



2014-15 REPORT TO THE COMMUNITY

It's All About
the Kids in
Kern County!





Roland Maier

A Message from the Executive Director

Dear Community Members:

First 5 Kern is proud to present this 2014-15 Report to the Community. First 5 Kern funded 40 programs benefiting 26,301 children, ages prenatal to five, and their families throughout Kern County.

This report provides a snapshot of those vital services in health and wellness, parent education and support services and early childcare and education.

During the last year, our county has experienced thousands of layoffs, which especially affect our most vulnerable families. First 5 Kern, through its valued partners, have responded with direct core services and community outreach, providing support from medical care for children to basic needs such as diapers and food.

Every day we are reminded by poignant examples of how important Proposition 10 is and ways First 5 Kern and its partners are making a positive difference in the lives of families in Kern County.

As we reflect on what we have achieved in the 2014-15 year, we look to the future. With shrinking resources and a sluggish economic outlook, the role of First 5 Kern becomes even more critical for the well-being of Kern County's children.

On behalf of First 5 Kern,

Roland Maier
Executive Director



Our Vision

All Kern County children will be born into and thrive in supportive, safe, loving homes and neighborhoods and will enter school healthy and ready to learn.

Our Mission

To strengthen and support the children of Kern County prenatal to five and their families by empowering our providers through the integration of services with an emphasis on health and wellness, parent education, and early childcare and education.

Our Charge

First 5 Kern was established in 1998 when California voters passed Proposition 10 – The California Children and Families Act – which levied a 50-cent tax on each pack of cigarettes and other tobacco products sold. Revenues generated from the tobacco tax are used to fund local programs that promote early childhood development for children ages 0 to 5 in the areas of health and wellness, parent education and support services, early childcare and education, and integration of services.

Why Ages Zero to Five?

A child's brain develops more in the first five years than at any other time in their life. How children are nurtured and cared for during their first years influences their emotional, physical and intellectual environment and has a profound impact on how the brain is organized. The relationships and contacts a child has with parents and caregivers significantly influence how a child will function in school and later in life.

Our Commitment to Kern County Children

First 5 Kern is designed to provide, on a community-by-community basis, a comprehensive, integrated system of early childhood development services for all children ages prenatal to five.

Through community collaboration of services to provide healthcare, dental care, quality childcare, parent education and effective intervention for at-risk families, Kern County families are provided with the tools necessary to foster secure, healthy and loving attachments.

Our focus is on supporting children to be healthy, active learners who grow up in families and communities that nurture them. In 2014-15, we invested \$10,044,071 in services for children and families in Kern County.

For more information on First 5 Kern and its work, please visit www.First5Kern.org.



The Kern County Children's Dental Health Network provided 15,650 preventative services and 2,895 restorative services for children ages 0 to 5 during fiscal year 2014-15. The mobile unit travels throughout Kern County to provide comprehensive dental services for children.

IMPACT ON KERN COUNTY

In this report, we look back on 2014-15 and see the tremendous impact that First 5 Kern-funded services are having on families in Kern County.

Community Investment

In 2014-15, First 5 Kern invested more than \$10 million for services to Kern County families with children ages 0 to 5:

- \$3.6 million for Health and Wellness
- \$3.7 million for Parent Education and Support Services
- \$2.0 million for Early Childcare and Education
- \$0.7 million for Integration of Services

Services

The following are examples of services provided by our funded partners in Kern County:

- Families living in unsafe houses decreased from 115 to 5 across 13 programs.
- Family members who missed work or school due to childcare fell from 146 to 9 across 13 programs.
- 1,140 children participated in early education activities at 13 center-based facilities, an increase of 11.93% from last year.
- Timely prenatal care increased 8.27% across 15 programs, impacting 963 infants.
- Breastfeeding increased to 71.77%, benefitting 1,069 babies, and surpassing the federal national objective of 46%.
- Supported by 20 programs, 2,495 children received well-child checkups, decreasing the no-visit rate by 4.59%.
- 4,126 children ages 0 to 5 received vaccines from the Children's Mobile Immunization Program.

Communities Served

Arvin, Bakersfield, Bodfish, Boron, Buttonwillow, California City, Cantil, Delano, Edison, Edwards Air Force Base, Fellows, Frazier Park, Glennville, Inyokern, Johannesburg, Keene, Kernville, Lake Isabella, Lamont, Lebec, Lost Hills, Maricopa, McFarland, McKittrick, Mojave, North Edwards, Onyx, Randsburg, Richgrove, Ridgecrest, Rosamond, Shafter, Taft, Tehachapi, Tupman, Walker Basin, Wasco, Weldon, Wofford Heights and Woody.

Integration of Services

First 5 Kern not only dedicated new resources to strengthening quality of specific services, but also leveraged support to develop service networking across focus areas.



Preschoolers tend to their vegetable garden at the **Bakersfield Adult Schools Health Literacy Program**. Children and parents work together to learn how to grow and prepare fresh vegetables. The program also offered workshops for 400 parents and educators, and extended health literacy education to 91 parents in 2014-15.

Our Focus Area 1 – Health and Wellness

First 5 Kern-funded programs address the healthcare needs of children ages 0 to 5. These programs improve the health of children through a countywide outreach and enrollment program to enroll children and pregnant women in health insurance. First 5 Kern also supports dental screening and treatment programs for children ages 1 to 5, mental health services, infant health, immunizations and care coordination for medically vulnerable children.

Our 2014-15 funded programs and partners:

- Bakersfield Adult School Health Literacy Program – *Kern High School District*
- Black Infant Health – *County of Kern Public Health Services Department*
- Community Health Initiative of Kern County – *Mercy Foundation - Bakersfield*
- Children's Mobile Immunization Program – *San Joaquin Community Hospital*
- Kern County Children's Dental Health Network – *West Kern Community College District*
- Make A Splash – *City of Bakersfield Recreation and Parks*
- Medically Vulnerable Infant Program – *Clinica Sierra Vista*
- Medically Vulnerable Care Coordination Project – *County of Kern Public Health Services Department*
- Nurse Family Partnership Program – *County of Kern Public Health Services Department*
- Richardson Special Needs Collaborative – *Kern County Superintendent of Schools*
- Special Start for Exceptional Children – *Caring Corner*
- Successful Application Stipend – *County of Kern Public Health Services Department*

First 5 Kern made extensive efforts to meet child service needs in local contexts, including outreach programs across remote areas, and expand service access for minority groups, medically vulnerable infants and children with disabilities.

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Special Start for Exceptional Children provides quality early childhood education, parent support and childcare services with non-traditional hours for medically fragile infants and toddlers at no cost to families.



Parents and children enjoy exercising together during a monthly interactive parent/child workshop at the **Bakersfield Adult School Health Literacy Program**. The program provides developmental assessments and parent/child activities related to health literacy education. In 2014-15, the program also conducted professional workshops for 400 parents and child educators.

Our Focus Area 2 – Parent Education and Support Services

First 5 Kern-funded programs offer parents and caregivers access to culturally-appropriate training in child development; brain development; parenting skills; the value of playtime; and access to family support services such as a public health nurse, crisis intervention, substance abuse and health education. These programs address needs of a diverse range of clients, including adolescents, teen parents and clients facing domestic violence or guardianship issues.



Volunteers at the **West Side Community Resource Center** in Taft prepare food baskets for more than 225 families. Each year, donations come from businesses, schools, colleges and individuals throughout the community. The CRC also provides family support services through case management, parenting classes, health screenings and referrals, and provides early learning through center-based and kindergarten transition activities.

Our 2014-15 funded partners:

- 2-1-1 Kern County – *Community Action Partnership of Kern*
- Arvin Family Resource Center – *Arvin Union School District*
- Buttonwillow Community Resource Center – *Buttonwillow Union School District*
- Differential Response – *Kern County Network for Children*
- Domestic Violence Reduction Project – *Greater Bakersfield Legal Assistance, Inc.*
- East Kern Family Resource Center – *Community Action Partnership of Kern*
- Greenfield Family Resource Center – *Greenfield Union School District*
- Guardianship Caregiver Project – *Greater Bakersfield Legal Assistance, Inc.*
- Indian Wells Valley Family Resource Center – *Clinica Sierra Vista*
- Kern River Valley Family Resource Center – *Kernville Union School District*
- Lamont Vineland School Readiness Program – *Lamont School District*
- McFarland Family Resource Center – *McFarland Unified School District*
- Mountain Communities Family Resource Center – *El Tejon Unified School District*
- Shafter Healthy Start – *Richland School District*
- Southeast Neighborhood Partnership Family Resource Center – *Clinica Sierra Vista*
- West Side Community Resource Center – *Taft City School District*
- Women's Shelter Network – *Women's Center - High Desert, Inc.*

Family resource centers have emerged as a key platform for delivering family support services in an integrated fashion. They serve as “one-stop” community-based hubs that are designed to improve access to integrated information and provide direct and referral services on site or through community outreach and home visitation.

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Our Focus Area 3 – Early Childcare and Education

First 5 Kern supports programs with the primary objective to provide childcare with an education component. The programs offer school readiness activities and resources, developmental assessments, nutrition services and parent education.



Discovery Depot Child Care Center provides year-round, center-based early childcare and education to children of homeless families ages 0 to 5.

Depending on local needs, service providers supported early childcare and education on several platforms, including curriculum-based Summer Bridge training, center-based child development, home-based child education and individually focused case management.

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Our 2014-15 funded programs and partners:

- Blanton Child Development Center – *Kern County Superintendent of Schools*
- Delano School Readiness – *Delano Union School District*
- Discovery Depot Child Care Center – *Bakersfield Homeless Center*
- Lost Hills Family Resource Center – *Lost Hills Union School District*
- Neighborhood Place Community Learning Center – *North of the River Recreation and Park District*
- Ready to Start – *Ready to Start Foundation*
- Small Steps Child Development Center – *Alliance Against Family Violence and Sexual Assault*
- South Fork Preschool and Day Care Center – *South Fork Union School District*
- Supporting Parents and Children for School Readiness – *Bakersfield City School District*
- Wind in the Willows Preschool – *Wind in the Willows Education Organization*



Children enjoy their daily reading activity at **Wind in the Willows Preschool**. The program offers a quality preschool experience for 3 and 4 year olds in rural Boron and surrounding areas, focusing on social skills and school readiness.

Our Financials – Making Your Tobacco Tax Dollars Count

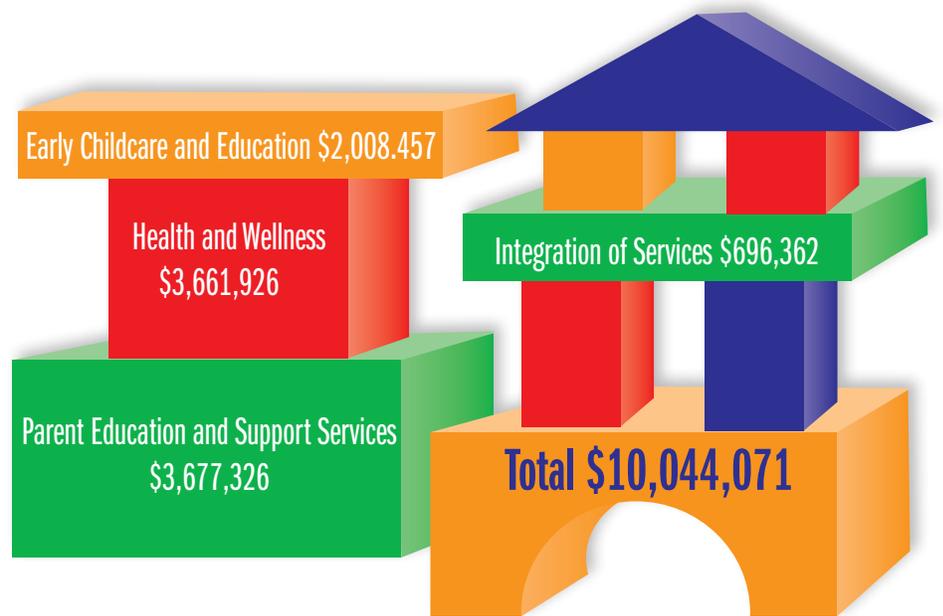
First 5 Kern is committed to using Kern County's tobacco tax dollars efficiently to support quality services for children ages 0 to 5. We want our funded partners to be successful and work closely with them in all aspects of their operations.

√ We closely monitor every contract to ensure programs are achieving results and meeting all of their performance measures.

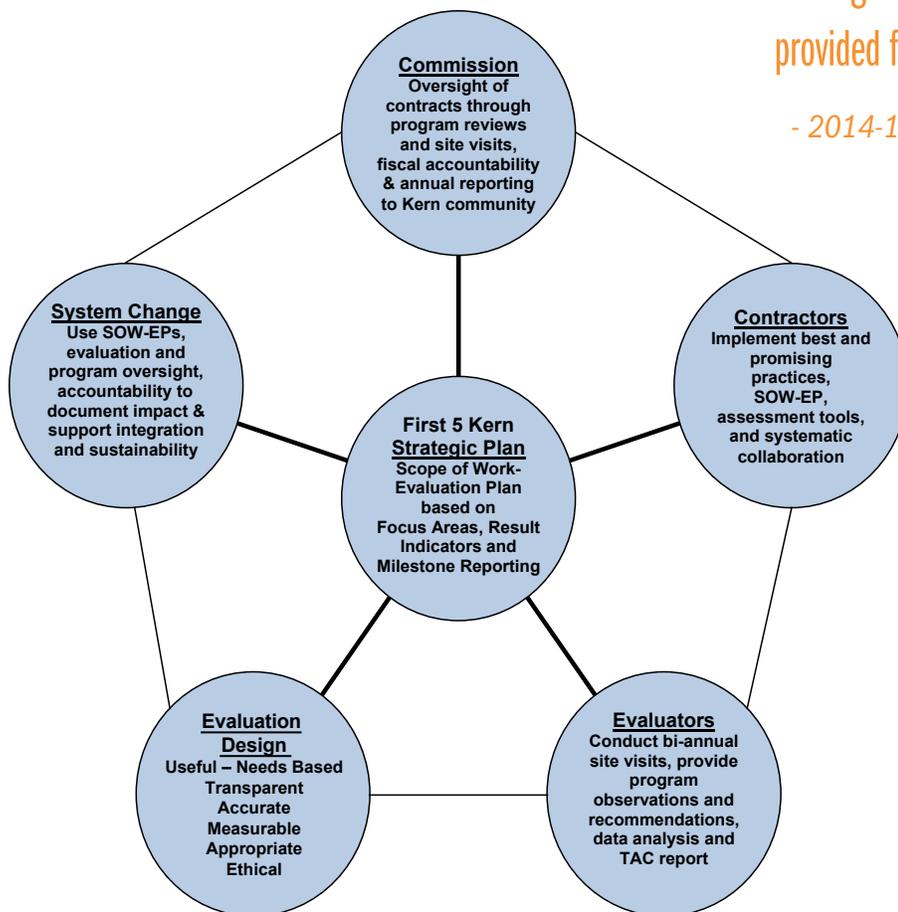
√ We provide training and technical assistance to help build the capacity of all our funded partners and to support their success.

√ We are committed to evaluating the effectiveness of our investments. All our initiatives receive extensive support to develop evaluation plans and to document and report results.

Fiscal Year 2014-15 Expenditures by Focus Area



First 5 Kern Evaluation Framework



In 2014-15, First 5 Kern-funded programs leveraged **\$2,802,248** to enhance the services provided for Kern County children and families.

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A strong evaluation component assures that programs are providing direct services to children and their families according to each program's Scope of Work-Evaluation Plan and First 5 Kern's Strategic Plan. We are able to report the success of each program through measurable data.

Commissioners

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Health Officer, Kern County Department of Public Health

Mike Maggard

Kern County Supervisor, Third District

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Rick Robles

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Senior Research Analyst

Diana Navarro

Research Associate

“Based on the results from fact-finding, outcome assessment, and trend evaluation, First 5 Kern has carried out its mission, ‘To strengthen and support the children of Kern County prenatal to five and their families by empowering our providers through the integration of services with an emphasis on health and wellness, parent education, and early childcare and education.’”

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This report to the community provides a thumbnail look at the programs and services funded by First 5 Kern. For in-depth information on how children and families in Kern County benefit from Proposition 10, please visit us at www.First5Kern.org.