FIRST 5 SANTA CLARA COUNTY

Community Investment Strategy for Promoting the Healthy Development of Children prenatal through age 5

FIRST 5
SANTA CLARA COUNTY

December 6, 2005

Community Investment Strategy

This Strategic Direction is intended assist communities throughout the County in:

- Creating awareness and accessing information regarding the importance of the first five years
- Engaging all community members in promoting the healthy development of children prenatal through age 5
- Ensuring all children enter school ready and able to learn.

Community Investment Strategy

The **Systemic Change** Outcomes we expect to achieve are:

- Increased cultural competency
- Increased service integration and accessibility to desired services
- Leveraging of core competencies and expertise of partner agencies
- Reduced bureaucracy (e.g., common forms and centralized registry)
- Active community participation or civic engagement
- Maximization of fiscal resources

Community Investment Strategy

What First 5 California requires of local FIRST 5's:

- To align with other First 5 California initiatives, particularly School Readiness (Early Learning) and Preschool for All (PFA) Demonstration Sites.

- To stabilize and strengthen current investments in School Readiness sites in order to continue to receive the First 5 California match.

- To align implementation in underserved and high-priority communities, including school districts with current Academic Performance Index (API) scores in deciles 1-5, and in communities with a very low supply of preschools.

The First 5 years.
Make them count.
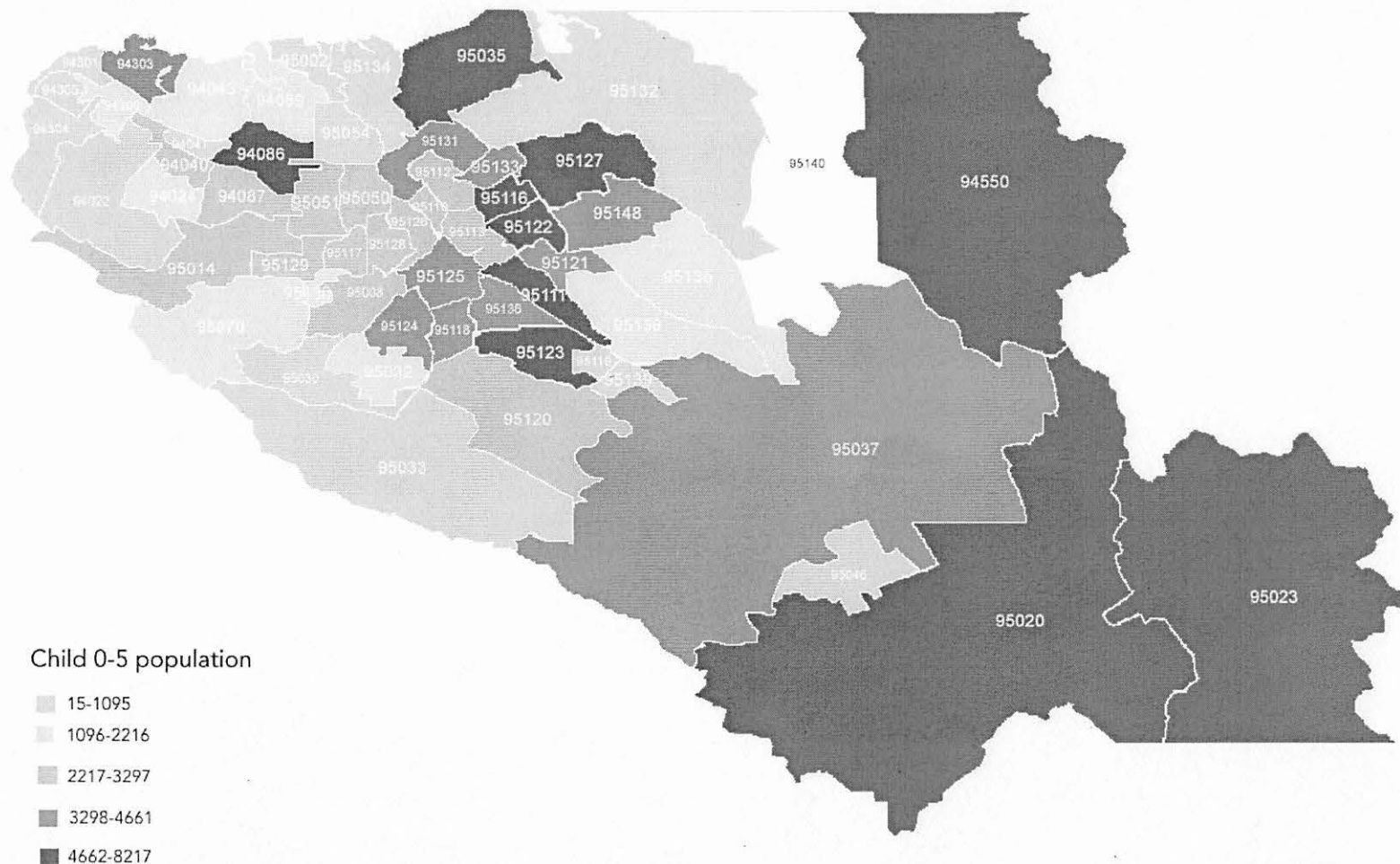
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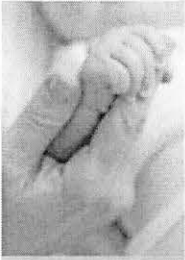
Community Investment Strategy

Where do children with greatest cumulative risk live?

A critical component of the research was the geo-mapping of cumulative developmental risk factors for children 0-5 years. Data was collected on more than 20 risk factors. Of those, the following 8 were consistently prevalent, most relevant to the prenatal through age 5 population, and were amenable to intervention through the FIRST 5 Investment Strategy.

- Mother with no high school degree
- Teenage mother
- Low birth weight
- Late entry to prenatal care
- Substantiated child abuse report
- Domestic violence involving children
- Medi-Cal as a proxy for poverty
- Elevated blood lead levels

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Santa Clara County Population Age 0-5 by Zipcode Area

94303
94040
94086
94087
94022
95002
95134
95054
95035
95132
95131
95133
95127
95116
95148
95122
95121
95111
95125
95138
95124
95118
95123
95120
95033
95070
95014
95129
95037
95046
95020
95023
95140
94550

Child 0-5 population
- 15-1095
- 1096-2216
- 2217-3297
- 3298-4661
- 4662-8217

Combined Cumulative Child Risk Factors by Zip Code in Santa Clara County

Legend

Total Rating Points

- 2 - 6
- 7 - 9
- 10 - 16 average
- 17 - 23
- 24 - 29
- no data

Cumulative Risk was calculated relative to the County average. The darker the red the greater the Cumulative Risk.

Risk factor ratings within zip code areas were developed for:

- Mother with no high school degree
- Teenage mother
- Low birth weight
- Late entry to prenatal care
- Substantiated child abuse report
- Domestic violence involving children
- Medi-Cal
- Elevated blood lead levels

FIRST 5
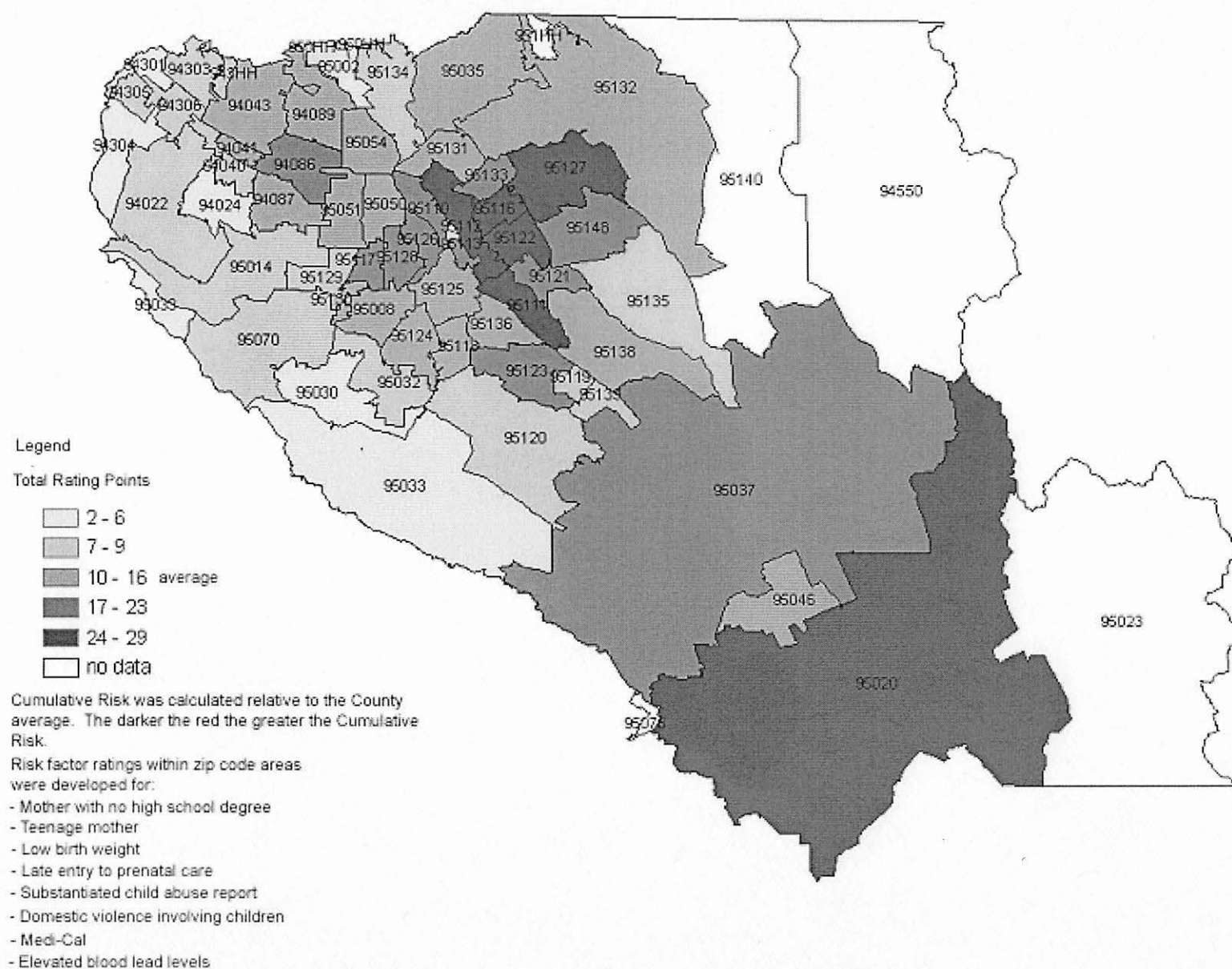SANTA CLARA COUNTY

Elevated Blood Lead Levels by Zip Code in Santa Clara County

January 1992 - June 2003   N = 1280*
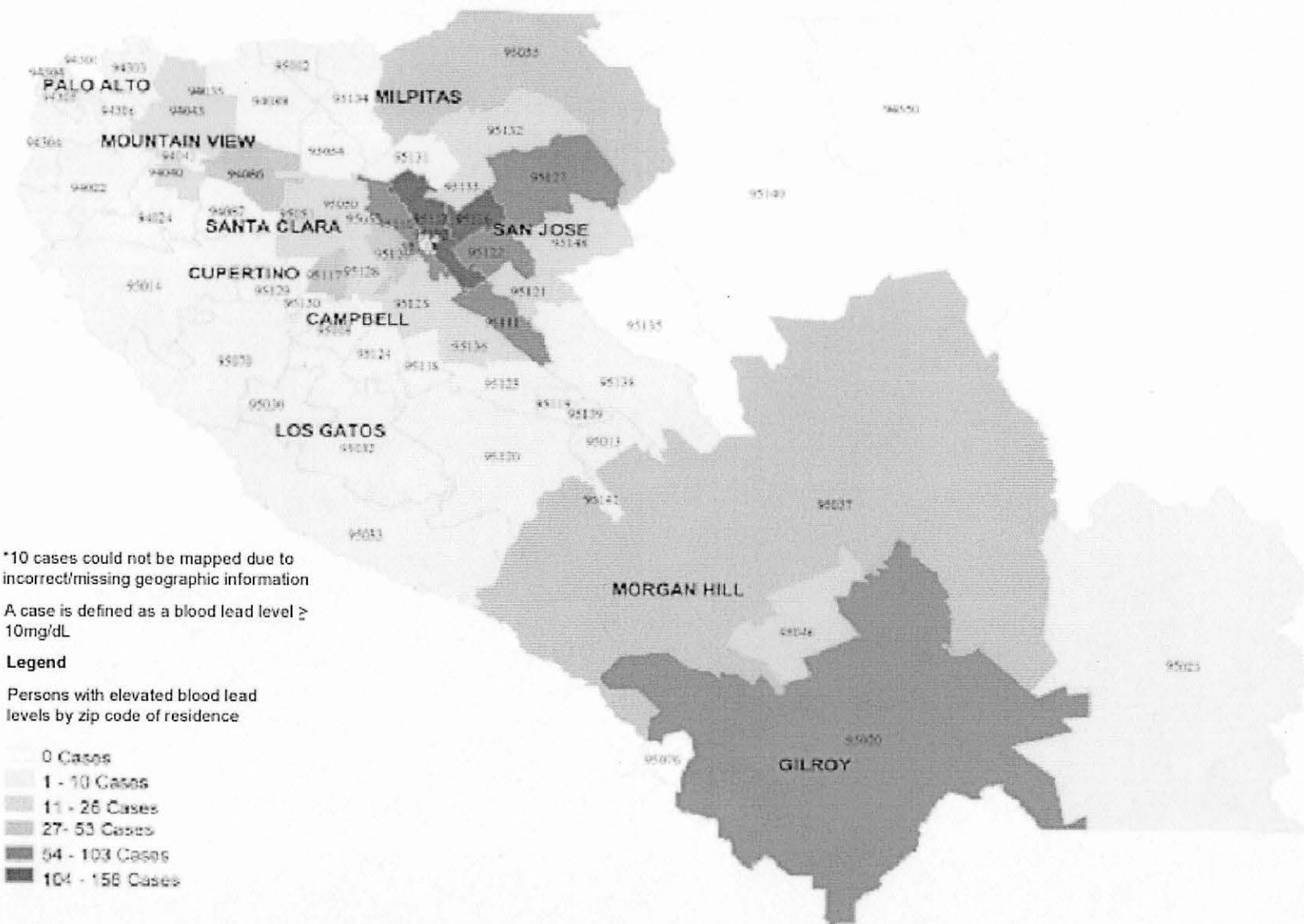
*10 cases could not be mapped due to incorrect/missing geographic information

A case is defined as a blood lead level ≥ 10mg/dL

Legend

Persons with elevated blood lead levels by zip code of residence

- 0 Cases
- 1 - 10 Cases
- 11 - 26 Cases
- 27 - 53 Cases
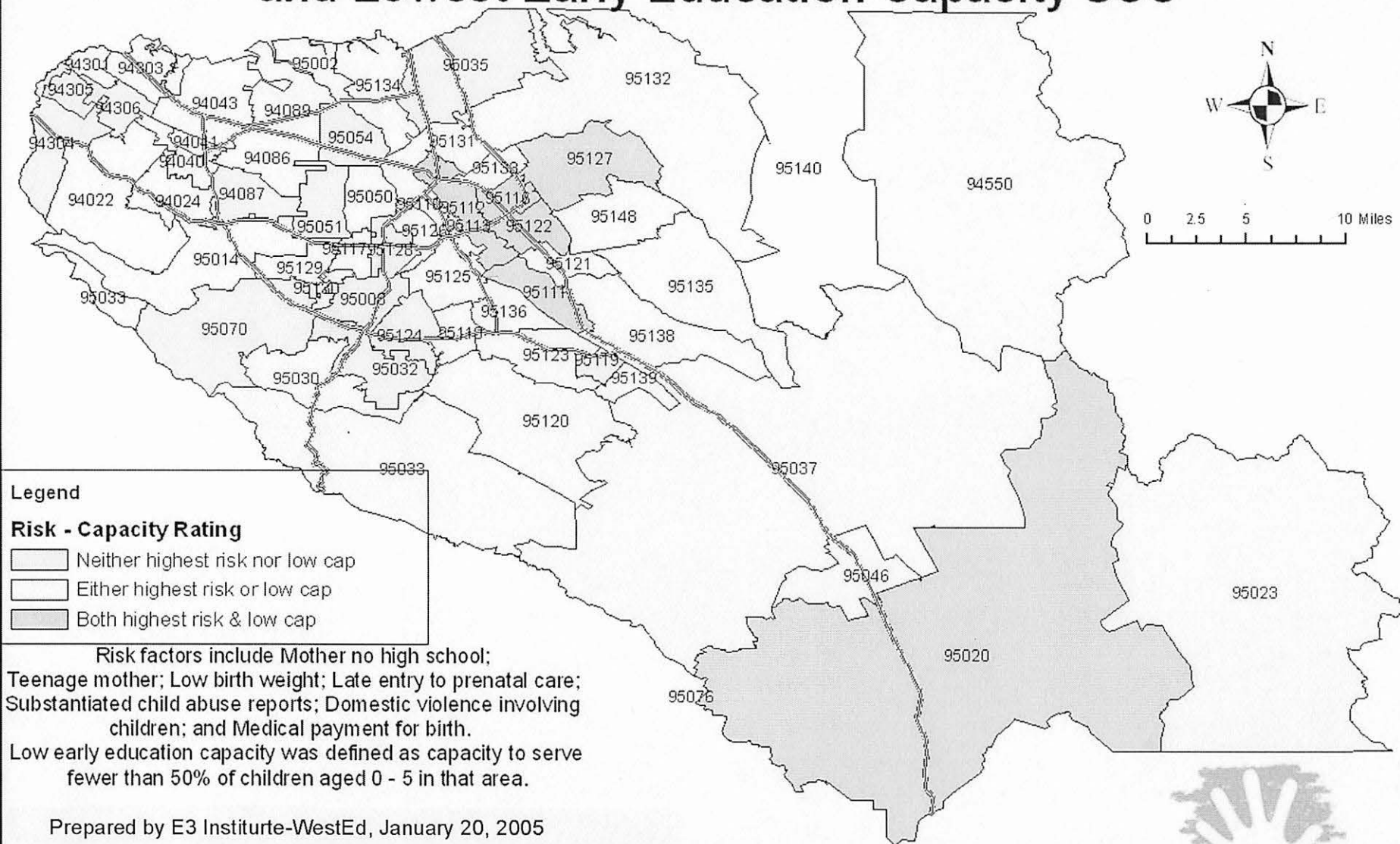- 54 - 103 Cases
- 104 - 158 Cases

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Areas with Highest Cumulative Child Developmental Risk Factors and Lowest Early Education Capacity SCC

N
W E
S

0   2.5   5   10 Miles

94301 94303
94305
94306 94043 94089
94304 94041
94040 94086
94022 94024 94087
95014
95033
95070
95030

95002 95134 95035 95132
95054 95131
95050 95127 95140 94550
95051 95148
95117 95128
95129 95125 95121 95135
95140 95008 95111
95136
95124 95118 95138
95123 95119
95032 95139
95120

95037

95046
95076 95020 95023

Legend

Risk - Capacity Rating

☐ Neither highest risk nor low cap
☐ Either highest risk or low cap
☐ Both highest risk & low cap

Risk factors include Mother no high school;
Teenage mother; Low birth weight; Late entry to prenatal care;
Substantiated child abuse reports; Domestic violence involving
children; and Medical payment for birth.
Low early education capacity was defined as capacity to serve
fewer than 50% of children aged 0 - 5 in that area.

Prepared by E3 Institurte-WestEd, January 20, 2005

E3 INSTITUTE
ADVANCING EXCELLENCE IN EARLY EDUCATION

WestEd

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Community Investment Strategy

What all young children need:

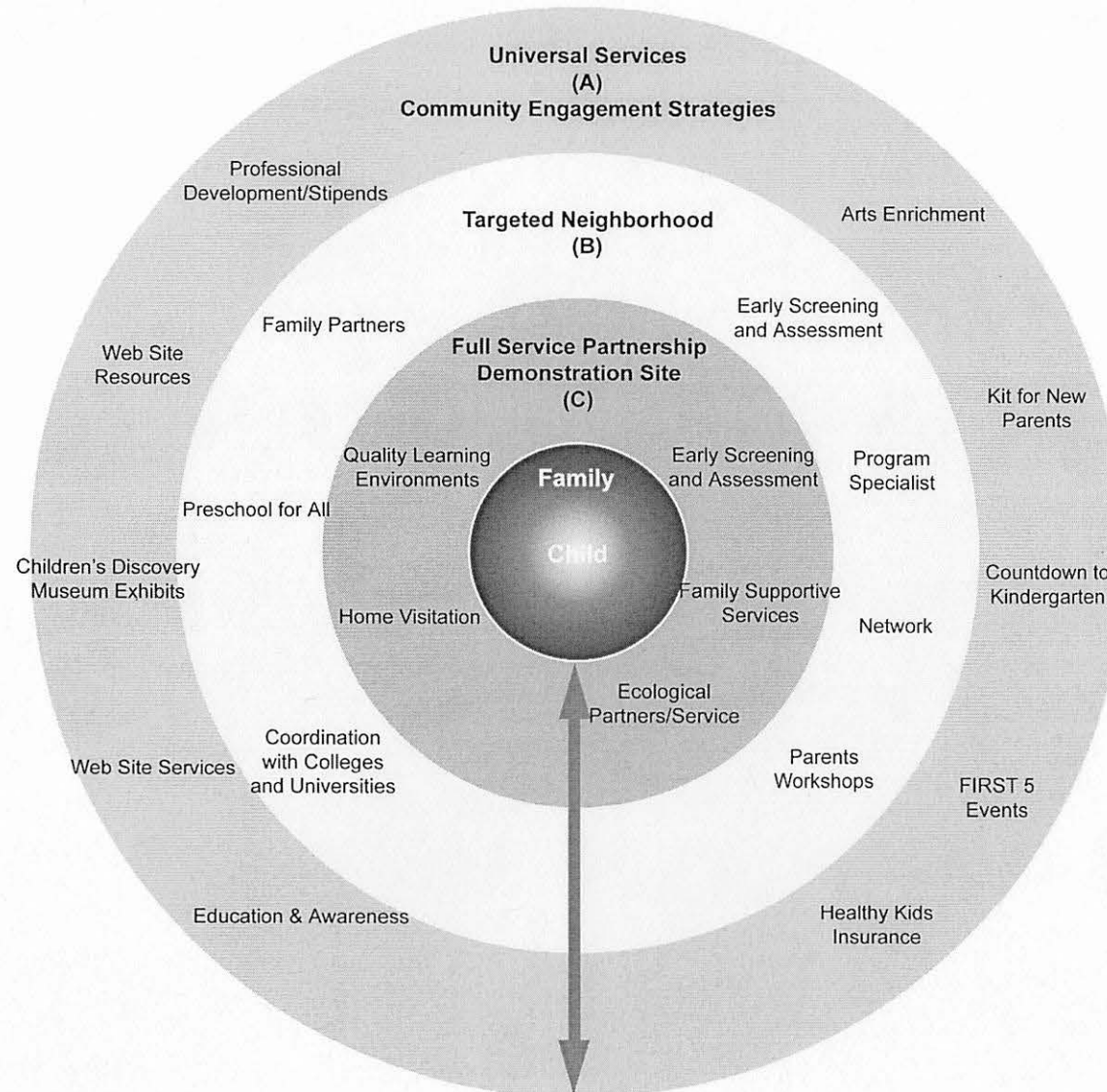**Healthy/Positive Development in early childhood is significantly correlated with:**

- Physical health
- Age and developmentally appropriate cognitive skills
- Positive/age-appropriate social, emotional and behavioral skills development

The First 5 years.
Make them count.

Community Investment Strategy

Community Investment Strategy

- A major finding of the research concluded that the presence of one risk factor alone does not create a barrier to a child's healthy development. Rather, it is the cumulative effect of risk factors that lead to a high probability of poor outcomes for a child. It is additive impact of risks that lead to the negative development of the child.

- A three-part model is necessary to ensure the greatest return on investment and the deepest impact for a child who experiences high cumulative risks. The model includes:
  - Highest quality early learning environments
  - Home visitation
  - Comprehensive family support

- Accompanying the three-part model, there must be:
  - Intensive parent involvement
  - Careful screening and assessment
  - Adequate duration and intensity of services
  - Comprehensive systems approach in serving families

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Community Investment Strategy

Where to focus our efforts:

The geo-mapping identified:

- Six zip codes with the highest concentration of children 0-5 live (23% or 33,810 of the 147,000 children)
- Children with the greatest number of cumulative risk factors live
- Elementary school districts with the lowest Academic Performance Index (API)
- Areas with the lowest early education capacity in Santa Clara County
- The most cases of elevated blood lead levels in Santa Clara County

Further analysis identified:

- Neighborhoods of historic and current need within 5 other zip codes having:
  - 10% of total population of children 0-5 live
  - Where children and families who are exposed to many of the same cumulative risk factors live;
  - Families who identified a need for advocacy, integration and coordination of services

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Community Investment Strategy

The selection of sites for **Deep Impact Demonstration Preschools** was based upon:

- Current Early Learning/School Readiness Partnership:
  - San Jose Unified School District
  - Franklin-McKinley School District
  - Gilroy Unified School District
  - Mayfair Community (Alum Rock)

- Results of geomapping, research and analysis

- Readiness and ability of school districts to partner.

The First 5 years.
Make them count.

Community Investment Strategy
Deep Impact Demonstration Preschools

Zip Code	School District	# of PFA spaces	Cost	Supervisor District	Implementation date
95116*	Alum Rock	101	$582,210	2	TBD
95111* 95122*	Franklin McKinley	189	$1,103,490	1,2	TBD
95112* 95127*	SJUSD	697	$1,875,500*	2,3	9/2006
95020*	Gilroy	101	$589,210	1	TBD
* 23% of children 0-5 live in 6 zip codes			*Per child cost in SJUSD •$6,470 new •$3,410 enhanced		

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* Academic Performance Index range is from 1 (lowest), to 10 (highest)

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Community Investment Strategy
Deep Impact Demonstration Preschools

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School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighbor-hood (Yr 1)*	Current ELI sites
San Jose Unified	95110 (2,3)	Rank	# of Schools	Anne Darling (95133)	•Almaden
	95112 (2)	1	(5)		•Bachrodt
	95116 (2)	2	(5)	Empire Gardens	•Anne Darling
31 elementary schools	95118 (4)*	3	(3)	Grant (95112)	•Empire Gardens
	95120 (1,4)	4	(3)		
	95123 (1)	5	(1)	Olinder (95116)	•Lowell
	95125 (2,4)	6	(5)		•Horace Mann
	95133 (2,3)	7	(1)	* Within 5 years preschool will be offered to all 4 yr olds in dist.	•Olinder
	95136 (1,2)*	8	(1)		•Washington
		9	(3)		
		10	(4)		

*Identified in Component B

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

The First 5 years.
Make them count.

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Community Investment Strategy
Deep Impact Demonstration Preschools

FIRST 5 Santa Clara County was one of 7 counties to be selected as a First 5 California Preschool for All Demonstration Site.

The grant application required:

- A partnership with one school district, or one city
- Beginning in underserved, high-priority communities
- A plan to offer preschool to all four-year olds in the district/city within five years
- Assurances that the PFA Demonstration project will participate in building statewide system of PFA in accordance with California's Master Plan for Education.

Why was San Jose Unified School District chosen as the PFA Demonstration site partner?

1. **Established Need:**

   - The district has the largest number of schools performing at an API index lower than 3.

   - The highest concentration of English-learners live within the SJUSD.

   - Results of geomapping showed 2 of 6 zip codes with greatest cumulative risk are within the district boundaries.

   - The greatest number and density of children 0-5 live in SJUSD with inadequate provision of early care and education services.

Community Investment Strategy
Deep Impact Demonstration Preschools

Why was San Jose Unified School District chosen as the PFA Demonstration site partner?

2. **Demonstrated Commitment by SJUSD:**
   - Current Early Learning/School Readiness Partnership with 11 Early Learning Initiative sites
   - Capability to put additional portable classrooms in place for future phases of PFA
   - Use of categorical funding options
   - Preschool services began 30 years ago. Since then SJUSD has shown continued commitment to early education. It is the only district with a Pre-12 Board Policy.
   - Approximately 5% of 2002 bond is allocated for preschool classrooms.
   - Use of early intervention best practices since 1991.

Community Investment Strategy
Deep Impact Demonstration Preschools

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School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighborhoods	Current ELI sites
Alum Rock 17 elementary schools	95116 (2) 95122 (2) 95127 (2,3) 95133 (2,3)	Rank 1 2 3 4 5 6 8	# of Schools (3) (4) (1) (5) (2) (1) (1)	TBD by PFA task force	•Arbuckle •Chavez •San Antonio

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

The First 5 years.
Make them count.

Community Investment Strategy
Deep Impact Demonstration Preschools

FIRST 5
SANTA CLARA COUNTY

School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighborhoods	Current ELI sites
Franklin-McKinley 12 elementary schools	95111 (1,2) 95112 (2,3) 95116 (2) 95121 (1,2) 95122 (2)	Rank # of Schools 1 (2) 2 (2) 3 (1) 4 (3) 5 (2) 6 (2)		TBD by PFA task force	•Franklin •McKinley •Santee

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The First 5 years.
Make them count.

Community Investment Strategy
Deep Impact Demonstration Preschools

School District	Zip Codes(Supervis or District)	API Range* (2004)		Targeted school-community neighborhoods	Current ELI sites
Gilroy 9 Elementary schools	95020 (1)	**Rank** 2 3 4 5 6 9	**# of Schools** **(1)** **(2)** **(1)** **(3)** (1) (1)	TBD by PFA task force	•Del Buono •Eliot •Glen View •Las Animas

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

The First 5 years.
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Community Investment Strategy Component B

FIRST 5 SANTA CLARA COUNTY

Zip Code	Targeted Neighborhoods	# of PFA spaces	Cost	Supervisor District	Implementation date
95118*	Almaden	40	$258k	4	TBD
95128*	Luther Burbank/ Sherman Oaks	40	$258k	4	TBD
95133*	Rancho Verde	40	$258k	3	TBD
95136*	Foxworthy Capital	40	$258k	1	TBD
94040*	Castro/ Theuerkauf	40	$258k	5	TBD

*Identified in San Jose Unified School District

The First 5 years.
Make them count.

Community Investment Strategy Component B

FIRST 5
SANTA CLARA COUNTY

School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighborhoods
Mountain View-Whisman 7 elementary schools	94040 (5)	Rank	# of Schools	TBD by PFA task force
		2	(1)	
		5	(2)	
		7	(1)	
		8	(1)	
		9	(1)	
		10	(1)	

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

The First 5 years.
Make them count.

Community Investment Strategy Component B

FIRST 5
SANTA CLARA COUNTY

School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighborhoods
		Rank	# of Schools	
Luther Burbank 1 school	95128 (4)	3	(1)	TBD by PFA task force

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

The First 5 years.
Make them count.

Community Investment Strategy Component B

FIRST 5
SANTA CLARA COUNTY

School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighborhoods
		Rank	# of Schools	
Campbell Union 8 elementary schools	95128 (4)	2	(1)	TBD by PFA task force
		3	(1)	
		4	(1)	
		6	(1)	
		7	(1)	
		8	(1)	
		9	(2)	
		10	(1)	

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The First 5 years.
Make them count.

Community Investment Strategy Component B

School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighborhoods
Berryessa 10 elementary schools	95133 (3)	Rank	# of Schools	TBD by PFA task force
		4	(1)	
		6	(2)	
		7	(4)	
		8	(2)	
		9	(1)	

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

The First 5 years.
Make them count.

5-Year Community Investment Plan

FIRST 5
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	FY 05-06	FY 06-07	FY 07-08	FY 08-09	FY 09-10
COMMUNITY ENGAGEMENT STRATEGY					
1. Arts Enrichment Initiative	800,300	800,000			
2. Public Relations	200,000	100,000	100,000		
3. Marketing	725,000	725,000	500,000	300,000	300,000
4. Community Events	125,000	125,000	125,000	125,000	125,000
5. Community Education & Awareness	1,000,000	1,000,000	1,000,000	500,000	
6. Childhood Matters (Radio Program)	200,000	175,000	150,000	125,000	100,000
7. Children's Discovery Museum	1,000,000	50,000			
8. Emergency Requests	50,000	50,000	50,000	50,000	50,000
9. Special Community Projects	200,000	100,000	75,000	50,000	50,000
Total Public Awareness/Education Strategy	**4,300,300**	**3,125,000**	**2,000,000**	**1,150,000**	**625,000**
HIGH-RISK STRATEGY					
10. Children's Health Care Initiative	4,519,900	4,500,000	4,500,000	4,500,000	4,500,000
11. Planning Grants					
12. Preschool for All	2,000,000	10,000,000	10,000,000	10,000,000	10,000,000
13. E3 Institute – Professional Development	1,000,000				
14. E3 Institute – CARES (includes State match $750K)	3,750,000	3,750,000	3,750,000	3,750,000	3,750,000
15. Early Learning Initiative (4 School Districts)	4,610,000				
16. High-Risk Design	2,000,000	10,000,000	10,000,000	9,000,000	7,000,000
17. Family Court – Care Management	945,200				
18. Home Visitation	2,245,000				
19. Early Screening Initiative	1,385,100				
20 6 Regional Partnerships	3,004,000				
Total High-Risk Strategy	**25,459,200**	**28,250,000**	**28,250,000**	**27,250,000**	**25,250,000**
TOTAL COMMUNITY INVESTMENTS	**29,759,500**	**31,375,000**	**30,250,000**	**28,400,000**	**25,875,000**

Preschool for All   High-Risk Design   Public Relations/Marketing   Community Educ. Awareness   Regional Partnerships -> High-Risk, Community Edu.

Contact Information

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The First 5 years.
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