



**Ventura County Board of Supervisors**

**May 21, 2024**

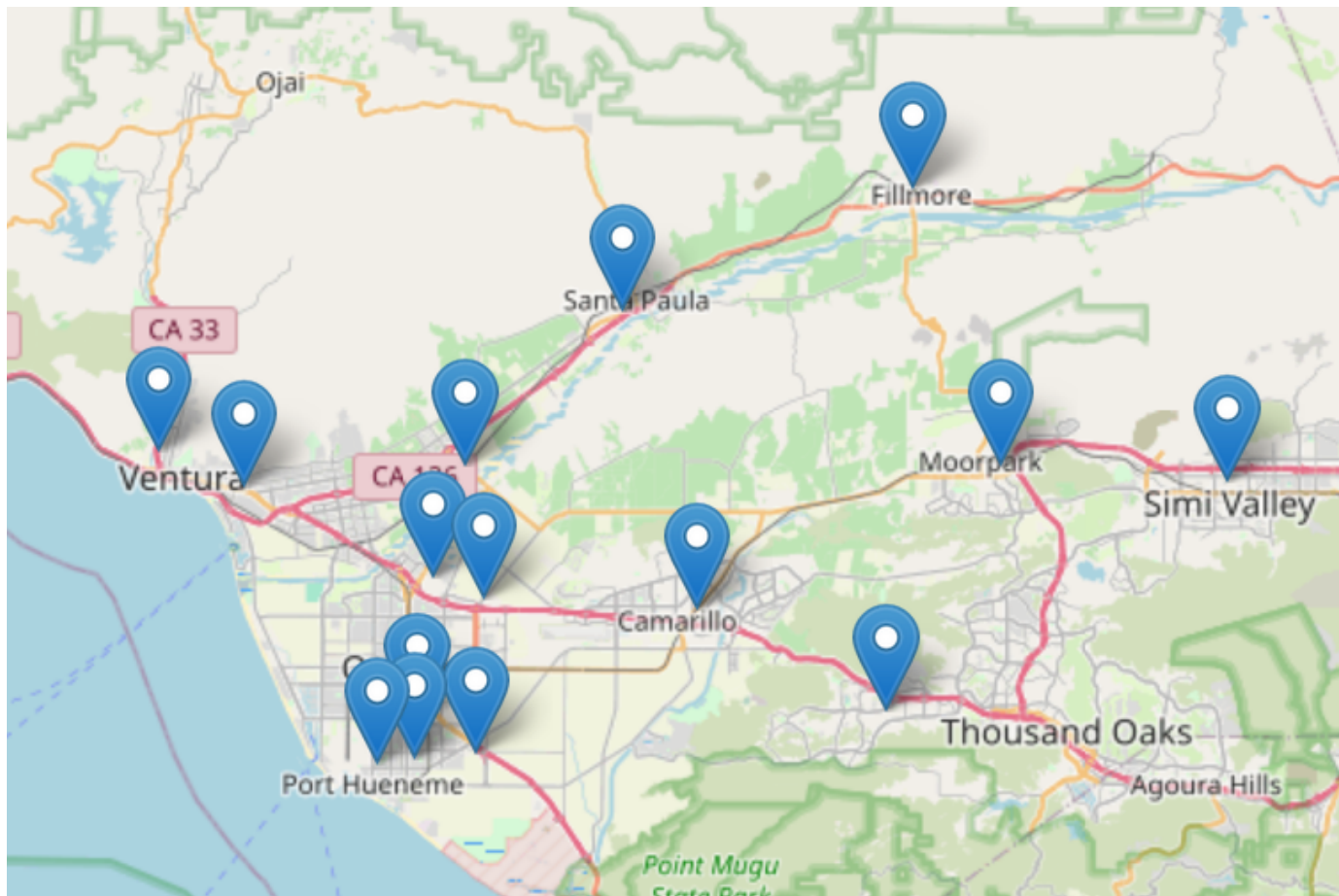
# About Us

- Comprehensive, integrated system of care: prenatal to age 5
- For more than 25 years, F5VC programs have been serving Ventura County families in the community where they live
- Whole-child, whole family approach with focus on upstream, strength-based, preventive care
- Parents engage in program design and decision making
- Strong partnerships with community-based organizations



## Family Resource Hubs

- 14 locations countywide!
- Parent and Child Together (PACT) classes for newborn to age 3
- Screenings
  - Maternal depression
  - Development (ASQ/ASQ-SE)
  - Social Determinants of Health
- Providing connections to community resources



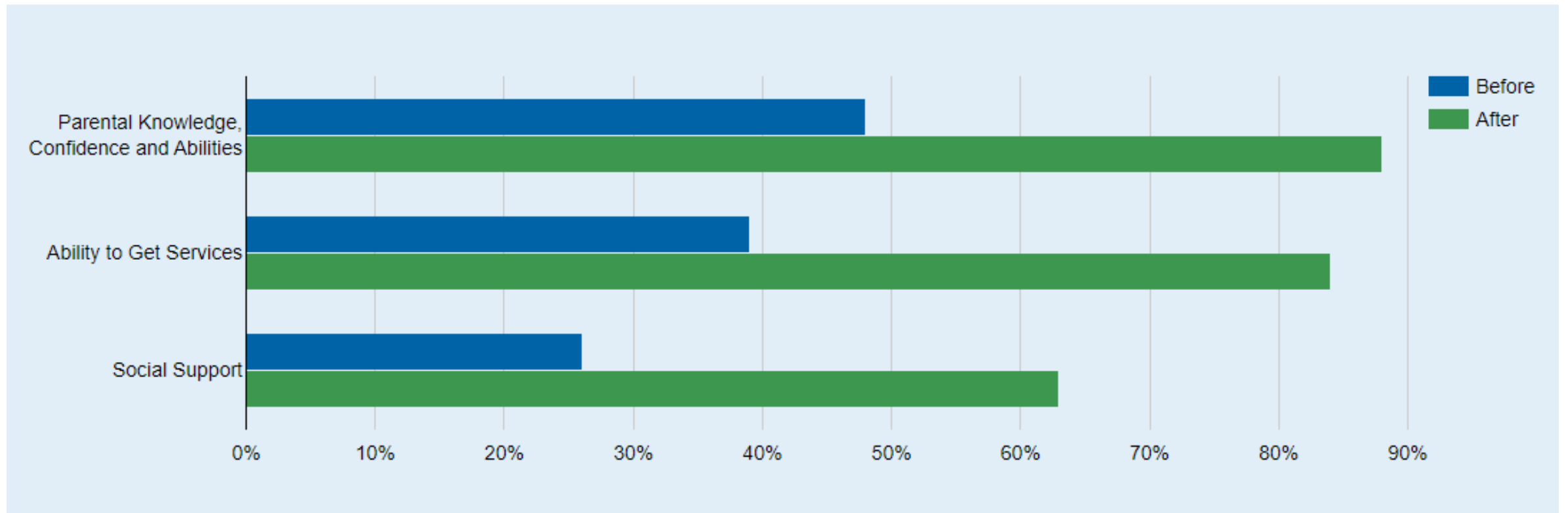
**Come visit us at an NfL near you!**

# \$3.5 Million County Covid Relief Funding

- Hired 9 Additional Staff
- 4 NfL Sites Open 2 Additional Days Weekly
- Launched **Welcome Every Baby** Program in Oxnard Plains
  - Evidence Informed Home Visiting program
  - Improved maternal & child health outcomes and reduced child welfare involvement

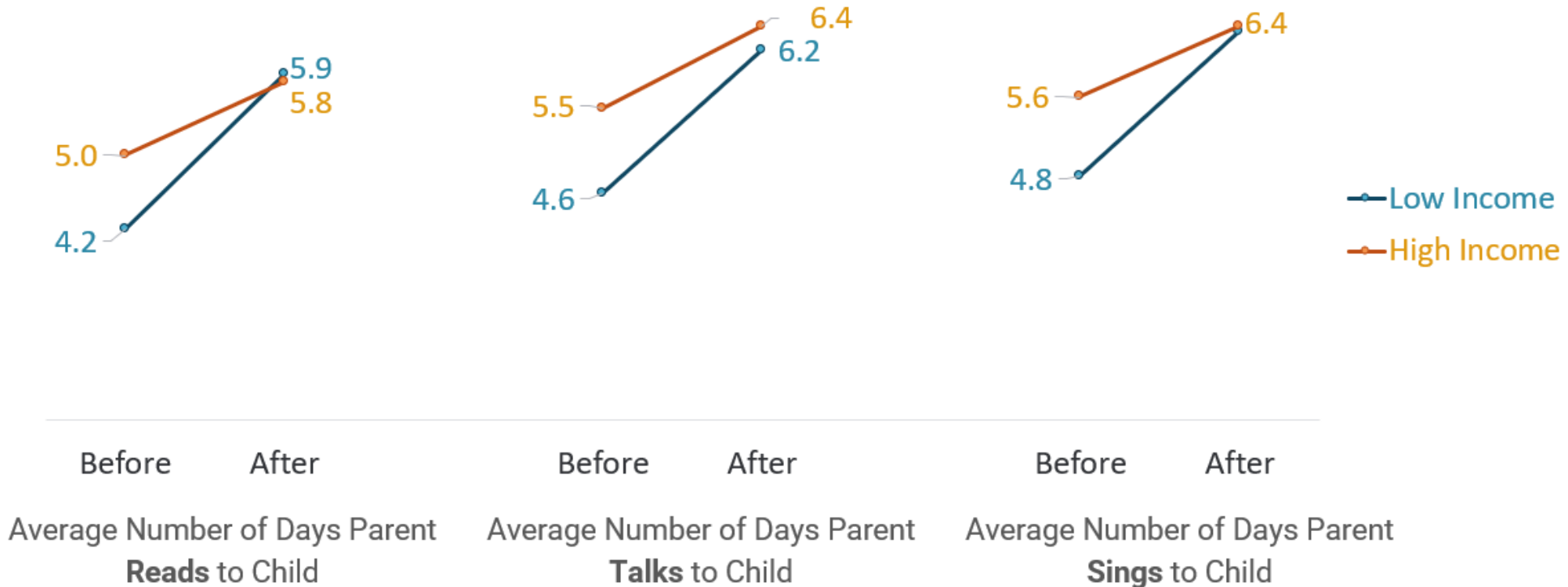


# Parent and Child Together Classes: Making an Impact



# Families are More Engaged with their Children

## Boosted Engagement, Particularly for Parents with Less Income





## What We Do For families

- Offer information and tips about child development and behavior
- Provide free developmental screenings
- If needed, assist in connecting children to local services and supports



## What we do for Providers

- Provide local referral and resource information
- Support training and implementation of developmental screenings
- Collaborate to support young children's health and development



# Continued Investment is Crucial

- Tobacco Tax Revenues continue to decline: Parents with young children need increased support
- AB 2982 Prenatal to 3 Working Group Statewide comprehensive, equity-focused prenatal-to-3 system agenda
- Statewide \$100 million one-time budget ask





# FY 2024-25 Operating Budget

	Operating Fund	Community Investment Loan Fund	Total Governmental Funds
REVENUES/INFLOWS			
Program revenues:			
Proposition 10 tax distribution	\$ 4,828,800	\$ -	\$ 4,828,800
County of Ventura - ARPA/Recovery Grant	1,020,000	-	1,020,000
County of Ventura - Federal Financial Participation - MAA	21,333		
Grants - Other	75,000	-	75,000
Loan repayments	-	53,305	53,305
Loan fees	-	6,000	6,000
Interest earnings	720,067	53,495	773,562
Other	-	-	-
Total revenues/inflows	<u>6,665,200</u>	<u>112,800</u>	<u>6,778,000</u>

# FY 2024-25 Operating Budget

	Operating Fund	Community Investment Loan Fund	Total Governmental Funds
EXPENDITURES/OUTFLOWS			
Program expenditures:			
Neighborhoods for Learning (NfL)	4,550,700	-	4,550,700
Program and Systems Integration	1,330,000	-	1,330,000
Help Me Grow	345,000	-	345,000
Results-Based Accountability	325,000	-	325,000
Community Investment Loan Fund -			
Implementation	-	20,000	20,000
Loan Disbursements	-	300,000	300,000
Administration*	315,000	-	315,000
Total expenditures/outflows	<u>6,865,700</u>	<u>320,000</u>	<u>7,185,700</u>
Excess (deficiency) of revenues/inflows over (under) expenditures/outflows	<u>(200,500)</u>	<u>(207,200)</u>	<u>(407,700)</u>

*\*Projected Administrative Percent 4.4%*

# First 5 Ventura County named Champion of Education



April 12 - 18, 2024 • Vol. 25, No. 5

## Champions of EDUCATION



12A

Pacific Coast Business Times

April 12-18, 2024

First 5

## First 5 Ventura County serves as a family support system

By Clarissa Rios  
*Special to the Business Times*

For the past 25 years, First 5 Ventura County has worked towards supporting early childhood development and education.

The organization serves families and children through a variety of programs and services to equip them with learning skills that will prepare them for success in the future. First 5 provides services for children ranging from prenatal age up through age five.

In the last fiscal year, the organization has served over 1,000 families. Some services include storytimes at local libraries while others include parent-and-child-together classes.

"We see that we are effectively closing the achievement gap and the school-readiness gap by providing services and interventions to families from multiple backgrounds," said Petra Puls, Executive Director of First 5 Ventura County.

One of the main services the organization provides is known as Neighborhoods for Learning (NfL), a network of family resource centers across Ventura County.

Families can visit the centers to access a variety of health and social service supports.

The centers offer classes for parents, literacy events, as well as screenings that can identify developmental concerns and maternal depression.

Based on the results from those screenings, First 5 can then refer the families to outside resources.

First 5 also provides a service called Help Me Grow, which focuses on early identifica-

tion of developmental concerns, and how to address them. The organization offers screenings and works alongside pediatricians, preschools, childcare providers, and various other county agencies.

Their goal is to develop outside agencies' capacity to also perform developmental screenings.

"It's proven that the sooner that we can intervene if a child has any kind of developmental or social delay, the better outcomes we'll see for that child so it can have a lasting impact," Sam McCoy, director of program and evaluation at First 5, told the Business Times.

"Not all the children we serve have delays and the time that we get with those children is relatively brief, but we know that the best thing that we can do is to empower that parent to become their child's primary teacher and advocate. And if we can help the parents to do that, then this is something that will last throughout that child's development as well."

According to the organization's 2022-2023 annual report, it has invested over \$4.5 million in local programs.

Through providing these programs and services, First 5 strives to help children develop socially and emotionally and ultimately prepare them for success in their future educational paths and lives.

The organization was first established back in 1998 and is funded by Proposition 10, the California Children and Families Act. They receive taxes collected on the sale of tobacco products.

Because it can be seen as a sin tax, it

points to a decline in revenue.

"In the early days, we received around \$13 million a year in Ventura County," said Puls. "Fast forward to now, we are looking at just shy of \$6 million."

Receiving less than half of what they used to means that the organization has had to make adjustments to its business model and focus on services that produce the biggest impacts on the community.

According to Puls, First 5 is addressing the challenge by creating a long-range financial plan where they project revenues over the course of a decade, as well as possible expenditures.

Raising awareness and advocating also play a major role in this. Puls said that raising awareness about the importance of early childhood education and the role First 5 plays in this has been integral to combating the revenue decline.

"We have evaluation studies that are proving that and so we feel pretty optimistic about the long-term impact that our programs have had and so we're also trying to figure out how we can promote our services to stay afloat," McCoy said.

Just a few years ago, at the height of the Covid-19 pandemic, Puls said that First 5 had faced a challenge where families were struggling with social support and a greater sense of isolation.

"We saw that isolation skyrocketed," said Puls. She explained that families were struggling to connect with one another and had trouble accessing services since several of them had been moved online, which was a

barrier to many families.

As society is gradually making its way out of the pandemic era, Puls says that First 5 has noticed an increase in children with social-emotional developmental concerns.

"We believe it can be linked back to their experiences during the pandemic," she said. "Meaning they didn't have the opportunity to socialize with other children. We're still seeing the impacts of that now."

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## Champions of EDUCATION



**First 5 Ventura County**  
At a Glance

**Enrollment:** 2,920

**Initiatives:** 4

**Fun Fact:** First 5 Ventura County has invested more than \$223 million for early childhood health and education since 1998.



# YOU Can Be a Champion for Early Childhood!

- Facilities
- Family Friendly Work Policies
- Take 5 and Read to Kids!  
Save the date: May 2, 2025







# TAKE5

& READ TO KIDS!



# FIRST5

VENTURA COUNTY







**TAKE5**  
& READ TO KIDS!



**FIRST5**  
VENTURA COUNTY



- Raises awareness about early childhood literacy
- Provides free bilingual books to build children's home libraries
- Recruits champions for early literacy
- Engages community members through free, family-friendly storytime events





# TAKE5

& READ TO KIDS!



# FIRST5

VENTURA COUNTY



- More than 1,250 children attended storytime events
- 60 Celebrity readers at 58 classrooms and 4 libraries
- Each child received a bilingual book to build their home library



# Thank You

[www.first5ventura.org](http://www.first5ventura.org)

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