



OAKLAND FUND FOR CHILDREN AND YOUTH



Planning and Oversight Committee (POC) Regular Meeting

January 18th, 2012

6:00 p.m. – 9:00 p.m.

1 Frank H. Ogawa Plaza, Oakland, CA 94612

2nd Floor, Hearing Room #4

AGENDA

1) Call to Order

- *Introductions & Announcements*
- *Agenda Review/Modifications*

2) Open Forum for Youth or Families with Small Children

3) Policy Briefing: Children Now!: The Children's Movement of California –

Giannina Sophia Perez, Associate Director, Early Learning and Development Policy (Action)

4) Policy Briefing: Alameda County First 5 Overview and Updates – Malia Rampler, Deputy Director and Lisa Erickson, MSW, Program Administrator (Discussion)

5) Policy Briefing: Alameda County Early Childhood Policy Committee (ACECPC): Prenatal through Age 8 – Early Childhood Policy Agenda & Workplan – Margie Gutierrez-Padilla, LCSW, Alameda County Behavioral Health Care Services - Early Connections 0-5 System of Care Coordinator (Discussion)

6) POC Strategic Planning 12/20 Meeting Update (Discussion)

7) Review and Approval of Prior Minutes

- *October 19, 2011 POC Meeting* (Action)
- *November 19, 2011 POC Retreat*

8) Administrative Matters

9) Open Forum

10) Adjournment

To offer Public Comment or to participate in the Open Forum during the POC meeting, please sign a speaker card at the beginning of the meeting. There will be time for Public Comment before the Committee makes any formal decisions.

In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Oakland Fund for Children and Youth Planning & Oversight Committee, please contact the Oakland Fund for Children and Youth at 510-238-6379. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number below.

MINUTES TO BE APPROVED
Oakland Fund for Children and Youth
Planning and Oversight Committee (POC) Meeting
The Lakeside Park Garden Center
666 Bellevue Avenue, Oakland, California 94610
Saturday November 19th, 2011
9:00 a.m. – 2:00 p.m.

Committee Members present: Renato Almanzor, Kitty Epstein, Kathy Teng Dwyer, Nina Horne, David Klein, James Mathews, Cesar Sanchez, Brandon Sturdivant and Steven Wirt

Committee Members absent: Korey Gibson, Billy Nivins, Abraham Ruelas and Kamaya Surrell

Staff Members present: Sandra Taylor, CYS Manager, Mike Wetzel, Program Planner, Elresa Snell, OFCY Intern

I. Call to Order

The meeting was called to order at 9:30 p.m.

- POC members, OFCY staff and retreat facilitator Brightstar Olson introduced themselves
- The ground rules for POC meetings and public comment instructions were reviewed

II. Oakland Kids First! in Context

- OFCY Strategic Planning – Need and Next Steps
- Briefing on Community Needs and Demographics
- Review of Effective Models and Strategies

The meeting was scheduled as a Saturday retreat for the POC to frame the development of the 2013-2016 in context with other local, regional and national models and strategies, and taking into account local needs. The day started with a Jeopardy game based on a PowerPoint presentation prepared by staff providing an overview of various local, regional and national models developed to promote positive youth outcomes and development and led into a discussion on the topic. This was followed by a brief presentation and discussion on youth indicators and demographics to be taken into consideration by the POC. The Draft Youth Indicator Report and PowerPoint of Models & Strategies Supporting Positive Youth Development are available on the OFCY website at <http://www.ofcy.org/strategic-plan/>.

III. OFCY's Vision, Mission & Values and Theory of Change

POC members worked in small and large groups to review the current OFCY vision, mission, and values statements and propose revisions. Based on the substantial progress made at the retreat, staff will present revised vision, mission and values statements to the POC Strategic Planning Subcommittee in February 2012 for consideration and adoption. A potential Theory of Change model to be developed throughout the strategic planning process was presented to the committee for consideration.

Next POC Meeting

January 18, 2012 – 1 Frank H. Ogawa Plaza, (City Hall) Hearing Room 4

IV. Open Forum

There were 4 speakers

V. Adjournment

2:00 p.m.

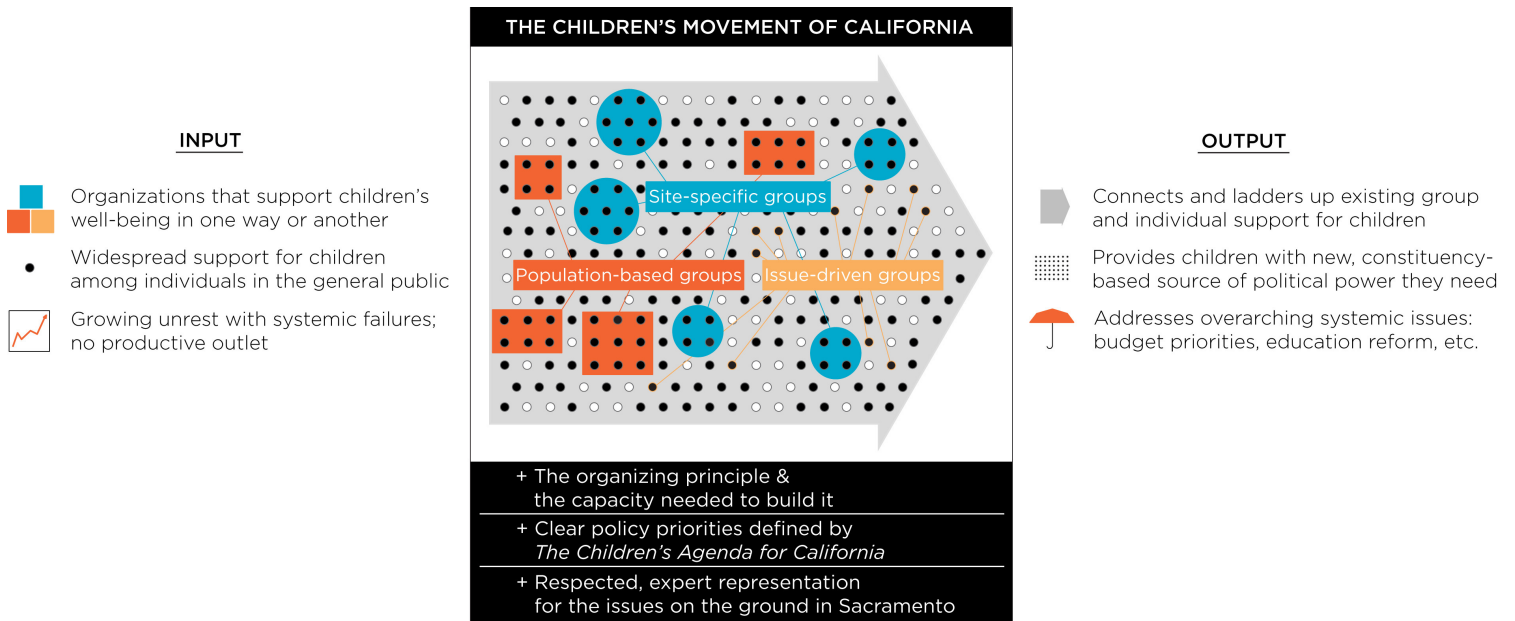
Meeting minutes of the POC regular meeting for October 19th will be processed and available prior to the meeting.



Joining The Children’s Movement of California lets organizations and individuals:

- Participate meaningfully and easily in state-level policymaking for children -- with shared credit for successes
- Connect to a much wider and stronger network of organizations and individuals willing to support your primary issue(s) because doing so represents “doing what’s best for kids”
- Leverage respected representation in Sacramento across all of the fundamental children’s health and education policy issue areas
- Gain access to policy expertise to inform your positions and bring you into the goings-on in the capital, including the identification of realistic policy opportunities
- Receive and choose to opt-in to collective policy action campaigns that support the policy goals defined by *The Children’s Agenda for California*
- Have greater impact on children’s lives by adding a powerful policy arm and -- for organizations -- without disruption to your day-to-day operational focus
- Enhance your profile and credibility in the state and their local community by associating with other individuals and organizations in a strong social cause

The Model:



Get started at www.childrennow.org/join



THE CHILDREN'S MOVEMENT OF CALIFORNIA FREQUENTLY ASKED QUESTIONS (FAQ)

[Why should children's issues be the focus of California's policymakers?](#)

[Isn't children's poor status because California's policymakers don't prioritize kids?](#)

[And what about the parents' role?](#)

[What is The Children's Movement of California?](#)

[Why would an individual join The Children's Movement of California?](#)

[Why would organizations join The Children's Movement of California?](#)

[If I/my organization signs up, how will my name or my organization's name be used?](#)

[How does The Children's Movement of California cover Sacramento developments?](#)

[Who started The Children's Movement of California?](#)

[What is the core strategic insight behind The Children's Movement of California?](#)

[What policy issues will The Children's Movement of California address?](#)

[When will these policy issues be addressed?](#)

[To join The Children's Movement of California, do I/does my organization have to support all of the items on the Agenda?](#)

[How can I/my organization sign on and help?](#)

[Why should children's issues be the focus of California's policymakers?](#)

Children are clearly a top public priority when measured and they receive ample attention in political rhetoric. Yet the issues undermining their well-being continue to be given short shrift. California children's educational achievement and health currently is in crisis. For example, only 24% of California fourth graders scored at or above proficient in grade-level reading¹ and one-third of all the state's children are overweight or obese.²

What's more, there is ample research pointing to the fact that investing in children's development, by improving the education and health systems serving them, yields exceptional long-term gains in terms of more successful lives and greater societal prosperity. For example, lifetime return on a dollar invested in quality preschool can be as high as 17-to-1.³

[Isn't children's poor status because California's policymakers don't prioritize kids?](#)

In part, but it isn't that simple. Most policymakers would like to do right by California's children. The problem is that they are heavily influenced by the immense power interest groups wield, which can virtually dictate policymakers' priorities. Children currently do not have a powerful enough interest group representing their needs, like business, prisons or seniors have, so they aren't

prioritized as highly. The Children's Movement of California has representatives on the ground in Sacramento with vast political experience and, unfortunately, they see this play out time and again.

[And what about the parents' role?](#)

Parents are the most important part of a child's successful development, but they cannot be held accountable for the poor public policies undermining their children's education and health. No parent can or should be expected to compete effectively with the hundreds of millions of dollars being spent by interest groups in California on lobbying and campaign contributions.

[What is The Children's Movement of California?](#)

The Children's Movement of California is an organizing effort dedicated to empowering organizations and individuals resolved to see all children's basic developmental needs met to improve the lives of children and the prosperity of our society. It is open to everyone.

Until now, the voices of those concerned about children's well-being have been disconnected, making it unnecessarily difficult for children's policy issues to get the attention the public desires vis-à-vis the many other better organized and more powerful interest groups vying for policymakers' attention. The Children's Movement of California is connecting all those who want to change this unfortunate dynamic by leveraging their collective force to generate the major policy changes kids need.

[Why would an individual join The Children's Movement of California?](#)

People who care about our society's character and future strength, and believe the best way to improve it is by enhancing the lives of today's children are joining The Children's Movement of California every day. By doing so, you get to:

- + Participate meaningfully and easily in state-level policymaking for children;
- + Connect to a much wider and more powerful network of organizations and individuals willing to support your primary issue or issues under the more powerful banner of "doing what's best for kids";
- + Leverage expert representation in Sacramento across the fundamental children's policy issue areas;
- + Access regular policy development updates from Sacramento;
- + Receive and participate in email and letter-writing campaigns and other collective actions by The Children's Movement of California to support their policy goals.

[Why would organizations join The Children's Movement of California?](#)

Organizations that join The Children's Movement of California receive all the benefits individuals receive (please see above). Additionally, for organizations, these benefits translate into:

- + Exert policy influence to benefit children's lives (you now have a policy arm), without disrupting your organization's operational focus;
- + Enhance your organization's profile and credibility in the state and your local community -- take shared credit for policy successes and associate with other marquee organizations in a strong social cause;

- + Access to policy expertise to inform your positions and bring you into the goings-on in Sacramento (you gain access to children’s policy and advocacy expertise and connect/influence state-level policy decisions)

All types of groups are joining The Children’s Movement of California, from those who focus on delivering child care and other services to children to businesses and civil rights groups.

[If I/my organization signs up, how will my name or my organization’s name be used?](#)

The Children’s Movement of California’s ability to communicate its strength relies on publishing its membership. In joining The Children’s Movement of California, you will be given the opportunity to opt-out of your/your organization’s name being publicly identified as “supporting The Children’s Movement of California.” We hope that you won’t choose to do so.

Your/your organization’s name will not be attached to any specific policy component of the [Agenda](#), until you explicitly chose to do so.

[How does The Children’s Movement of California cover Sacramento developments?](#)

The Children’s Movement of California has expert personnel dedicated to covering each children’s policy area included in the [Agenda](#). This includes coverage of Early Learning & Development, K-12 Education, Afterschool and Extended Learning, Health Coverage, Health Homes, Oral Health, Obesity, Integrated Services and Foster Care. In joining The Children’s Movement of California, you gain access to a monthly webinar on children’s policy updates.

[Who started The Children’s Movement of California?](#)

Children Now, the leading multi-issue research, policy development, and advocacy organization dedicated to children in California, started and is coordinating The Children’s Movement of California. The organization spent several years analyzing the children’s advocacy field and developing a strategy to make it more effective. McKinsey & Company and others assisted in this strategic planning.

[What is the core strategic insight behind The Children’s Movement of California?](#)

It boils down to this, there are really only two levers driving policy adoption: money (lobbying dollars and/or campaign contributions) or popular pressure. Children don’t have enough of either one of these things behind them now. Relative to pharmaceuticals, financial services, tobacco, beverages, labor, the gaming industry, trial lawyers, prisons, seniors, and others, interest group representation for children’s causes is sorely outmatched. That's why they're in such bad shape. That's why we need The Children's Movement of California.

We aren’t big fans of the growing influence of campaign contributions and lobbying dollars, but we still believe in the power of people-based advocacy that’s the foundation of our democracy.

And, an unprecedented amount of untapped people-based advocacy power exists for children. In addition to extraordinary voter support, countless organizations serve or support stronger childhood development. Engaging and organizing this existing support in The Children’s Movement of California will provide children and the people who care about them with the leverage they need to bring about big policy changes for kids.

[What policy issues will The Children's Movement of California address?](#)

The initial policy goals of The Children's Movement of California are specified in [The Children's Agenda for California](#). The [Agenda](#) was delivered to California's new leaders in early 2011 and serves as the long-missing comprehensive guide to children's policy needs at the state level. The Children's Movement of California and its [Agenda](#), which will be updated annually, seek to address the fundamental, overarching issues with the greatest reach and impact, such as:

- + Disproportionate state budget cuts to children;
- + Improving the education system and student achievement;
- + Childhood obesity.

Please see [The Children's Agenda for California](#) for complete details.

[When will these policy issues be addressed?](#)

Individual policy components of the [Agenda](#) will be addressed based on opportunity and need. The inner workings of Sacramento require on-going, expert landscape analysis in order to identify and capitalize on opportunities to move specific issues.

[To join The Children's Movement of California, do I/does my organization have to support all of the items on the Agenda?](#)

No. By joining The Children's Movement of California you are simply showing your support for the basic idea that children need to be a top priority of California policymakers. You can then participate only in the campaign activities for the specific issues that you support.

[How can I/my organization participate?](#)

So, here's what you can do to help. It'll only take a few minutes:

1. If you haven't already, join The Children's Movement of California yourself, as an individual: www.childrennow.org/join
2. Show your organization's support for The Children's Movement of California by completing the online Organization Sign-Up form: www.childrennow.org/join
3. Invite your family, friends, and colleagues to join as well: www.childrennow.org/tellothers
4. Review *The Children's Agenda for California* and support its goals: www.childrennow.org/agenda
5. Stay tuned: we'll email you to participate in policy action campaigns and policy updates from Sacramento (we absolutely promise not to overload your inbox)

**Find out more about The Children's Movement of California:
www.childrennow.org/movement**

¹ U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, National Assessment of Educational Progress, *The Nation's Reports Card*, California State Profile, <<http://nces.ed.gov/nationsreportcard/states/>> (November 30, 2010).

² U.S. Maternal and Child Health Bureau, U.S. Health Resources and Services Administration, and U.S. Department of Health and Human Services, *2007 National Survey of Children's Health*, "Indicator 1.4a: How many children are currently overweight or obese, based on Body Mass Index for age (BMI-for-age)?" <www.nschdata.org> (November 23, 2010).

³ High/Scope Educational Foundation, Perry Preschool Longitudinal Study, <www.highscope.org/Research/PerryProject/PerryAge40SumWeb.pdf> (November 2004).

THE CHILDREN'S MOVEMENT OF CALIFORNIA THE 3 STEPS WE'RE ASKING YOU TO TAKE



Step 1: Join The Children's Movement of California individually and/or as an organization

- Productively express your support for prioritizing children's health and education in public policymaking and your frustration with the lack of progress on these issues
- Get connected immediately to:
 - + Respected, expert representation for children's policy issues on the ground in Sacramento
 - + Opt-in collective actions that reflect what can realistically be accomplished in the given political climate, such as the current campaign to overhaul California's preschool-to-12th-grade education system through a 2012 ballot initiative

Step 2: Review The Children's Agenda for California and support its goals

The Children's Agenda for California details the policy goals of The Children's Movement. You can choose to support the *Agenda's* goals, which will enable The Children's Movement's representatives to more powerfully leverage your support to move policymaking for those issues forward in Sacramento. By supporting the *Agenda's* goals, you are not endorsing any specific policy proposals; however, you will have the opportunity to do so through opt-in, collective policy actions that will be sent to you (please see Step 3 below).

Step 3: Participate in opt-in, collective policy actions, only when you see fit

- Receive policy action campaigns and participate only in the ones you choose to, joining thousands of other organizations and individuals in collective actions that are more powerful and effective than all previous approaches to children's advocacy
- Gain access to news, expert analysis, and leadership from the Movement's representatives inside the capital to inform your positions on children's policy issues that are ripe for action
- Share credit for all successes

Get started at www.childrennow.org/join

First 5 Alameda County
invites you to...

COACHING IN EARLY CARE AND EDUCATION FORUM



JOIN POLICY DEVELOPERS, PROGRAM
ADMINISTRATORS AND OTHER LEADERS OF
ECE COACHING INITIATIVES TO DISCUSS:

- Recent research on effective coaching in ECE
- Overview of issues in administration of effective coaching programs and policies
- Preview of new *Handbook for Policy Leaders and Administrators* covering:
 - ⇒ Training and support of quality coaching
 - ⇒ Trouble shooting client-coach relationships
 - ⇒ Coaching program accountability
 - ⇒ And more

DATE: Wednesday, February 29th, 2012

TIME: 9:30 - 12:30

VENUE: First 5 Alameda County Conference Center
1100 San Leandro Boulevard, San Leandro, CA

For more
information, please
contact Sujata Bansal

Sujata.Bansal@first5ecc.org

HOW TO REGISTER:

1. Visit www.f5ecc.org to register online. Register February 15, 2012
2. Once you log in, select “View Available ECC Trainings” followed by “ECE Community Based Trainings”, then scroll to find “ECE Coaching Policy Forum”
3. A confirmation email and directions will be sent one week prior to the training



**Healthy and Ready to Learn
Prenatal through Age 8
Early Childhood Policy Agenda and Workplan
Created by the Alameda County Early Childhood Policy Committee**

Experiences starting as early as pregnancy play a crucial role in who we become and how we contribute to society. Research from a range of disciplines, including neuroscience, economics and behavioral research, as well as program evaluations demonstrate that the experiences and relationships a child has in their early years play a critical role in a child's ability to grow up healthy and ready to learn. These experiences are the beginning of a continuum of learning, literacy, competency and mastery that are the foundation of children's achievement. While support for the earliest years is a proven high yielding investment, our federal and state funding is lowest for this age group. Research has shown that poverty, family and community violence as well as parental social stressors impact a child's healthy development and that intervening early can increase protective factors so children can become productive members of society. Services for children too often are segmented by age— e.g. ages 0-3, 3-5 —in ways that do not reflect children's needs and experiences. For the purposes of this document, early childhood is viewed as a continuum of transitions from the prenatal period through age 8. These factors are the driving force for the creation of a solid Prenatal through Age 8 Policy Agenda for Alameda County designed to meet the early childhood needs of children in our county.

Alameda County Early Childhood Policy Committee Vision:

All children in Alameda County will be provided a seamless continuum of prevention and intervention, supports and services from the prenatal period (mother's pregnancy) to age 8, with full access to effective and high quality programs that support their health, development and safety. Vibrant, diverse family leadership leads to better programs and outcomes for young children. Parents, caregivers, service providers, educators, community leaders and policy makers must partner to ensure that every child has a strong foundation from which to succeed.

**Alameda County Early Childhood Policy Committee
2011-12 Workplan**

- Inform and align with county, statewide and national efforts while focusing on the needs of Alameda County's young children and families.
- Monitor and take positions on federal, state and local issues, legislation and initiatives that significantly impact early childhood including quality, access and affordability issues
- Advocate for the imperative of maintaining and increasing funding for programs that strengthen the health and learning capacity of our next generation.

Revised December 5, 2011

- Develop and disseminate an agenda that can be accepted widely throughout the county and can be used as a template for decision making.
- Prioritize Alameda County's most vulnerable young children and their families including those living in poverty, with specialized health and developmental needs, and those for who communication is more challenging.

The Alameda County Early Childhood Policy Agenda's six goals and objectives:

Goal 1: Strengthen Family Engagement, Leadership and Resources

Objective 1: Family/community members will serve as permanent and compensated members of all decision-making boards working with service systems for young children.

Objective 2: Organizations serving young children will reach out to and partner with the diverse families and family organizations throughout Alameda County.

Objective 3: Sustainable funding will be provided to support family participation in leadership positions throughout service systems

Goal 2: Promote Access to Quality Health Care for all

Objective 1: Ensure that obstetric and pediatric services are available to all pregnant and parenting parents/caregivers and their children in Alameda County by supporting the maintenance of a strong network of Obstetric and Pediatric Providers

Objective 2: Establish Health Insurance Coverage for undocumented and other uninsured young children in Alameda County through such mechanisms as the Healthy Kids Program.

Objective 3: Develop concrete strategies for promoting breastfeeding at prenatal and pediatric visits

Objective 4: Implement strategies that will support prenatal and pediatric providers to promote reduction of issues that impact the healthy development of young children such as: drug, alcohol and tobacco usage and maternal depression/mental illness.

Objective 5: Implement strategies for OB and pediatric providers to promote access to healthy environments, healthy food options and physical activity including recognition of presence and impact of poverty and community violence on young children.

Revised December 5, 2011

Objective 6: Ensure that pediatric providers have fiscal, educational and human capital support to provide developmental screenings and needed referrals for developmental/early childhood mental health follow up. (Ex: ABCD Project)

Objective 7: Advocate for comprehensive family centered medical home strategies for pediatric providers and for families including evaluation of efficacy of school based health centers for the 0-8 population.

Objective 8: Promote understanding of the needs of young children within Affordable Care Act implementation.

Goal 3: Promote a single integrated countywide early childhood system of care that focuses on prevention and early intervention.

Objective 1: Secure needed funding and support expansion of screening, assessment, referral and treatment to ensure the earliest possible identification of young children in need of additional supports.

- Develop strategies to align SART/Help Me Grow with Early Connections 0-5 System of Care to ensure one overarching early childhood system of care in Alameda County.
- Expand access/availability to Early Childhood mental health and developmental services including working with commercial insurance to support these services.

Objective 2: Develop and implement a coordinated system of home visiting which would be offered to all pregnant and parenting women and families with young children.

Objective 3: Promote and support the implementation of effective family focused strategies that can help prevent child abuse and build on family strengths. (Ex: Strengthening Families)

Objective 4: Promote countywide models that integrate mental health, health, development, family support, and family financial fitness into our prevention and early intervention efforts

Objective 5: Maintain involvement with the city, county and school district planning bodies to create effective infrastructures that support young children's transitions at all juncture points between 0-8.

- Examples include Interagency Children's Policy Council, County 0-8 Convergence

Objective 6: Ensure that there is early care and education representation in development and implementation of prevention and early intervention efforts.

Objective 7: Monitor and analyze impact of recent Early Start program restrictions and identify strategies to address impact.

Objective 8: Identify strategies for sustainability of this early childhood system of care including blended funding streams (Children’s Budget) for programs for young children in our County.

Goal 4: Expand Access to and improve the quality of Early Care and Education Programs and Improve Transitions to Kindergarten

Objective 1: Promote efforts to restore, protect, stabilize and increase local, state and federal childcare funding and attain new resources for Early Care and Education and ECE higher education.

Objective 2: Expand collaborative approaches between preschools and school-based programs for smooth transitions for all children including those with special needs.

Objective 3: Advocate for improved resources for children with special needs to receive needed quality services within early care and education settings.

Objective 4: Monitor and influence state efforts to support child care quality.

Goal 5: Support Early Childhood Infrastructure, Integration and Data Sharing

Objective 1: Advocate for the promotion of electronic health records and data sharing among OB and pediatric providers to ensure a more coordinated service delivery system with better outcomes.

Objective 2: Advocate for promoting respectful data sharing of parent/caregiver and child information across systems serving young children.

Objective 3: Support tracking/data mapping to identify populations of children needing services and the resources available to meet these needs, and to determine where the gaps are.

Objective 4: Develop common early childhood outcomes for county and community agencies to be able to demonstrate the impact of our collective work countywide.

Goal 6: Sustain and enhance quality training and workforce development

Objective 1: Increase the quality and diversity of the prenatal to 8 cross disciplinary workforce, specifically mental health providers, health providers, early care and education, developmental specialists, early interventionists, pediatric providers, child welfare social workers and family support services providers

Objective 2: Maintain and expand cross disciplinary county-wide training on the social/ emotional development and general development of young children with intentional focus on the specific developmental needs at the specific developmental stages – 0-3, 3-5 and 5-8.

Objective 3: Develop strategies, such as training and mentoring, to support movement of a culturally and linguistically diverse workforce into leadership positions in early childhood within Alameda County.

Objective 4: Improve workforce competencies tied to statewide efforts for early care and education.

This agenda is adapted from the work of:

- *A Call to Action: Moving Forward with an Integrated Policy Agenda for Young Children and Families Forum*
 - *The Alameda County Early Childhood Policy Committee*
 - *First 5 LA for their 2010-15 Public Policy Agenda*
- *Children Now and Zero to Three “An Early Learning Policy Agenda for California’s Infants and Toddlers”*

Revised and approved, ACECPC, 10/7/11; rev. 10/10/11, rev. 11/14, rev. 11/21, rev. 11/23, rev.12/5/11.