



Peninsula
Family Service

2014 Early Head Start Annual Report



ABOUT US

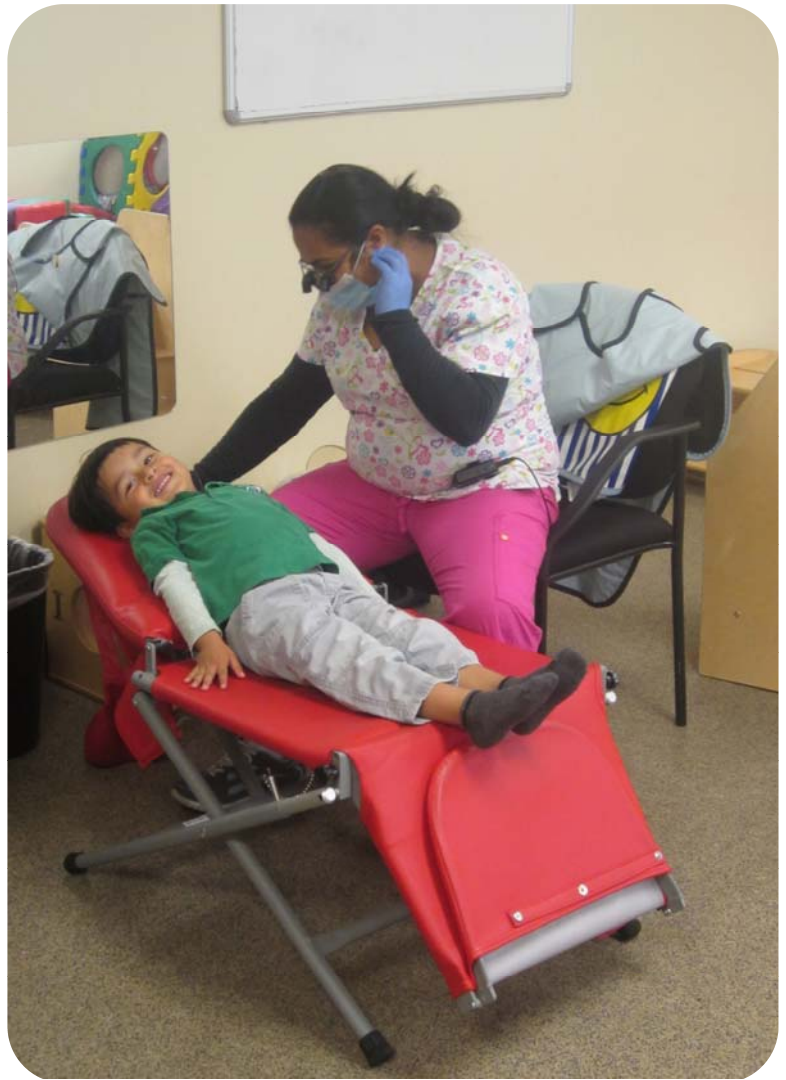
In 1950, Peninsula Family Service—then known as the Family Service Agency of San Mateo County—was founded to strengthen and maintain the region’s families. Our organization now serves four Bay Area counties and stands hundreds strong, comprised of a vast network of staff, board members, advisors, donors, volunteers, and partners who support 10,000 individuals each year in realizing their full potential. Our programs improve access to opportunity, increase financial stability, and promote wellness at every age.

EARLY HEAD START

In 1994, Early Head Start was established with federal funding to support the physical, cognitive, and social-emotional development of children—from before birth to three-years old—and their families. For the past four-years, Peninsula Family Service's Early Head Start program has offered comprehensive early learning opportunities to at-risk infants and toddlers in San Mateo County. By providing a continuum of complementary services, we can improve child and family outcomes and set children on the road to long-term success.

Our Early Head Start program is offered at several of our child development centers (CDC) and through our home-based program that provides parents with weekly visits that support their role as their children's first teachers. In 2014, we offered a total of 72 Early Head Start slots, collaborating with community partners such as InnVision Shelter Network and Redwood High School to reach our region's most vulnerable populations, including children from homeless families and infants and toddlers of teen parents.

Children and families in our Early Head Start program have access to a vast network of resources offered through Peninsula Family Service and our community partners. From mental and behavioral health services to help children working to overcome trauma, to English language classes for parents, each family is connected with the tools and support they need to achieve their full potential.



*Peninsula Family Service's Early Head Start program goes beyond the classroom, addressing a child's physical, cognitive, and social-emotional needs. During 2014, **80 percent of enrolled children received medical and dental exams.** Children who attended our program for less than 30 days—such as those receiving care at First Step, a center for families in emergency housing—often transitioned out before exams were possible.*

149

CHILDREN

&

138

FAMILIES

were served through our Early Head Start Program in 2014





EXPECTANT MOTHERS

In 2014, we provided tools and resources to seven pregnant women and transitioned their newborns to our home-based program. After enrolling in the program, expectant mothers gain access to comprehensive prenatal and postpartum care. Staff work with participants to promote healthy behaviors through medical and dental examinations, mental health interventions, substance abuse prevention, and evaluations of nutritional status, providing connections to food assistance when needed. To help soon-to-be-moms make informed decisions, participants receive strong prenatal education, including information on the risks of tobacco and alcohol, what to expect during labor and delivery, and the benefits of breastfeeding.

“As a second-time mom, I didn’t think there was much left to learn about raising children. My home visitor taught me so much about giving my baby the best start possible. I had no idea it was important to read to her from day one, but now we sit down with a book everyday.” - Early Head Start Parent

Though teachers may introduce children to the structure of a classroom, families play an equally important role in preparing children for academic success. From improved literacy and math scores, to higher self-esteem, children who consistently receive loving, responsive care are more prepared to learn and thrive. Peninsula Family Service promotes school-readiness by supporting healthy families and offering opportunities for parents to take an active role in their children's education.

Families in our Early Head Start program have access to resources to help combat stress resulting from financial instability. Concerns over transportation, housing costs, and employment can impact parents' ability to fully participate in their children's education. Through connections to food assistance, emergency housing, language classes and other complementary programs, we support healthy home environments where children's physical and emotional needs are met.

In 2014, Family Engagement Coordinators conducted parent surveys to identify areas of need and perhaps most importantly, the times at which families could access available resources. By taking into account parents' availability, we build in the flexibility required to increase program participation and effectiveness.

Survey highlights included the need for computer training, grab-and-go educational materials, and more frequent parent workshops. With the information in hand, Peninsula Family Service introduced new tools and expanded existing ones to meet the identified needs of our participants. Our Parent Education Room now features flyers, brochures, and handouts that cover an array of topics from important developmental milestones to upcoming community resource fairs. Part of the room is dedicated to a parent library, encouraging adults to mirror the reading skills they are nurturing in their children, and every other Friday morning, a Family Engagement Coordinator uses the space to host "Parent Cafés" where parents can connect over breakfast and chat with program staff. The quiet space has also become the perfect haven for parents pursuing educational opportunities to complete their homework or study.

We continue to hold trainings on a variety of topics, with past workshops covering immigration, healthy living (a parent-child fitness class), Raising a Reader, and safe and healthy relationships. To engage the entire family, we hosted a Back to School Night and Winter Celebration designed to get parents into our centers and to facilitate intra-family interactions through in-classroom educational activities. We also hosted separate women's and men's appreciation events and a four-part workshop on nutrition.

As we maintain our focus on increasing program impact and sustainability, we will continue to seek the input and involvement of parents and caregivers. By engaging the entire family, we help create a strong foundation upon which a child's bright future is built.

In each month of 2014, Peninsula Family Service filled 100% of the early learning slots funded by Early Head Start. Those 72 slots allow us to serve 10% of the children in our area who qualify for the Early Head Start program.

Seventy-two

JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER



SCHOOL READINESS

To prepare our children for success in kindergarten and beyond, our early learning program establishes goals to help guide our plan of action and measure success. Three times a year, teachers collect data using an assessment tool called the Desired Results Developmental Profile (DRDP). The accuracy of DRDP results hinges on consistency in measurements and a deep understanding of the tool itself.

Over the past year, Peninsula Family Service's early learning program has evolved to increase its impact and sustainability. The subsequent restructuring and curriculum changes required training for staff to accurately administer the DRDP. Going forward, the results should more accurately reflect the enormous gains our children made toward school readiness goals.

Our team is dedicated to improving our data collection and sharing measurable progress that reflects the high quality of our early learning program.

SCHOOL READINESS GOALS

The table below shows progress toward our school-readiness goals as demonstrated by the percentage of enrolled children at targeted developmental levels during three DRDP testing periods.

| Self and Social Development Goal: Children will show understanding of responses, communication, emotional expressions, and actions of other people | | | |
|--|------------|------------|------------|
| | 1st | 2nd | 3rd |
| Infants are “Acting with Purpose” as they use gestures and vocalizations to solicit responses from adults | 12% | 35% | 63% |
| Toddlers are “Discovering Ideas” as they show awareness of others’ feelings and respond to expressions of those feelings | 32% | 69% | 65% |
| Language and Literacy Development Goal: Children will engage in back-and-forth communication or | | | |
| | 1st | 2nd | 3rd |
| Infants are of “Acting with Purpose” as they engage in back-and-forth communication with familiar adults by using vocalizations, gestures, or facial expressions | 35% | 53% | 100% |
| Toddlers are “Developing Ideas” as they engage in back-in-forth communication with familiar adults using single words or short sentences | 19% | 34% | 80% |
| Cognitive Development Goal: Children will actively explore people and objects, especially those novel to their | | | |
| | 1st | 2nd | 3rd |
| Infants are “Acting with Purpose” as they mirror, repeat, and practice the actions of others | 0% | 35% | 67% |
| Toddlers are “Discovering Ideas” as they explore new ways of using familiar materials | 52% | 74% | 94% |
| Approaches to Learning Development Goal: Children will maintain attention when interacting with others or exploring play materials | | | |
| | 1st | 2nd | 3rd |
| Infants are “Acting with Purpose” as they pay attention to objects that interest them | 18% | 59% | 58% |
| Toddlers are “Discovering Ideas” as they maintain attention in distracting environments | 45% | 69% | 41% |
| Motor and Perceptual Development Goal: Children will use their hands to manipulate small objects | | | |
| | 1st | 2nd | 3rd |
| Infants are “Coordinating Simple Movements” as they use their eyes and hands in tandem to perform an action or task | 18% | 35% | 71% |
| Toddlers are “Making Complex Movements” as they use their eyes and hands in tandem to perform an action or task | 43% | 61% | 76% |
| Health Development Goal: Children will show awareness of their personal safety | | | |
| | 1st | 2nd | 3rd |
| Infants are “Acting with a Purpose” as they seek an adult when feeling insecure or unsafe | 12% | 53% | 78% |
| Toddlers are “Discovering Ideas” as they follow simple safety rules when reminded | 64% | 75% | 76% |

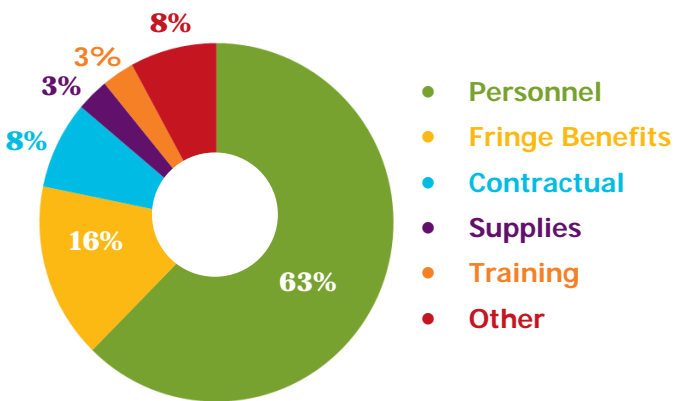
AUDITS AND FINANCIALS

The higher the quality of our early learning program, the better prepared our children are for a lifetime of success. To maintain the effectiveness of our programs, Peninsula Family Service undergoes regular audits to ensure we adhere to Early Head Start standards and serve as good stewards of funds received.

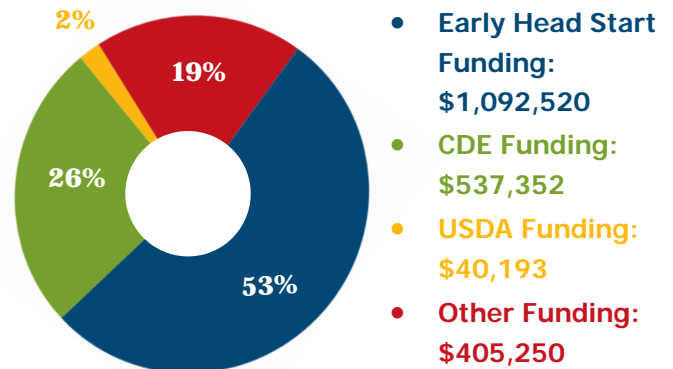
With guidance from our 2014 Federal Review, we increased our impact by creating new opportunities for our leadership, participants, and community to engage with each other and by deepening our commitment to supporting the health and wellness of our children.

Peninsula Family Service is proud to be in good standing with no outstanding issues of federal or financial non-compliance.

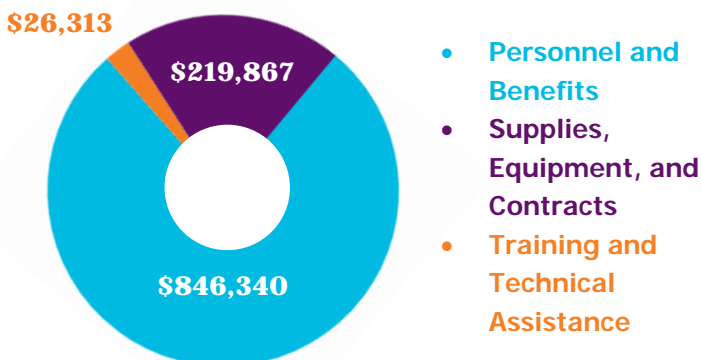
2014 EXPENSES



2014 FUNDING



2015 BUDGET



Peninsula Family Service undergoes regular audits to ensure we maintain Early Head Start standards and serve as good stewards of funds received.

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