5QmzuRFO2k>



First 5 Express – The Express visited Laurel Dell Elementary School in San Rafael on April 30th—with fun learning activities for young children including a bilingual preschool library, karaoke for kids, and resources for parents. Bilingual staff read stories and sang songs while the kids danced along and tried out maracas (which were a gift). They also distributed a First 5 tote bag with a free Potter the Otter story book, an activity booklet, stickers, temporary tattoos—all to promote First 5’s “Talk-Read-Sing” theme. Thanks to principal Pepe Gonzalez for making arrangements (on very short notice) for visits by Laurel Dell kindergarteners, TKs and first graders!

Marin Communications Forum – the monthly forums continue with strong attendance and a very positive response from the community.

- **Childhood Poverty: How Safe is the Safety Net?**

Christine Danielson, from the Public Policy Institute of California, addressed the Marin Communications Forum on April 30th, presenting information to show how critical safety net

services are in preventing poverty for children and families. 100 people attended this event and learned how nutrition services, tax credits and cash assistance are vital to helping families make ends meet—especially in Marin. The video for this presentation may be viewed online at: <https://www.youtube.com/watch?v=jSsxy2imn9w&feature=youtu.be>

- **Early Childhood Mental Health** – Kadija Johnston, LCSW, from the Infant-Parent Program at UCSF presented to almost 100 people on May 21st. (For more information about the program, see: <http://psych.ucsf.edu/zsfg/ipp>.) Ms. Johnston emphasized the importance of positive early childhood relationships and the impacts on all future experiences; interactions are internalized and establish the foundations for being dependent, independent and inter-dependent. A child wants to feel effective (in communicating needs), respected and understood. Positive, mutually respectful relationships like these are internalized, and impact future relationships—and who we see ourselves to be. As a society, we must take seriously the impact of inadequate caregiving; a parent’s own trauma, stress and difficulties affect the ability to create a positive relationship with a child. The video of this event is available online at: <https://www.youtube.com/watch?v=r9lZN6gCeaE&feature=youtu.be>

SAVE-THE-DATES! We have some great forums coming up!

- **June 25 – Building Latino Power, Presence and Purpose in Marin** – Michelle and Amy have been working with the Latino Community Foundation and Canal Alliance on planning an important event, to be held at the San Rafael city council chambers from 9 to 11:30 a.m. The Foundation will share some of their programs, including mobilizing the Latino vote and Latino Giving Circles. Canal Alliance will share some of the efforts, including the “New Americans” campaign. The final portion of this forum will be an interactive forum, to discuss civic engagement in Marin, supporting emerging Latino leaders and voter registration and motivation. *(There will be voter registration materials and informational displays from participating organizations in the city hall lobby beginning at 8:30 a.m.)*

NOTE: This event will be full/standing room only. Please let us know if you would like to attend so we can save your place. Email Michelle@First5Marin.org.

- **August 27 – The Transition from Early Childhood Education & Pre-K to K-12** – Amy and Michelle have been working with staff at the Marin County Office of Education to develop an agenda exploring a child’s development and preparedness for kindergarten, including: social-emotional development, language and communication skills, and high quality early childhood education environments. (Agenda under development.)
- **September 24 – Hunger Action Month/HEAL** – Michelle is working with staff from Marin County Health and Human Services and other community partners on a forum addressing food insecurity and hunger in Marin. The forum will feature programs in various sectors that are addressing hunger and “missed meals” and working to meet the food insecurity needs of children and families across the county. (Agenda under development.)
- **October 29 – Health Equity in Marin/HHS** – Michelle has consulted with Marin County Public Health Officer Dr. Matt Willis to outline a forum to present data on health disparities in Marin as well as programs from various agencies designed to combat those disparities. (Agenda under development.)

- November 19 – Help Me Grow: Developmental Screening, Intervention, Education & Support –**
 Amy and Michelle are tentatively planning this forum to present the early childhood “developmental screening” process, and to present and potentially launch the “Help Me Grow” program for Marin County. Help Me Grow is a comprehensive program that follows pediatric screenings with referrals for intervention and follow up, as well as parent education and support. First 5 Marin is supporting the planning work with multiple agencies, led by an organizing consultant.

Marin HEAL – Amy has been working with Marin County Health and Human Services on the revised focus for the HEAL program (Healthy Eating/Active Living) or “Marin HEAL 2.0” — food insecurity, hunger and “missing meals.” There are three task forces: CalFresh, Food Now and the Built Environment. Michelle has been consulting with them on communications and outreach: planning and designing the structure for a new website, outlining the content for an informational flyer, starting an editorial calendar, and creating a communications plan. In addition, the September 24th forum for “Hunger Action Month” will support HEAL outreach efforts (and the website will launch at this event).

Public Charge – “Public charge” is part of immigration law that allows federal authorities to deny legal status changes (entry to the United States or issuance of a “green card” for permanent residency) to people receiving certain types of financial benefits (cash assistance or long-term institutionalized medical care). The President’s administration is proposing significant changes to the “public charge question” that could impact many more people receiving many more types of public benefits (such as WIC, CalFresh, MediCal, Section 8 housing and Head Start).

Amy has been participating in a multi-partner working group headed by the Marin Community Foundation. Michelle is heading the Communications Subcommittee, which has developed an informational flyer and FAQs.

[This work continues as we wait for official publication of the proposed changes and a public comment period.]

OTHER ACTIVITIES

Amy continued to work on the design for a Help Me Grow Marin. Sub-groups for parent and physician and provider engagement met got additional input to share with the design group to develop agreement on the “scaffolding” for Help Me Grow Marin. The leadership team will be meeting the day before the Commission meeting to review the proposals from the design team. The funders group will meet later in June to discuss potential funding sources (beyond First 5).

Work on the development of Public Charge messaging, training for lawyers and generally preparation for possible changes to the law continues. A very large group of stakeholders and interested parties met to review the potential changes, discuss challenges and fears they are hearing from clients, and to develop some strategies for addressing them. The working group will meet again on June 13th. In the interim, the communications committee, chaired by Michelle Fadelli, has developed several handouts and messaging pieces for the working group to review and approve on the 13th.

The Fair Housing Task Force, of which Amy Reisch was a member, presented its recommendations to the Board of Supervisors on Tuesday, June 12th.

Meetings

Bay Area ED's First 5 Association	Marinkids Board Meeting
ECE Work Group/Rise Together	Early Childhood Education Partnership
Affordable Housing Task Force	HMG Planning Work Groups
Food Now Task force and Stearing Comm - HEAL	