

February 2025



First 5 Placer

FY 2023-2024 Annual Evaluation Report

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research

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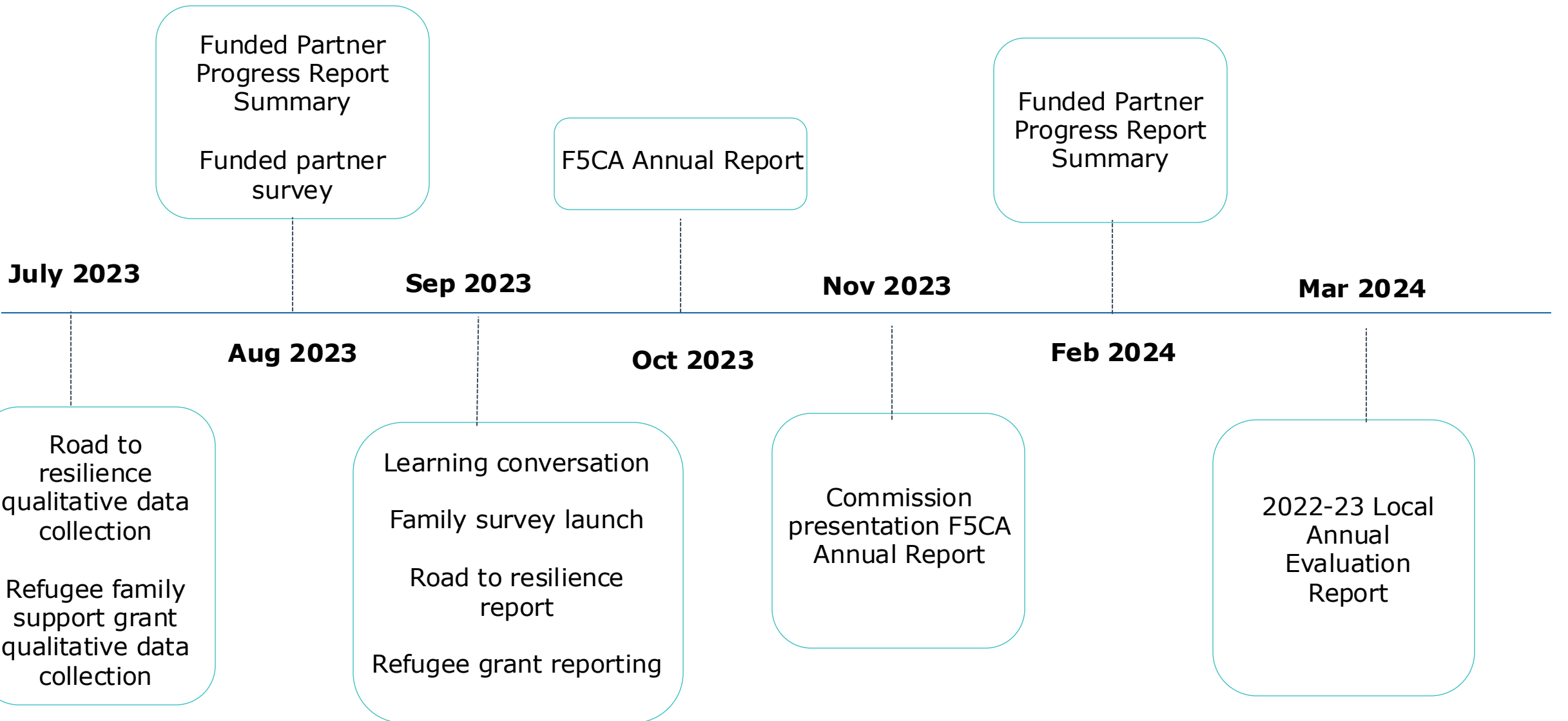
PLACER

Background

- **First 5 Placer's goal:** Collaborative Impact Model to create an integrated, comprehensive system that supports the success of children and families.
- **Funding:** Nearly \$4 million in programs, services, and systems strengthening efforts.
- **Priority topics areas:** Child abuse prevention, early literacy, maternal and child health, oral health, and early learning and childcare.



FY 2023-2024 Evaluation Activities



Evaluation Report

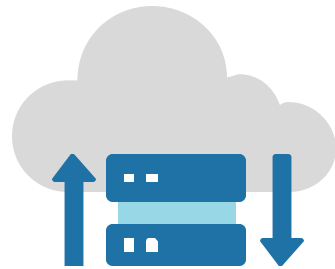
- **Characteristics** of First 5 Placer program participants
- **Impacts** on children, their families, and the overall system of care
- **Considerations** moving forward



Methods



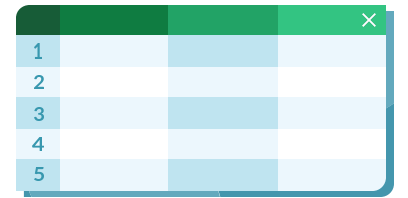
Family Retrospective
Survey



Persimmony
data



Conversations with
funded partners



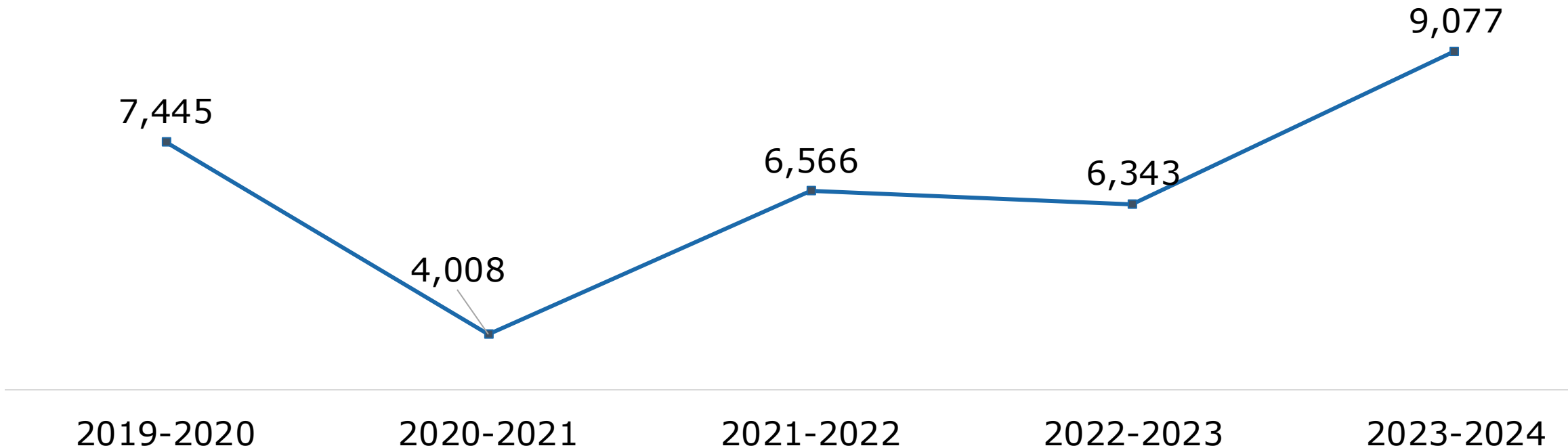
Secondary
indicator data



Participant Characteristics

Participant Characteristics

9,077 children, parents/caregivers, and providers were served by First 5 Placer



Participant Characteristics

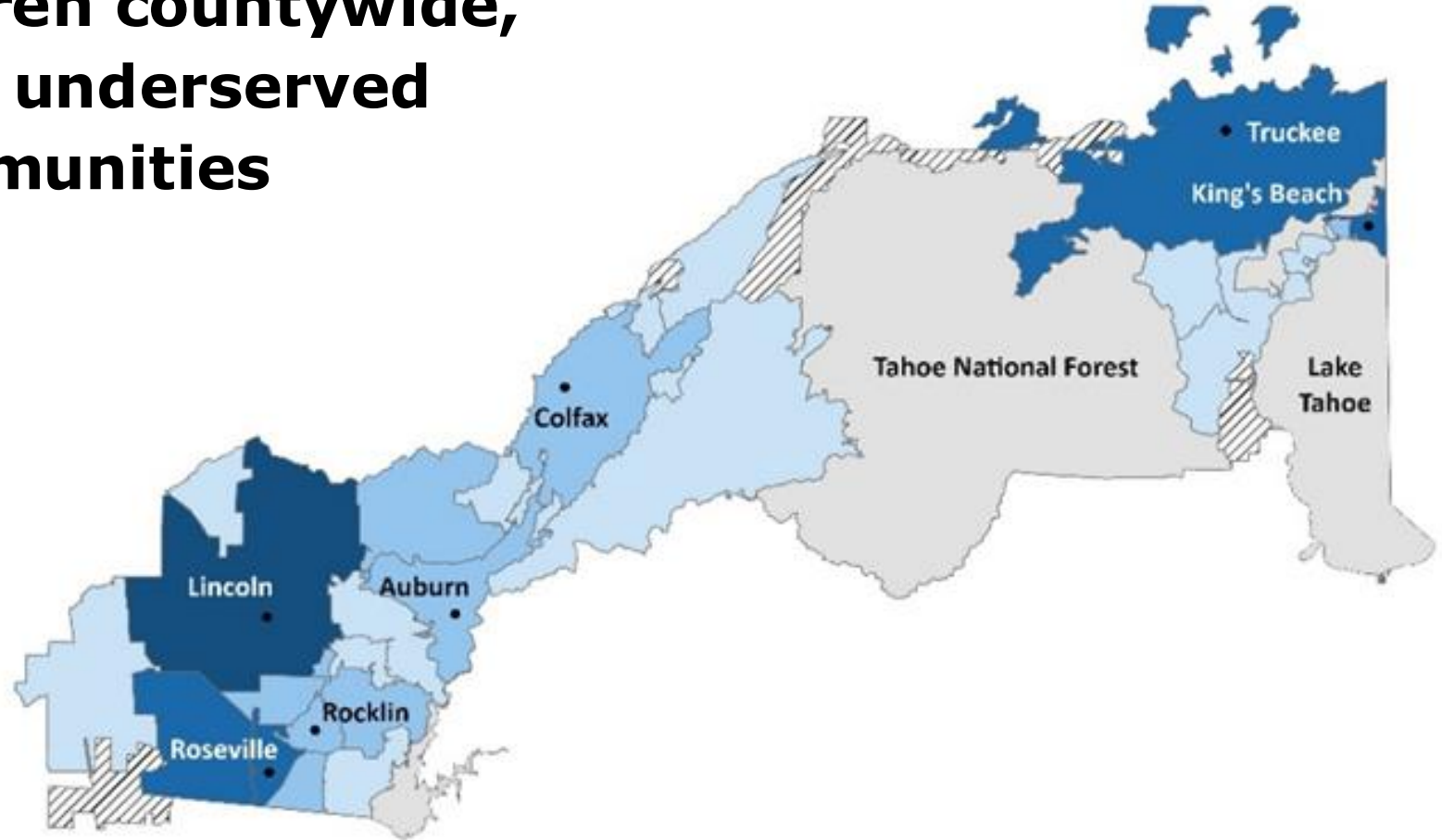
About half of children served were from historically underserved racial and ethnic communities

Race/ethnicity	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	Placer County
Alaska Native/American Indian	1%	1%	1%	1%	<1%	1%
Asian	4%	3%	2%	4%	3%	7%
Black/African American	2%	1%	4%	4%	2%	1%
Hispanic/Latino	29%	54%	56%	44%	39%	20%
Native Hawaiian or Other Pacific Islander	<1%	<1%	<1%	1%	<1%	<1%
White	56%	35%	33%	42%	49%	66%
Another race/ethnicity	6%	5%	4%	5%	6%	6%

Participant Characteristics

Programs reached children countywide, including those living in underserved and less populated communities

Children 0-5 Served by Zip Code



Participant Characteristics

Programs serve many of the priority populations, though opportunities may exist to expand outreach efforts

60%

of parents reported **making less than \$24,000 a year**
(compared to 69% last year)

39%

of parents identified as a **single parent**
(compared to 47% last year)

87%

of children **speak English as their primary language**
and 12% speak Spanish

A young girl with dark hair tied back, wearing a white t-shirt and denim overalls, is smiling and touching her teeth with her right index finger. The image is overlaid with a semi-transparent blue filter. The text "Oral Health" is centered in white, bold, sans-serif font.

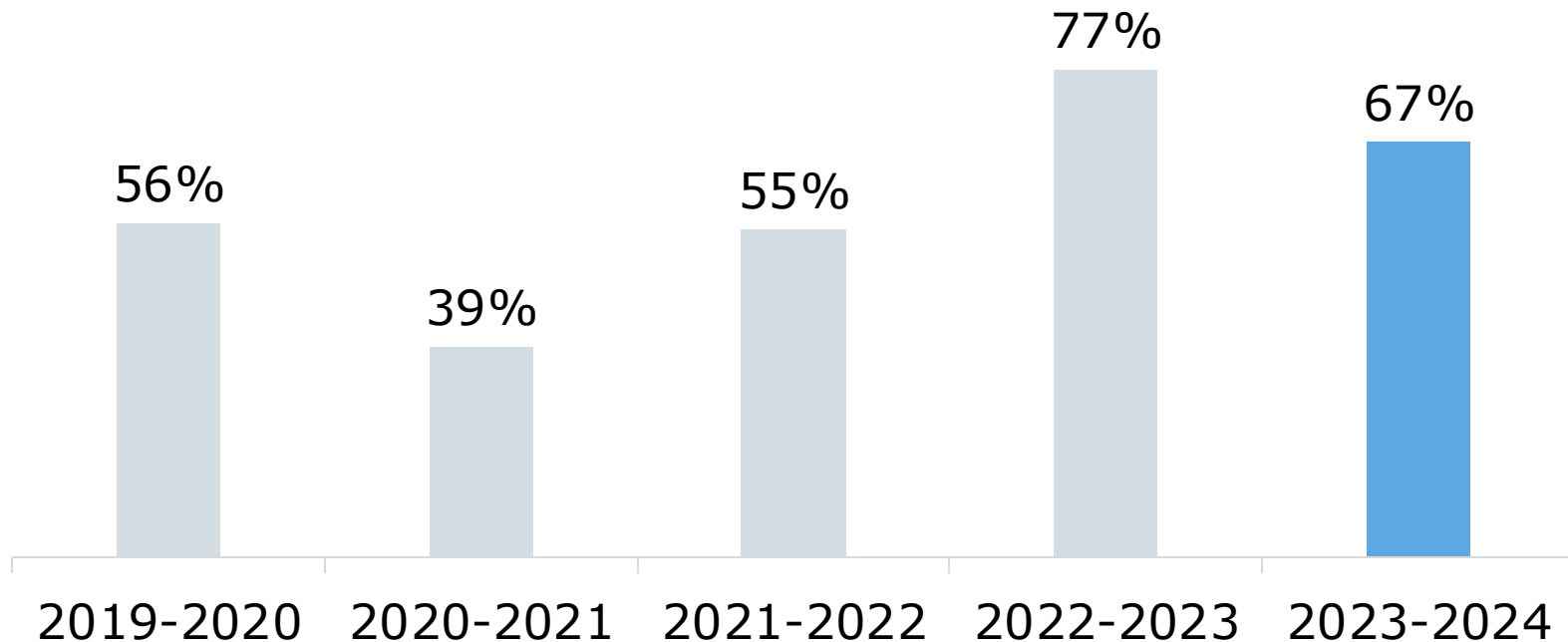
Oral Health

Overview

- **Funded partner:** Placer County Health and Human Services.
- **Direct services:** Oral health education, dental kits, dental screenings, fluoride varnish applications.
- **Systems strengthening efforts:** Countywide Oral Health Alliance, data sharing, consistent oral health messaging, and outreach to underserved communities.
- **Challenges:** Lack of Medi-Cal dental providers in Placer County's rural areas, including North Lake Tahoe

Oral Health

The percent of children who visited the dentist remains above pre-pandemic rates; however, the rate is lower than last year.



A blue-tinted photograph of a woman with long dark hair looking down at a crying baby lying on a medical examination table. The woman's hand is near the baby's head. In the background, a medical professional in a white coat is partially visible. The overall scene is clinical and focused on maternal and child health.

Maternal & Child Health

Overview

- **Funded partners:** Latino Leadership Council, Insights Counseling Group, Granite Wellness, Sierra Native Alliance.
- **Direct services:** Counseling, healthcare education, case management, maternal mental health.
- **Systems strengthening efforts:** Collaborative network of home visiting agencies, professional development to strengthen workforce.
- **Challenges:** Prenatal care for clients who are not insured, retaining staff to meet the needs of the culturally and linguistically diverse community.

Maternal and Child Health

Services are improving maternal health.

After participating in a First 5 Placer service, parents/caregivers reported:

97%

of parents **reported their child had been to the doctor in the last year** for a routine visit, which is the same percent as last year and approaching pre-pandemic rates

80%

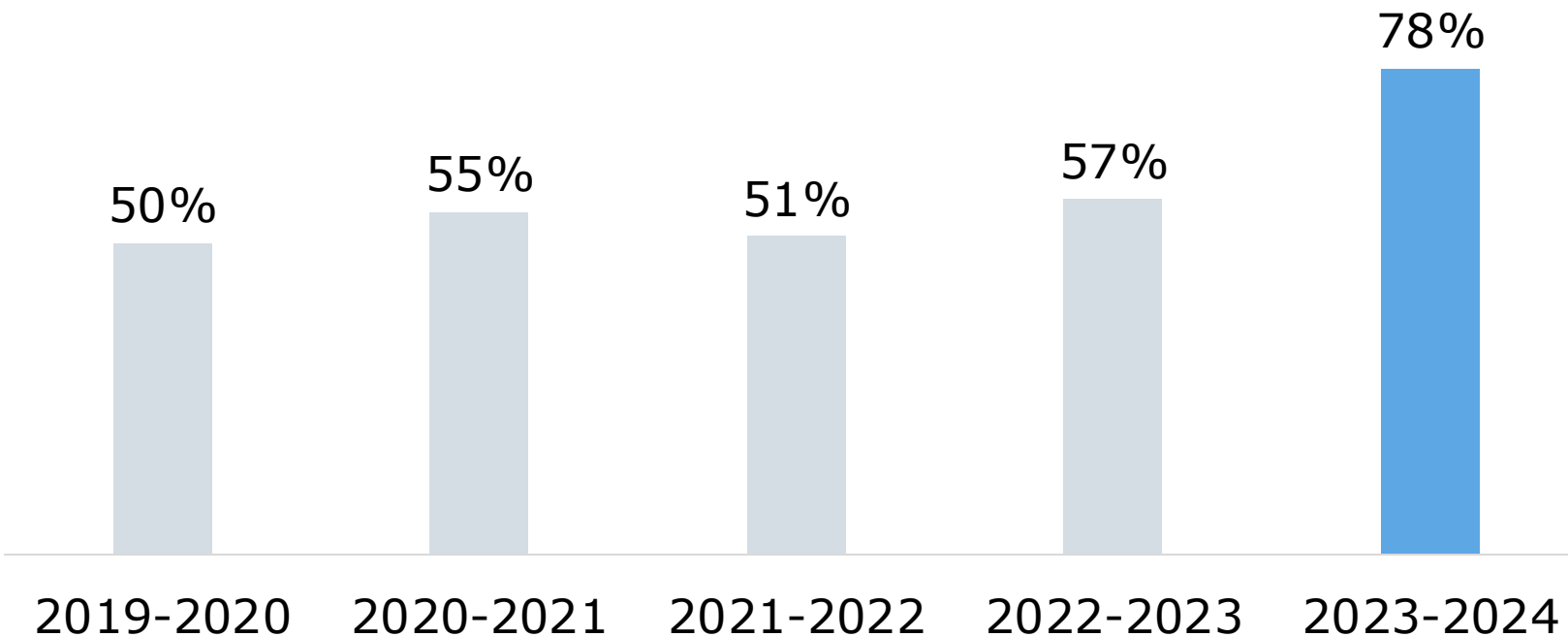
of parents **rate their physical health as somewhat to a lot better** since participating in the program (compared to 79% last year)

82%

of parents **rate their level of stress as somewhat to a lot better** since participating in the program (compared to 83% last year)

Maternal and Child Health

78% of pregnant people reported they received early prenatal care during their first trimester.



A photograph of a woman and a young girl sitting together and reading a book. The woman is on the left, smiling, and the girl is on the right, looking at the book. The image has a blue tint. The text "Early Literacy" is overlaid in the center in white.

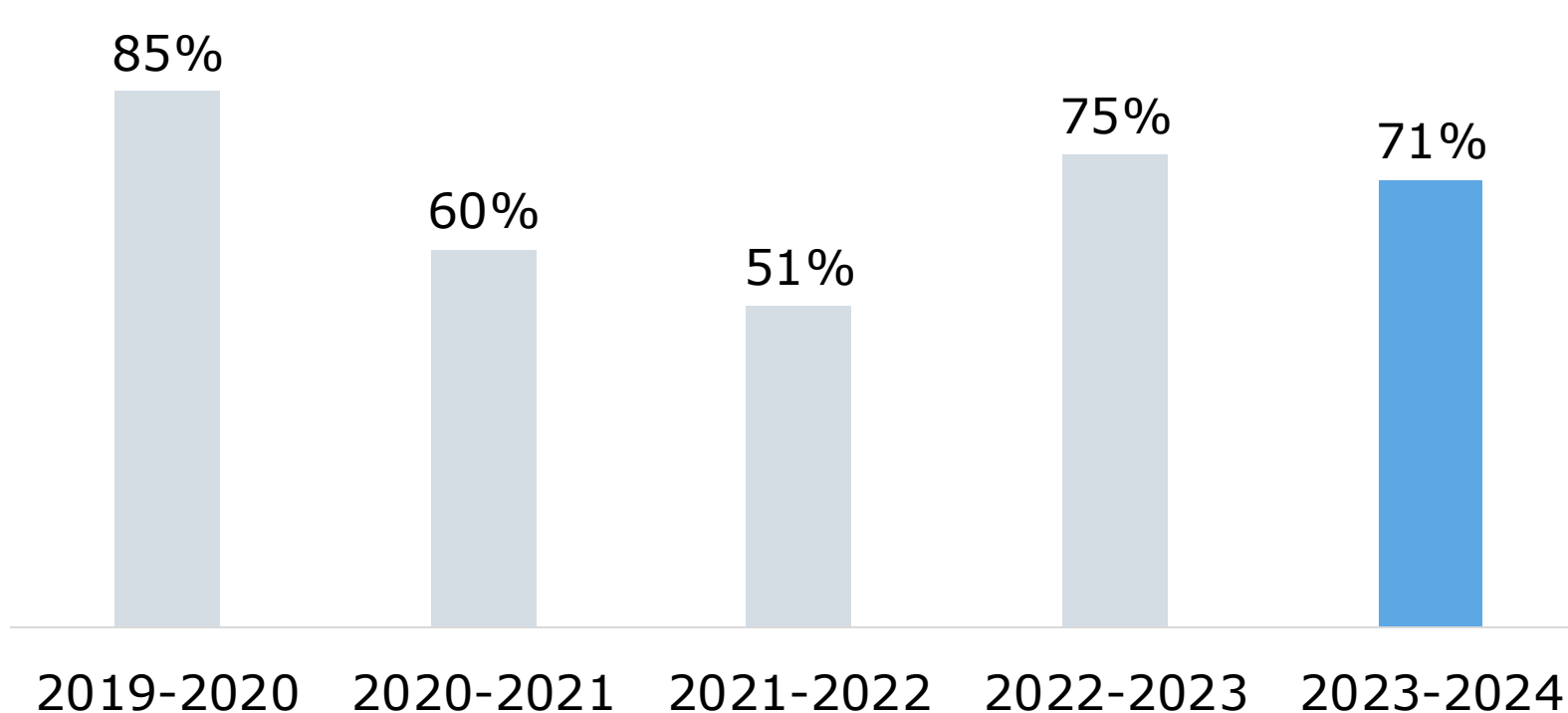
Early Literacy

Overview

- **Funded partners:** Dolly Parton Imagination Library, Placer County Office of Education and Tahoe Truckee Unified School District.
- **Direct services:** Book distributions, literacy-based training and resources.
- **Systems strengthening efforts:** Early Literacy Advisory Council, data sharing, consistent early literacy messaging across programs and systems.
- **Challenges:** Availability of literature and program staff that represents all Placer County languages and cultures.

Early Literacy

Parents increased how often they read books with their child.



Early Literacy

Parents increased engagement in other early literacy practices.

82%

of parents **talk, sing, play** with child
(compared to 81% last year)

76%

of parents **practice writing or drawing** with their children
(compared to 74% last year)

71%

of parents report having more **books that reflect language and culture** (compared to 66% last year)

53%

of parents report **visiting the library or using virtual services**
(compared to 45% last year)



Family Strengthening

Overview

- **Funded partners:** Community Collaborative of Tahoe Truckee, KidsFirst, Lighthouse, Stand Up Placer, Child Advocates, Sierra Community House, and Sierra Native Alliance.
- **Direct services:** Counseling, case management, information and referral services, training and collaboration.
- **Systems strengthening efforts:** Collaborative network of home visiting agencies, professional development to strengthen workforce.

Family Strengthening

Some family strengthening measures have decreased over time.

82%

reported it being **easier to the daily manage stresses** of raising their child (compared to 99% in 2019-2020)

86%

reported feeling **more confident** as a parent (compared to 100% in 2019-2020)

83%

reported they are **better able to advocate for themselves** (compared to 90% in 2020-2023)

Family Strengthening

"[Staff member] has welcomed me with open arms, and I improved my confidence. The parenting groups have given me so much. I have grown a lot. I am so grateful for this program's guidance!"

"I've learned many positive coping strategies and resources for a better life"

"I've learned what milestones I can look out for and how to encourage my child to be the best she can be."

"It has helped our family do more activities together and has helped me be more confident and ask for help."

"Our family has less stress and can communicate better."



Additional Grants

Refugee Family Support

- **Funded Partners:** Latino Leadership Council, Child Advocates of Placer County
- **Tri-County Collaboration:** Placer, Sutter, & Yolo
- **Services:** Linkages to housing assistance, basic needs, healthcare/wellbeing, navigation/service coordination, language support, and other assistance.



Road to Resilience

- **Funded Partners:** Granite Wellness, KidsFirst, Sierra Native Alliance, Chapa De
- **Services:** In-home case management, supportive services, and referrals to community-based agencies for pregnant people at risk of substance abuse.

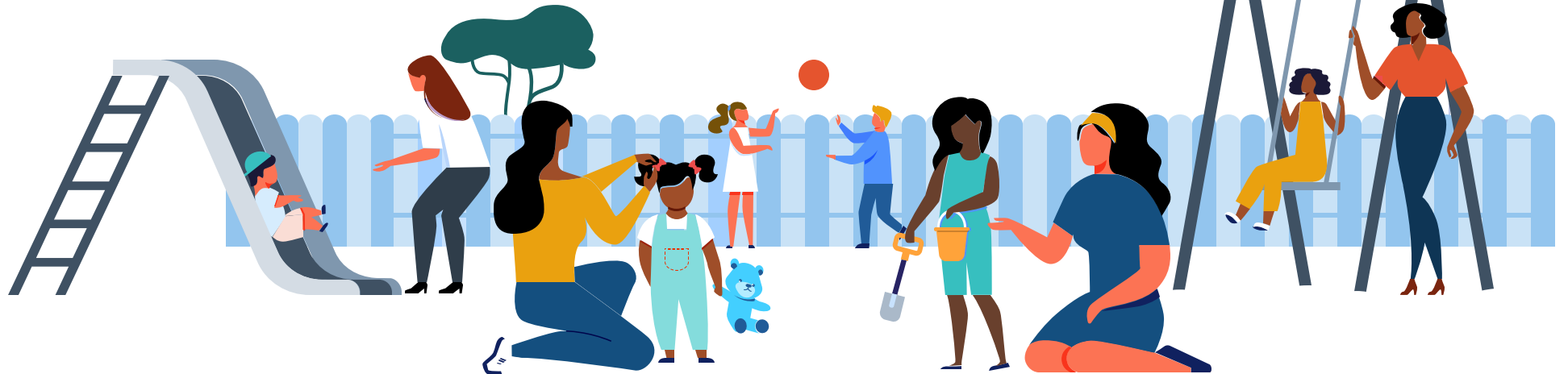
*"[This client] has grown in her parenting skills and her compassion for her child. **[She] has become her son's and her own self-advocate for services and resources** [and] has proven to be resilient through each trial their family has faced. [She] has not turned back to previous coping skills and has increased her ability to move through stress so that her son is not affected... She has learned so much through this program and has paid it forward to other moms." – RtR Staff*



Systems Impact

Systems Impact

- Strategic investments
- Capacity building
- Collaborative grant-making
- Partnerships



Systems Impact

"First 5 Placer funding has been an integral part of our work. The relationships we have built through partnerships with different organizations have allowed us to expand our services to a broader population."

"This funding continues to strengthen our capacity to reach families with the greatest needs by assisting in establishing and maintaining partnerships with local libraries, childcare providers, and members of the Early Literacy Advisory Board."

"Our strengths continue to be our collaboration with community partners. Through these partnerships we can offer enriching experiences to our 0-5 community and their families."

A blue-tinted photograph of a family in a backyard. A young boy wearing a helmet is riding a bicycle, smiling. A man with a beard is leaning forward, assisting him. In the background, a woman and another child are watching. The scene is set in front of a house with a patio and some outdoor furniture.

Closing Considerations

Closing Considerations

- Continue to leverage a **collective impact** approach
- Strengthen **support structures** to promote long-term engagement in programs
- Enhance **healthcare access** for families who are applying for Medi-Cal or live in areas with limited Medi-Cal providers
- Continue to monitor and address **emerging gaps** and disparities
- Leverage **equitable policymaking** frameworks



Questions