



FIRST 5 MARIN
Learn. Grow. Thrive.

Executive Director's Report April 2021

Public Policy and Communications

Daily Emails – Michelle continues to produce daily emails with content for at-home learning for young children— stories, songs, games, indoor/outdoor activities, fitness, and nutrition etc. [If you know someone who would like receive these emails, please send a name and email address to Michelle@First5Marin.org.]

Facebook – Michelle continues sharing news and information on our First 5 Marin page on Facebook, most recently for the Week of the Young Child. She's also promoting the "Help Me Grow Marin" page; posting events on the "Marin Communications Forum" page; and sharing Latino and immigration news + health info on "Voces de Marin" and "Marin Health Policy Partnership" pages. When content is appropriate and available, she is also posting on: "Making Ends Meet in Marin," "Marin HEAL" (Healthy Eating, Active Living), "Healthy Kids from Day 1," and the "Marin Breastfeeding Coalition."

First 5 Marin Website and Logo – The new logo for First 5 Marin, designed by our consultant Howry, has been completed and is being presented at the April Commission meeting. The "wireframes" for the new website (which will highlight commission meetings and events and feature the new Help Me Grow Marin program, the Marin Communications Forum, and the California Parent Guide from First 5 California) have been completed, providing the basic structure for all the new content. Michelle is drafting the content for all the website pages, and is working with the consultant to finalize the website for review by the commissioners. An update on the website will also be presented at the April meeting.

Marin Communications Forum – The Forum is continuing online, and we continue scheduling topics for 2021. The most recent forum was:

- **March 25, 2021: Children Now: CA County Scorecard of Children's Well-Being**
Staff from Children Now presented the Marin County datapoints from their new statewide report. Commissioner Maria Niggle also presented detailed education data and information from Marin Promise Partnership, and Lael Lambert from Marin County Health and Human Services presented health information.

Upcoming forums include:

- **April 22, 2021: Child Abuse Prevention** – We worked with Marin County Children and Family Services and the Child Abuse Prevention Council of Marin (CAPC) to plan this forum for Child Abuse Prevention Month. Both organizations will make presentations, and the forum will feature keynote speaker Anthony Trucks, a former foster child who is

now a motivational speaker. 10 am to noon. Email Michelle@First5Marin.org to register.

- **May 2021:** COVID Stress and **Adverse Childhood Experiences** (tentative, for Mental Health Awareness Month) – Michelle is working with Brian Robinson from Marin County Mental Health to plan an agenda about the impact of COVID stress on mental health for children and families. (Tentatively, May 20th from 10 am to noon.) NOTE: we are looking for a diverse set of speakers to talk about mental health issues and resilience; if you have suggestions, please contact Michelle@First5Marin.org.
- **June 2021: Immigrant Rights and Justice** – Michelle is working with Commissioner Lucia Martel-Dow to plan an agenda on “Immigrant Rights and Justice” in Marin—the new focus of the former “public charge” workgroup.
- **September 2021: Emergency Preparedness** (tentative; working with the Marin County Office of Emergency Services)
- **Climate Change: Community Issues for Marin County** – date TBD
- **Race Counts Marin** – Michelle is working with the Advancement Project to present the most recent data for Marin County. Date TBD.

Newsletter – Michelle continues to produce a monthly newsletter to announce our events and programs. The April edition was emailed out this week. (If you have child/family news to share, please email Michelle.)

Opinion Editorials – Michelle drafted an opinion editorial for Child Abuse Prevention Month, to support the Marin Communications Forum on April 22nd. The Marin Voice, by Bree Marchman from Marin Children and Family Services, will be in print on Thursday, April 15th. The article can be found [here](#).

Summer Learning Backpacks – As approved by the Commission, Michelle continues working with Office Depot to procure 1,100 drawstring backpacks and all the home-learning items (crayons, paper, scissors etc.) that will be included. We are partnering with the Marin County Free Library on this project; they will include three bilingual books in each backpack, and they will also handle distribution this summer.



- **Outreach & Engagement:**
 - Maritza and Susanne have been asked to speak at a few events. Maritza will be participating in 2 Spanish speaking events. The first speaking engagement will be on Wednesday, March 10 with the Multicultural Center of Marin. She will be on the Radio and Facebook. The second event is scheduled in April 2021 with the Next Generation Scholars. She will be speaking to a parent’s group. Susanne will be speaking at the Children and Family Services staff meeting in March 2021 and

has been asked to join a steering committee to develop a Systematic Improvement Plan for Golden Gate Regional Center's Early Start Program on Social and Emotional Development. This is a mandate put out by Department of Developmental Services for California. It has been rolled out in Cohorts.

- Maritza and Susanne continue to participate in state, national and local meetings and webinars focusing on current issues and partnerships to support family and children. The National HMG office has been having input sessions on the strategic plan. Information that has been presented can be found on the National HMG website
- **Strategy Planning:**
 - Pegah, Michelle, Susanne and Maritza continue the conversation and the development of a work plan with Jill Casey for the Help Me Grow Marin.
 - HMG Leadership team met on April 14th to discuss structure and roles moving forward to advance the strategic direction for the work.
 - Three workgroups were proposed: Data, Outreach, and Service Delivery
 - Leadership Team members will be weighing in on the proposed structure through a survey.
- **Data Related Work:**
 - Pegah, Susanne and Maritza had a zoom conference with Liz Cowley from UniteUs. Another call is set up with the Kaiser Representative, and the above individuals for later in April 2021.

Other Activities:

- **Budget Planning:** In preparation for the FY 21-22 budget approval, Pegah is working through drafting a budget for the finance committee to review in April. The updated draft will be presented for entire Commission review, with final approval in June 2021.
- **Evaluation Transition Team:** The First 5 Marin Evaluation Transition Team consisting of representation from Luminare group, First 5 Marin staff (Pegah Faed & Michelle Fadelli), and Commissioners (Dave Bonfilio, Lucia Martel-Dow, Kari Beuerman) met at the end of March for the first of three meetings to begin framing the evaluation framework for the Commission.