



Women's Recovery Response Grant Funding Opportunity

**Presentation to the Santa Cruz County Women's
Commission**

January 20, 2022



Our Vision

Healthy, Happy, and Well-Prepared Children (ages 0-5). Thriving Families. Connected Communities. Equitable Systems.

Our Mission

To ensure early childhood systems and supports foster equitable health, development, and well-being for all young children and their families in Santa Cruz County.



FIRST 5

SANTA CRUZ COUNTY

Results by Priority Area

Healthy Children

- Affordable quality health care
- Preventive health care
- Maternal, infant, child health

Early Care & Education

- Affordable high quality ECE
- Early learning & school readiness skills
- Stable, sustainable ECE system

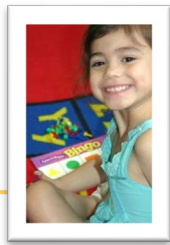
Thriving Families

- Child & family resilience
- Positive parenting
- Social capital
- Child well-being

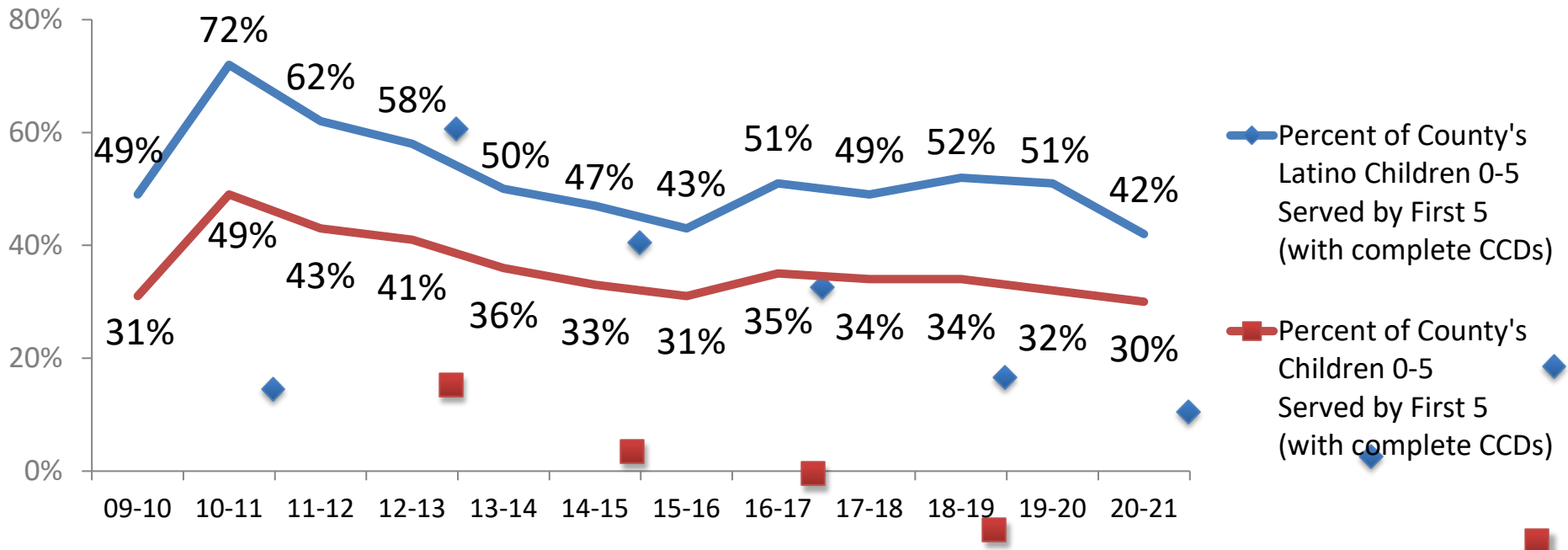
Equitable, Sustainable Early Childhood System

- Coordination & integration
- Policies & legislation
- Sustained, institutionalized investments

Children Ages 0-5 Served by First 5 Programs

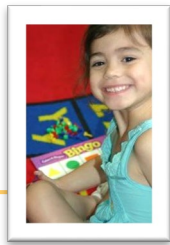


- **4,763 unique children ages 0-5 served in FY 2020-21**

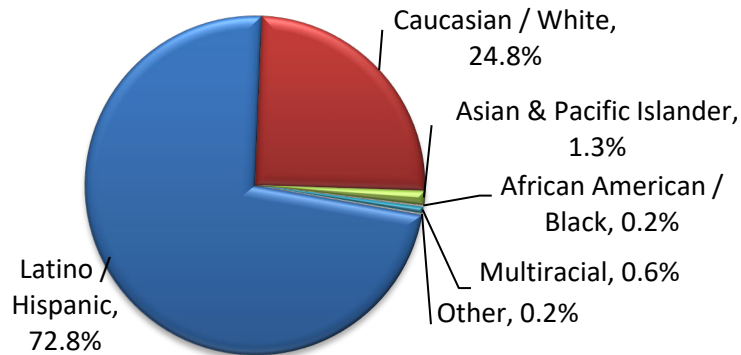


- **1,500 additional children received indirect services**
- **At least 6,263 children served in FY 2020-21**

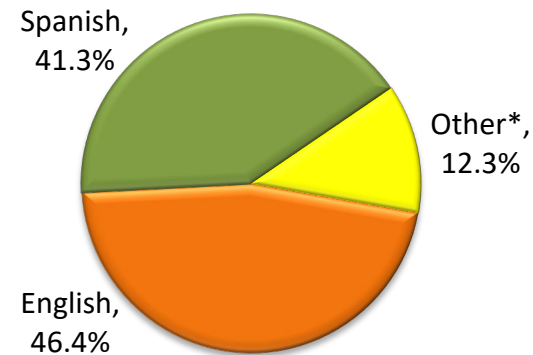
Profile: Demographics of the Children (ages 0-5) served by First 5 Programs



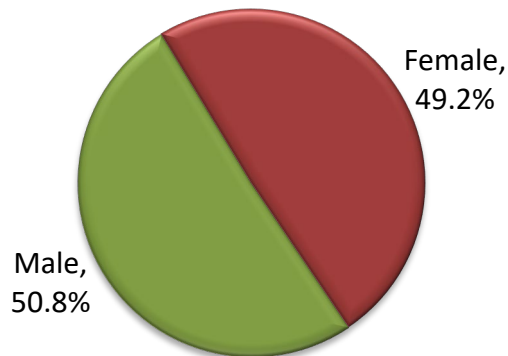
Race/Ethnicity



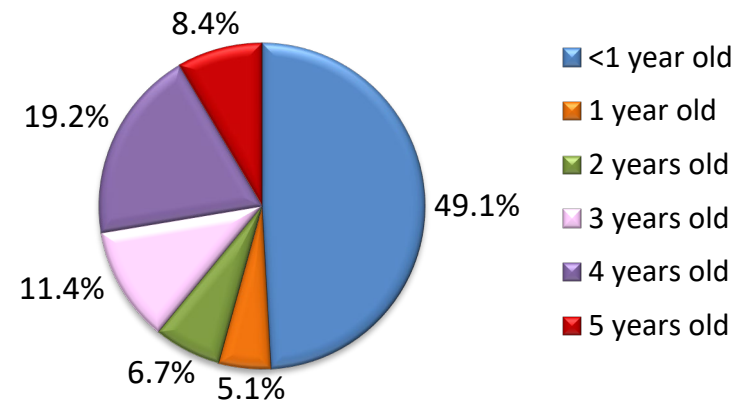
Primary Language



Gender



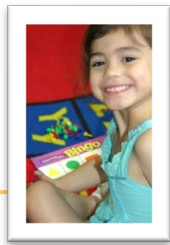
Age




* "Other" language options may include bilingual English/Spanish, Mesoamerican languages, and other languages.

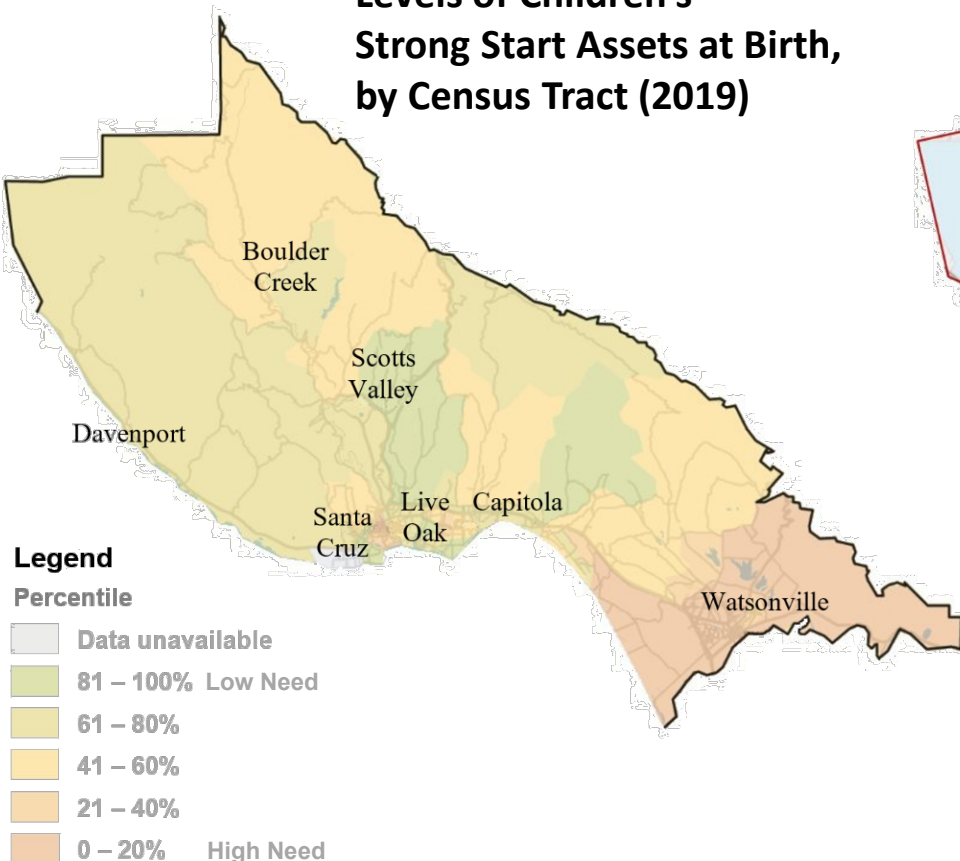
N: (Ethnicity)=4,343, (Language)=4,763, (Gender)=4,761, (Age)=4,763.

Areas Served by First 5 Programs

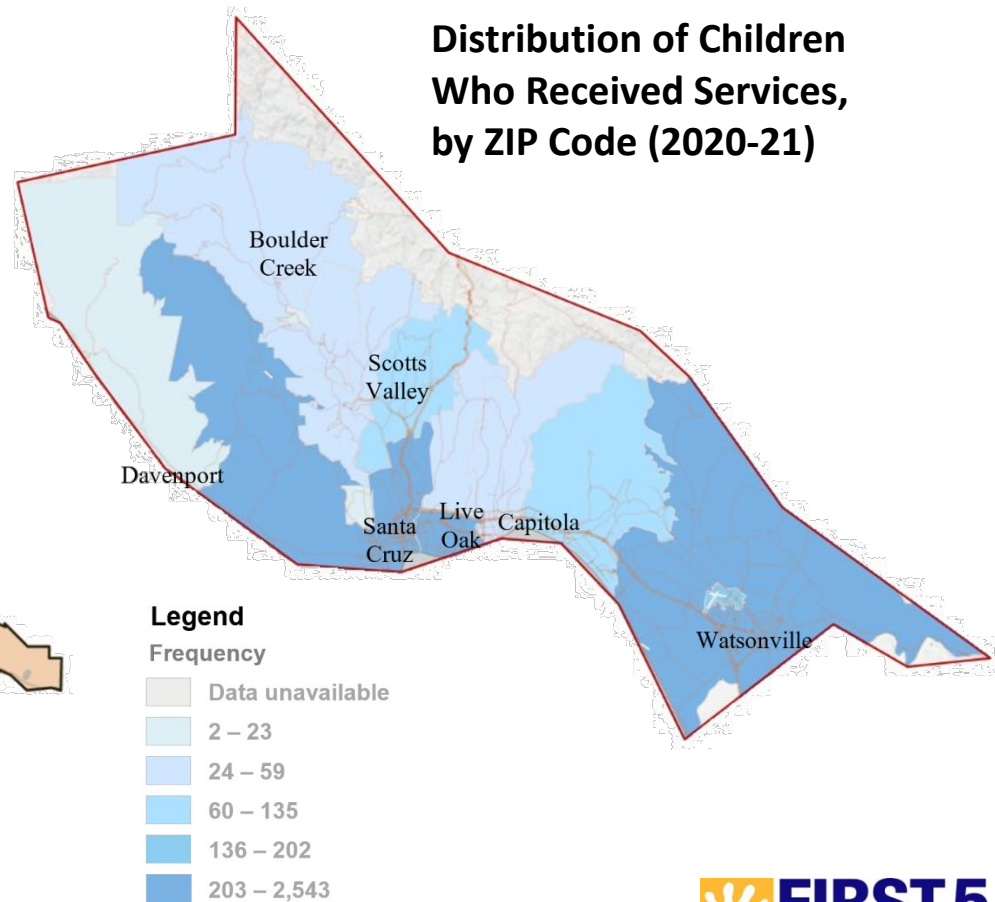


 **First 5 is reaching children who experience the greatest barriers to good health and well-being**

Levels of Children's Strong Start Assets at Birth, by Census Tract (2019)



Distribution of Children Who Received Services, by ZIP Code (2020-21)

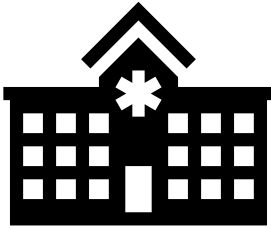


N=4,130.

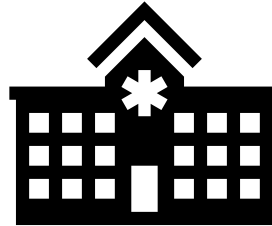
Baby Gateway Newborn Enrollment Program



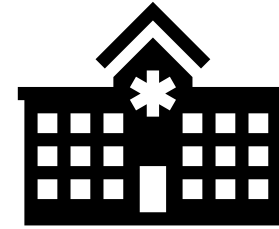
Provides newborn visits in all three of Santa Cruz County's hospitals



**Watsonville Community
Hospital**



Dignity Hospital



**Sutter Maternity and
Surgery Center**

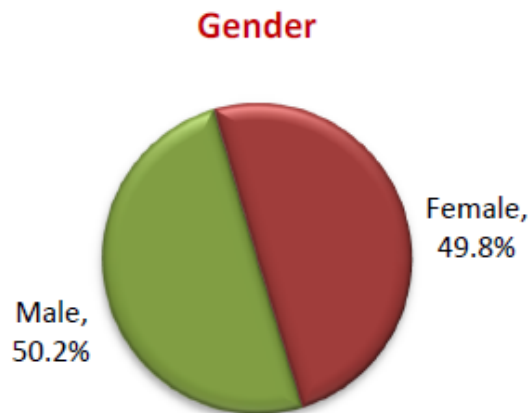
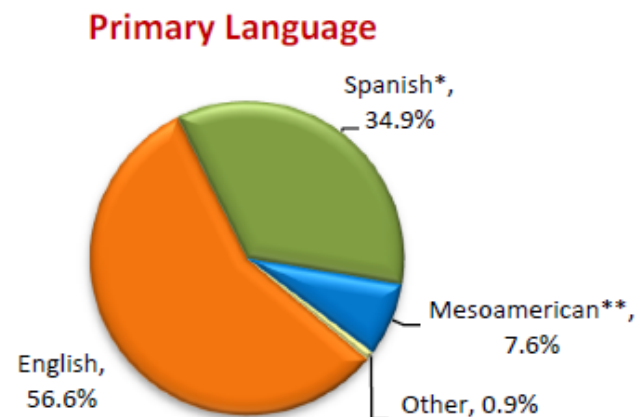
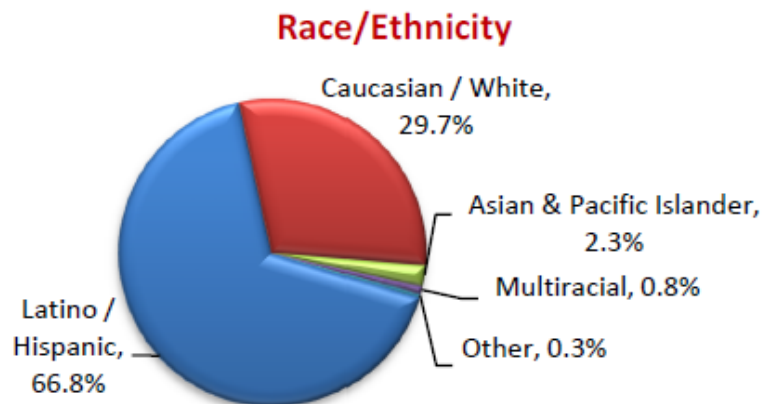
The Program Provides:

- Kit for New Parents, packed with child development and health resources (e.g., “What To Do If My Child Gets Sick booklet”, oral health, and vaccination information)
- Support for families to access:
 - CalFresh
 - WIC
 - Semillitas (Children’s Savings Accounts)
 - State Student Identification (SSID) number at birth
 - **Medi-Cal Enrollment Assistance for eligible newborns**

Baby Gateway Newborn Enrollment Program



Figure 15: Demographics of Children Benefitting from Baby Gateway Newborn Enrollment Program (2020-2021)



Baby Gateway Newborn Enrollment Program

Figure 16: **Baby Gateway Newborn Enrollment Program Project Statistics (2020-2021)**

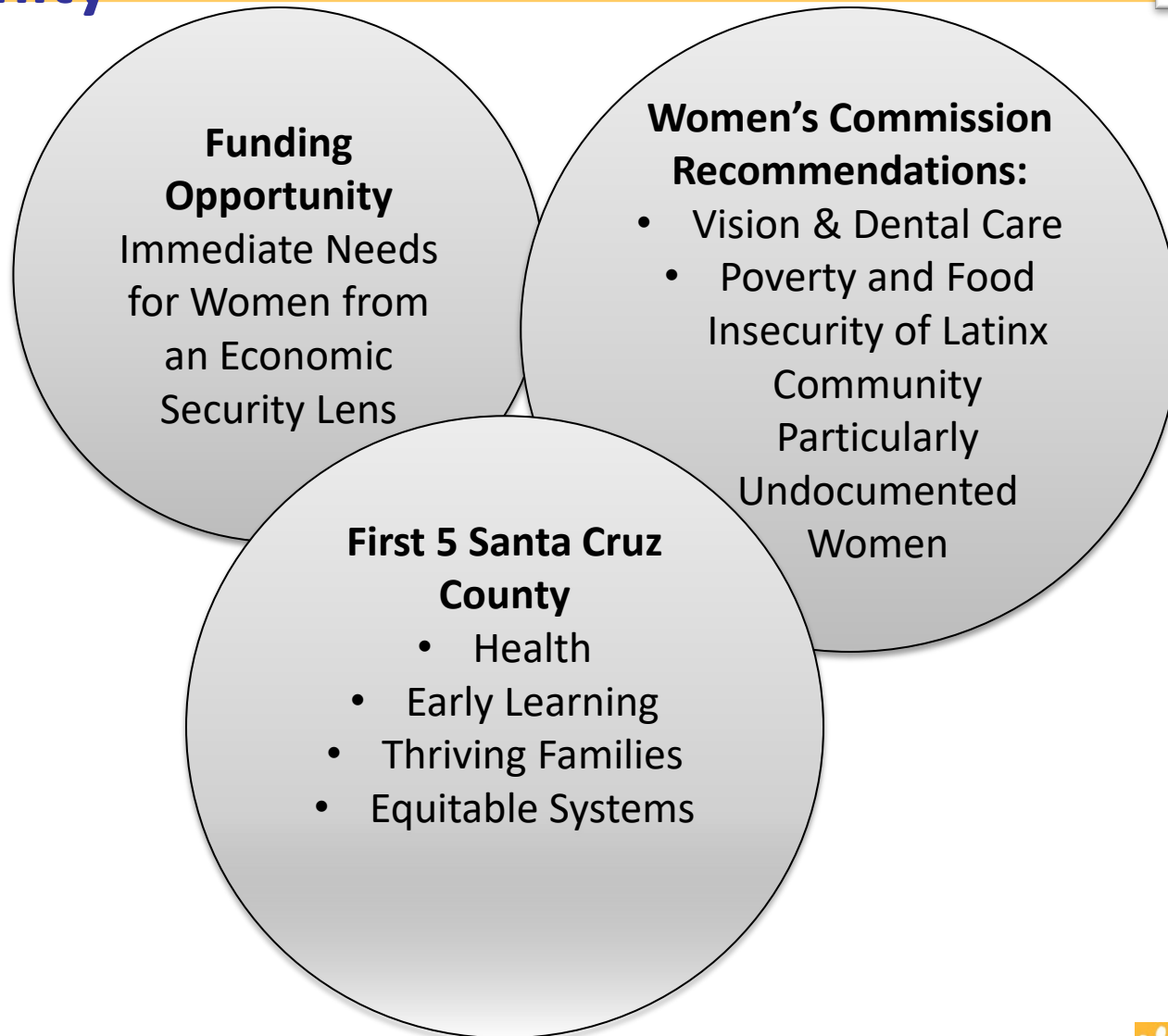
PROGRAM COMPONENT	WATSONVILLE COMMUNITY HOSPITAL	DOMINICAN HOSPITAL	SUTTER MATERNITY & SURGERY CENTER OF SANTA CRUZ	TOTAL	
Total Number of All Births in Santa Cruz County hospitals	798	732	754	2,284	
Total Number of Newborn Visits ¹ (regardless of insurance status)	799	701	701	2,201	96.4%
Number of parents who received a Kit for New Parents ²	772	692	694	2,158	94.5%
Total Number of Births paid by Medi-Cal ³	684	422	208	1,314	
Number of Completed Newborn Medi-Cal Applications ⁴	684	400	193	1,277	97.2%
Number of Newborn Medi-Cal Applicants who have identified a Preferred Primary Care Provider or Clinic for their newborn, before discharge	684	390	190	1,264	99.0%

Women's Recovery Response: Grant Funding Opportunity



- California Commission on the Status of Women and Girls
- To support the existing and emerging needs of women in California who have been disproportionately impacted by the COVID-19 pandemic
- Funding can be used to:
 - ❑ Strengthen existing local women's commissions to inform the development of a future statewide Women's Economic Recovery Blueprint
 - ❑ Development of new local women's commissions
 - ✓ Increase resources for community-based organizations for direct services to support immediate needs for women through an economic security lens that aligns with women's and girls commissions.

Women's Recovery Response: Grant Funding Opportunity



Women's Recovery Response: Grant Funding Opportunity – Program Concept



Funding Category:

☒ Direct Services [\$50,000 - \$150,000]

Support the organization's existing programming and direct services; increase services to the intended target audience of women for the purpose of improving economic opportunity and security for women and girls.

**Baby Gateway
Newborn
Enrollment
Program:**

Refers low-income
newborn mothers
to health and
public-benefit
programs

**Families Access
Services like:**
Vision Exams
CalFresh
WIC

Grant Funds Used To:
Outreach Including
Mailings
Make "Milestone"
Payment to Children's
Semillitas - College
Savings Accounts