



# Uprooting Child Poverty in Sonoma County: *Scaling a Program that Works*

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Community Action Partnership of Sonoma County

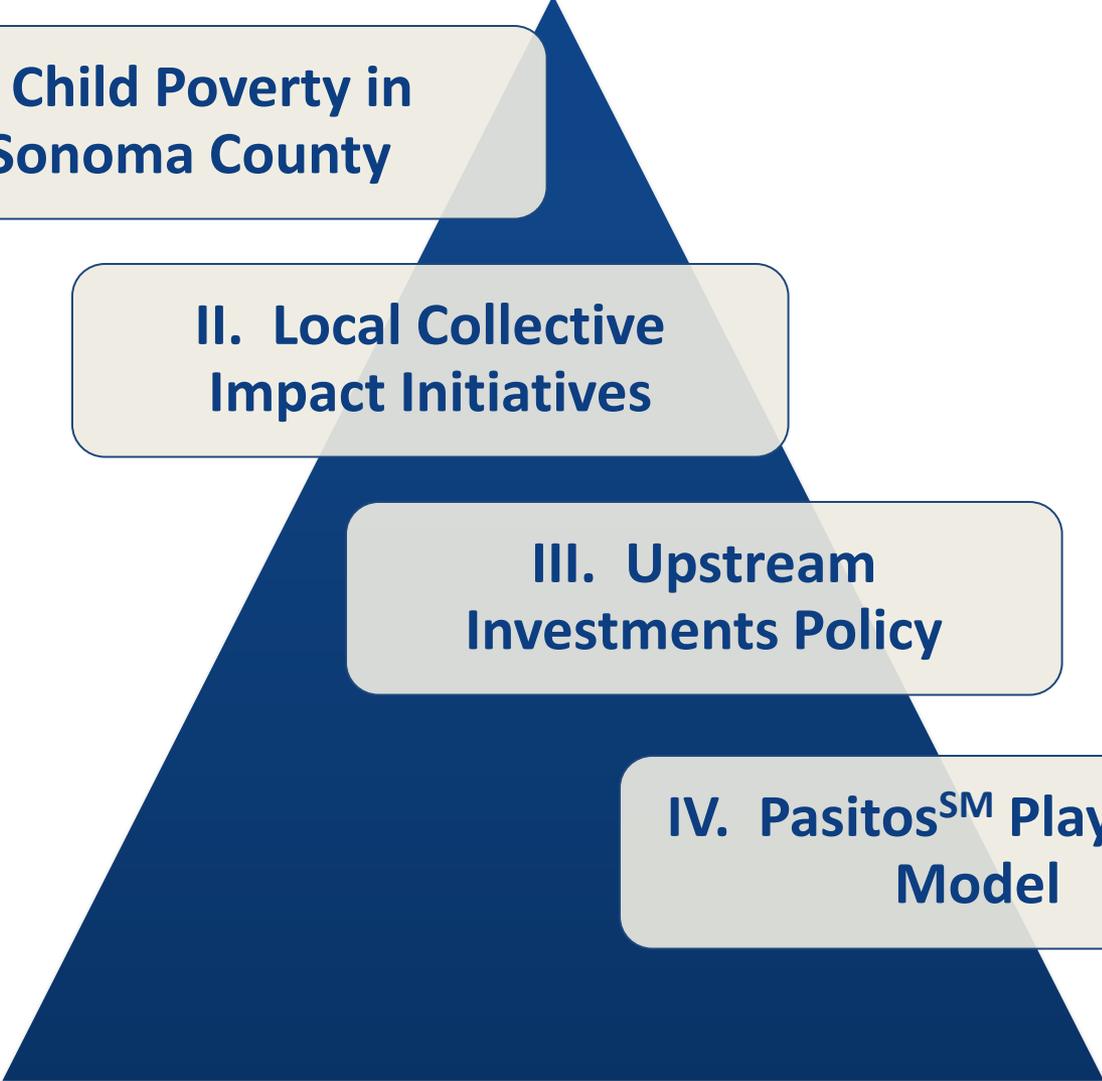
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Research & Evaluation Manager

Sonoma County Human Services Department



# Agenda



**I. Child Poverty in  
Sonoma County**

**II. Local Collective  
Impact Initiatives**

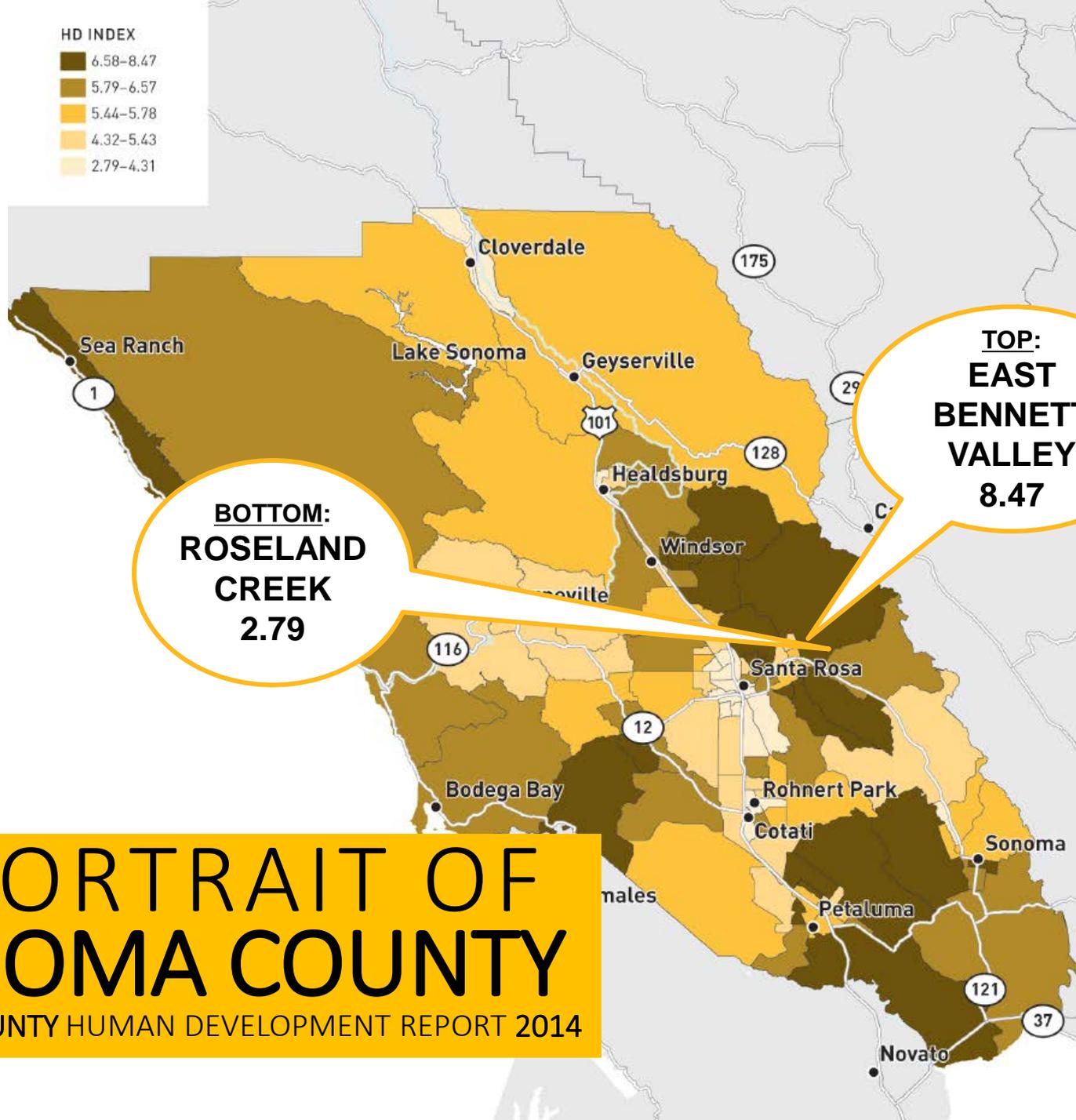
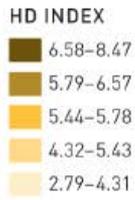
**III. Upstream  
Investments Policy**

**IV. Pasitos<sup>SM</sup> Playgroups  
Model**



# Child Poverty in Sonoma County

- Pop. 495K, 26% Latino
- 60% of Latino households have income less than **\$25K**
- Living wage in Sonoma County for 1 adult/2 children: **\$22/hour (\$46K/annual)**
- Income disparity increasing
- English learner population up to **95%** in some elementary schools



**BOTTOM:  
ROSELAND  
CREEK  
2.79**

**TOP:  
EAST  
BENNETT  
VALLEY  
8.47**

# A PORTRAIT OF SONOMA COUNTY

SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

# A TALE OF TWO NEIGHBORHOODS

## EAST BENNETT VALLEY



- **1.2%** living in poverty
- **5%** Latino
- **extensive** parks/green space
- **99%** completed HS
- **58.6%** have college degree
- **\$68,967** median earnings
- Life expectancy: **82 years**

## ROSELAND CREEK



- **16.5%** living in poverty
- **59%** Latino
- **limited** parks/green space
- **53%** completed HS
- **8.6%** have college degree
- **\$21,699** median earnings
- Life expectancy: **77.1 years**

# Sonoma County Aligned Initiatives

Why?  
Where?

A PORTRAIT OF  
SONOMA COUNTY  
SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

What?

HEALTHACTION  
A 2020 VISION FOR SONOMA COUNTY

CRADLE TO CAREER  
SONOMA COUNTY

How?

UPstream  
INVESTMENTS  
SONOMA COUNTY

# CRADLE TO CAREER

S O N O M A C O U N T Y



**Educational continuum:  
early childhood, K-12,  
college and career**

**Data-driven planning and  
implementation**

**Cross-sector, Collective  
Impact framework**

**Improve educational,  
economic, and health  
outcomes for youth**

## Goal One:

*Every child enters kindergarten ready to succeed*

## Proxy indicator:

% of 3 and 4 year-olds NOT enrolled in preschool (CHIS)

## Workgroups:

- Community Systems
- ECE Systems
- K-3 Systems
- Family Systems

# Sonoma County Aligned Initiatives

Expand quality ECE  
experiences in areas  
of highest need

A PORTRAIT OF  
SONOMA COUNTY  
SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

All children enter K  
ready to success

CRADLE TO CAREER  
SONOMA COUNTY

Invest Early  
Invest Wisely  
Invest Together

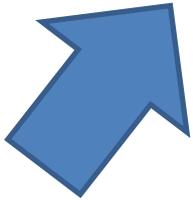
UPstream  
INVESTMENTS  
SONOMA COUNTY

# Upstream Investments Policy

- Guide local public/private investments
- Evidence-based and evidence-informed programs
- First 5 Sonoma County: early adopter
- Portfolio of Model Upstream Programs

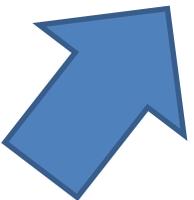
# Why Upstream Investments?

In 2007, Sonoma County criminal justice costs comprised over 50% of the general fund and were projected to rise higher.



***Upstream***  
What preventive approaches are *proven to work?*

***Downstream***  
What factors lead to criminal behavior?





## Mission

Reduce financial / social costs and increase equity through prevention-focused & evidence-based policies and interventions.

## Vision

Poverty is eliminated and all people have an equal opportunity for quality education & good health in nurturing home and community environments.

**Invest  
Early**

**Invest  
Wisely**

**Invest  
Together**



**Invest  
Early**



**Build  
Protective  
Factors**



**Prevent ACEs**



**School  
Readiness**



# Invest Wisely

Evidence-based & evidence-informed

Cost-benefit & ROI

Local funding policies



# QUALITY EARLY CHILDHOOD DEVELOPMENT PRODUCES LONG-TERM BENEFITS

-  Cognitive Skills
-  Social-Emotional Skills
-  Earnings
-  Inequality

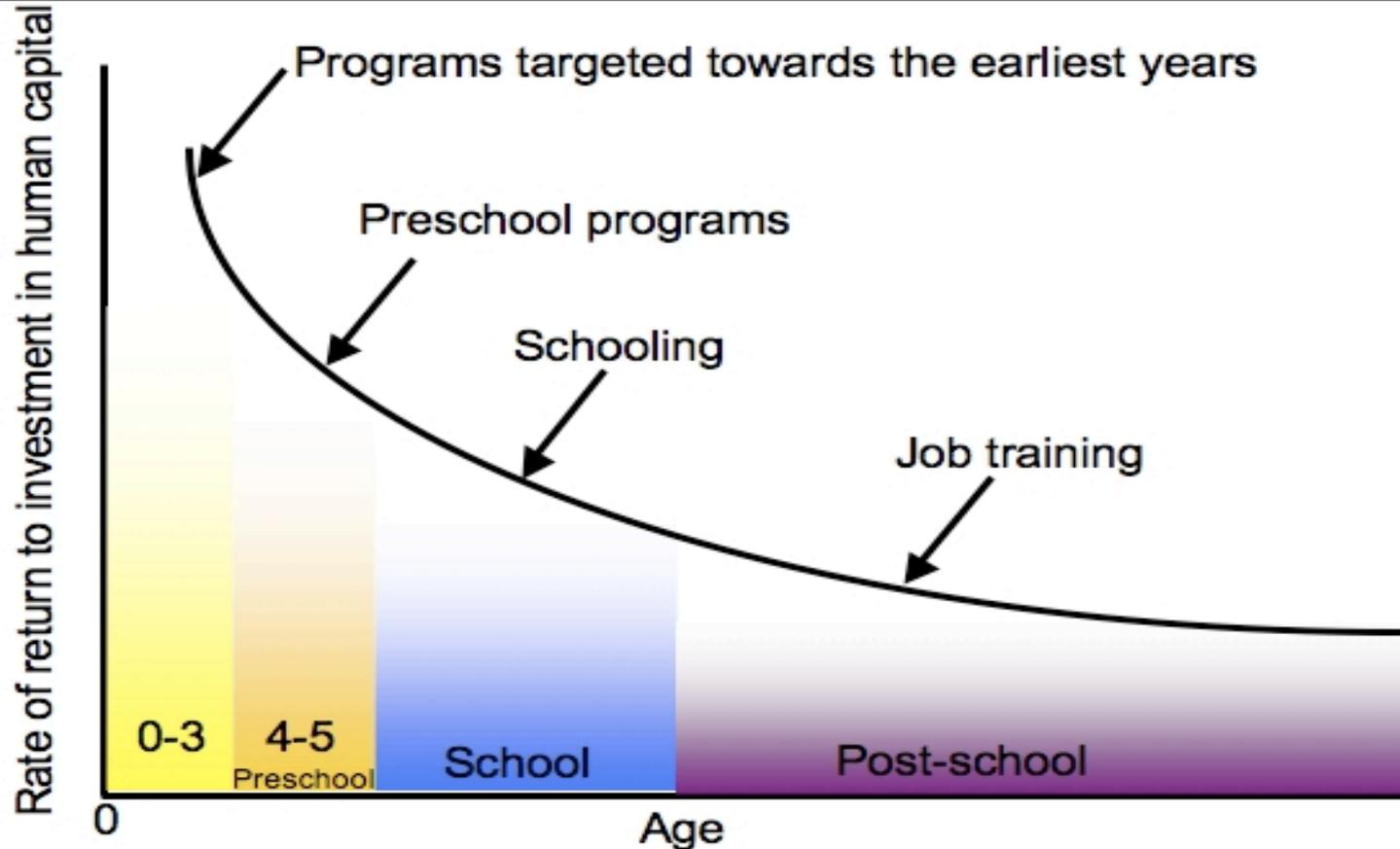
**James Heckman and Paul Gertler et al.**

*Labor Market Returns to an Early Childhood Stimulation Intervention in Jamaica*

# Pasitos <sup>SM</sup>

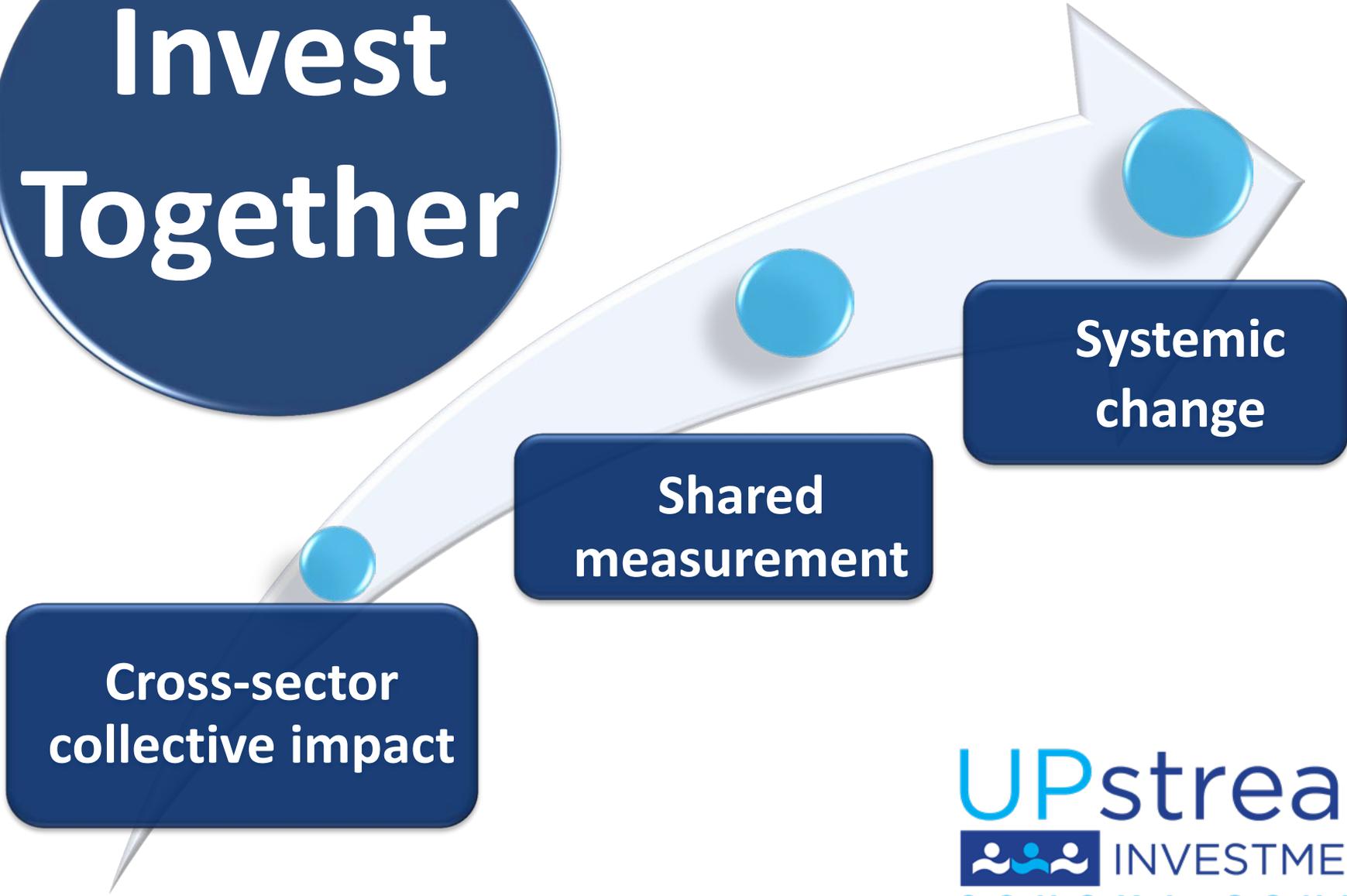
## Return on Investment

Figure 9: Rates of Return to Human Capital Investment at Different Ages: Return to an Extra Dollar at Various Ages





# Invest Together



# Portfolio of Model Upstream Programs



**26**

**Evidence-Based  
Programs**



**29**

**Promising  
Programs**



**24**

**Innovative  
Programs**

**80 programs  
implemented by 89 organizations**



# Upstream Portfolio Application

Lit  
Review

Logic  
Model

Program  
Manual

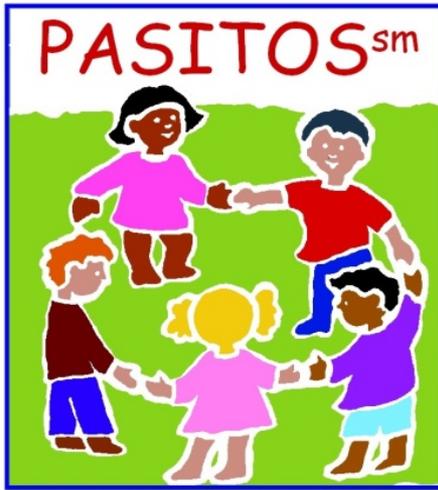
Evaluation  
or  
Evaluation  
Plan

# Investing in Programs that Work

- ✧ AVANCE
- ✧ CARES Plus
- ✧ Family Child Care  
Home Educational  
Network
- ✧ Gateway to Quality
- ✧ PMD Treatment
- ✧ Nurse-Family  
Partnership
- ✧ CA State Preschool
- ✧ Reach Out & Read
- ✧ READY
- ✧ Triple P
- ✧ Value in Preschool
- ✧ WHEEL Plus

The logo for Pasitos SM is a white, multi-pointed starburst shape with a dark blue outline. The word "Pasitos" is written in a bold, dark blue, sans-serif font, and "SM" is written in a smaller, dark blue, sans-serif font to its upper right.

**Pasitos<sup>SM</sup>**



# ***Pasitos***<sup>SM</sup>

## ***“Little Steps to School Success”***

**Mission of the *Pasitos*<sup>sm</sup> Playgroup Program:**  
***To provide an engaging, structured learning environment that promotes positive parent-child interactions with the goal of future school success.***

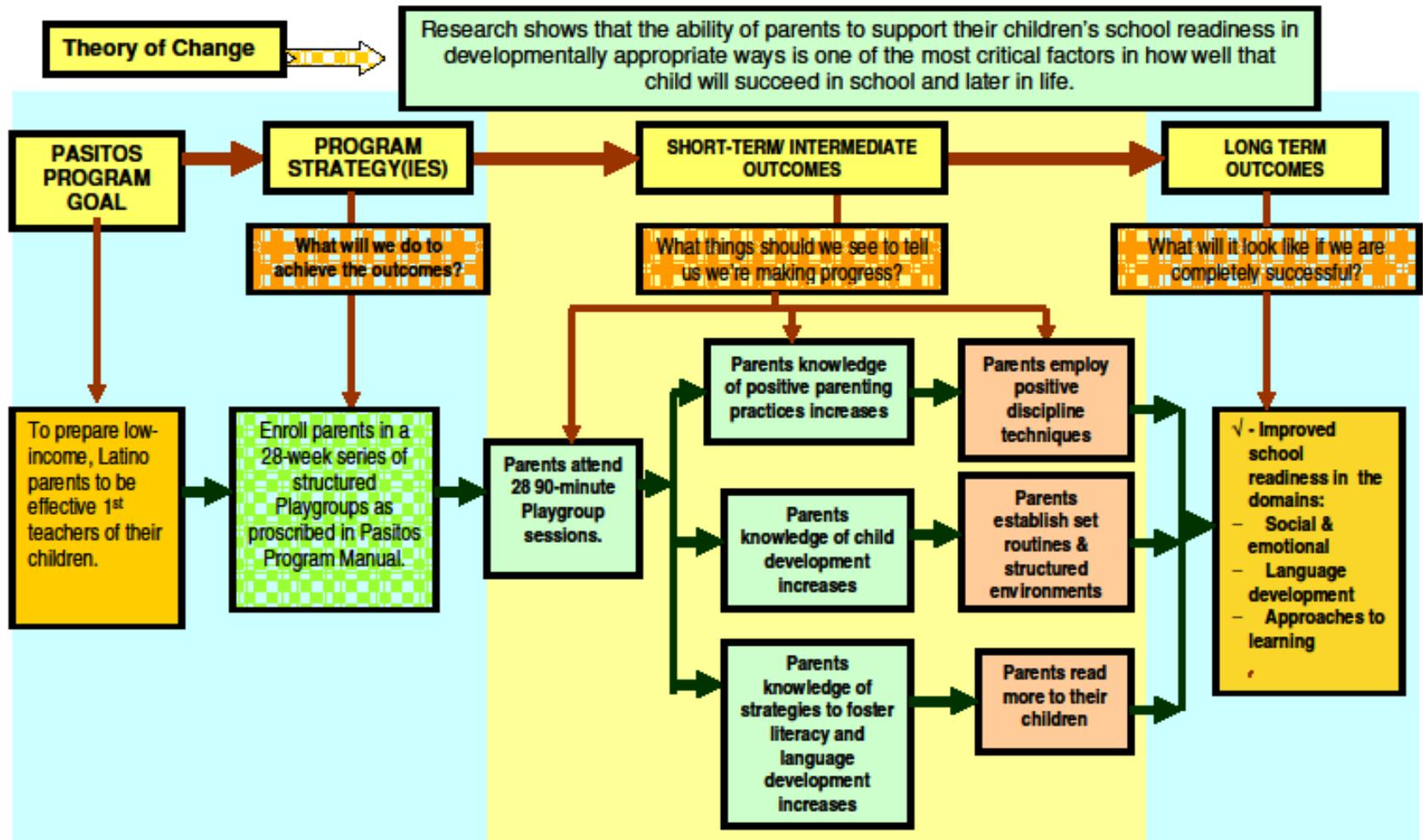


# About *Pasitos*<sup>SM</sup>

- Need for school readiness programs for low-income, Spanish-speaking families, ages 3-4
- First 5 CA School Readiness Initiative
- Based on play group model
- Evolved based on evaluation
- Strong focus on parent education & engagement
- Conducted in Spanish at First 5 targeted schools
- Located in neighborhoods of highest need, First 5 target schools
- Cost approx. \$1K per family annually
- Funder/community commitment to scaling



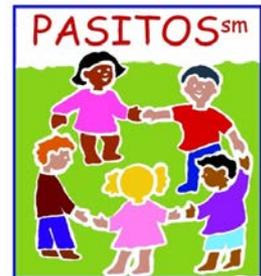
**Community Action Partnership  
LOGIC MODEL  
PASITOS PROGRAM**



# *Pasitos*<sup>SM</sup>

## Basis in Research

- Early brain development
- Importance of language development to future school success, especially reading proficiency
- 2-generation approach
- Early childhood education provides highest return on investment





# Brain Development

- Rapid development of brain in first 5 years of life- up to 90%
- From birth, children are ready to learn: cognitive, linguistic, emotional, social, regulatory, moral
- Early experiences and genetic dispositions inter-relate to shape development



# Language Development

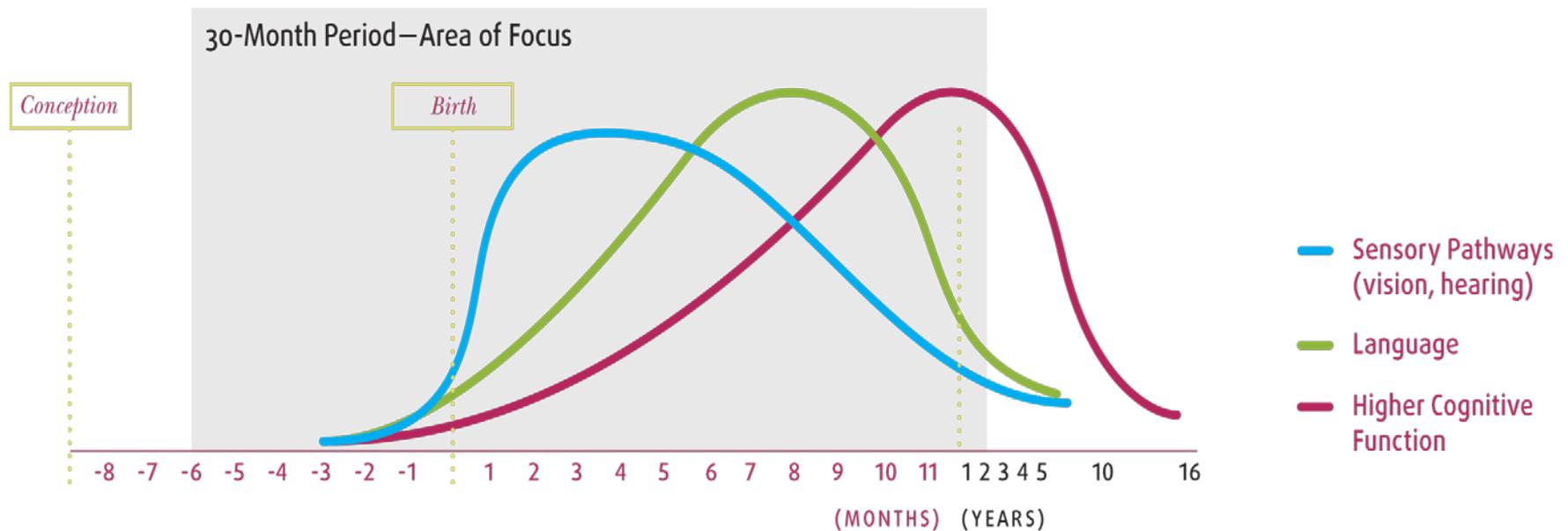
- Quantity and quality of parent-child interactions and environment are key
- Hart-Risly Study ~ 30 million “word gap”

# Pasitos<sup>SM</sup>

## Basis in Research

### Human Brain Development

Synapse formation dependent on early experiences



Source: Nelson, C.A., *From Neurons to Neighborhoods* (2000).  
Shonkoff, J. & Phillips, D. (Eds.)

# 3<sup>rd</sup> Grade Reading Proficiency

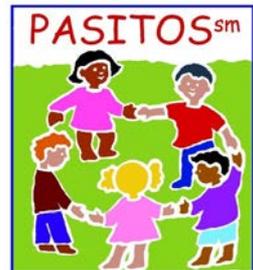
- Before 3<sup>rd</sup> grade: learning to read
- After 3<sup>rd</sup> grade: reading to learn
- Daily reading stimulates vocabulary development
- Children with greater expressive and receptive vocabulary tend to have higher achievement

# *Pasitos*<sup>SM</sup>

## Short-term Outcomes

*Pasitos*<sup>SM</sup> parents will increase knowledge of:

- I. Healthy child development
- II. Positive parenting practices
- III. Strategies to foster literacy and language development
- IV. Community resources and services and how to access them



# *Pasitos*<sup>SM</sup>

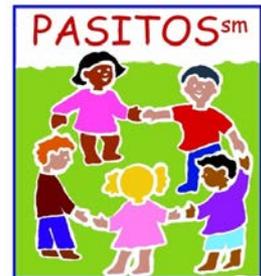
## Long-term Outcomes

### Children will...

- Enter school ready - socially, emotionally, cognitively, and physically - to succeed in school in kindergarten and beyond

### Parents will...

- Engage in an **ongoing** role as their child's first and most important teacher and advocate
- Form healthy social networks and build community



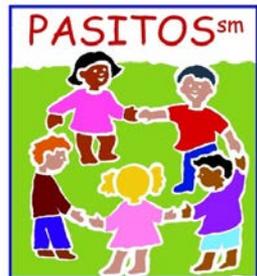


# *Pasitos*<sup>SM</sup> Structure

- Outreach to families with 3-4 year olds in neighborhoods w/high % ELLs and FRPL
- Bilingual/bicultural staff, experienced in early childhood & parent ed
- Weekly, no-cost, 90-minute sessions
- Conducted with fidelity to Pasitos manual

# Playgroup Format: 7 Components

- I. **Free play:** carefully chosen, developmentally appropriate materials
- II. **Circle time:** songs, movement, finger plays, story read-aloud, discussion on week's theme
- III. **Weekly theme:** activity and story, focusing on fine motor and early numeracy skills





Rosy

Rosalia

Hanseng

Eury

Yipac

Liliana

Jose

Christian

Shadhe

Valeria

Johanna

Dulce

Michelle

Shley

Guil

Ego







and vegetables  
th.  
Better Health  
ation



Guía para Padres  
Qué Hace Cuando  
Su Niño Se Enferma  
Español

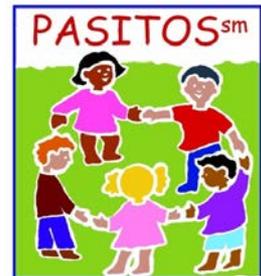
—Espérese! —dice la Tortuga Azul.  
pero el Tigre Azul corre al día

Som  
bobby  
123  
NOCHES  
LUNA

PRIMEROS 5

# Playgroup Format (con't.)

- IV. **Healthy snack:** provided by different parent each week
- V. **Short informational meeting:** parents while children play (development, parenting, health issues, resources, etc.)
- VI. **Closing circle:** song or story
- VII. **Weekly book bag** and homework





INTEGRITY

EQUALITY

FAMILY BOUNDARIES

RESTRAINT

INTERNAL

EXIT

Do Not Use  
This Door  
(Fire Exit)

FIRE

### Ideas Para Los Bocadillos

**VERDURAS Y FRUTAS**  
Frutas de agua (sandía, melón, fresas, kiwi, mandarina, naranja, etc.)  
Verduras de agua (pepino, lechuga, etc.)  
Verduras de tierra (tomate, cebolla, ajo, etc.)  
Verduras de hoja (espinaca, lechuga, etc.)  
Verduras de raíz (zanahora, etc.)  
Verduras de tallo (apio, etc.)  
Verduras de flor (brócoli, etc.)  
Verduras de raíz (patata, etc.)  
Verduras de hoja (espinaca, etc.)  
Verduras de raíz (zanahora, etc.)  
Verduras de tallo (apio, etc.)  
Verduras de flor (brócoli, etc.)  
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Verduras de flor (brócoli, etc.)  
Verduras de raíz (patata, etc.)



BASKETBALL  
DIVISION

Ana

Los cinco patitos  
UNA RIMA TRADICIONAL ILUSTRADA POR  
Pamela Paparone

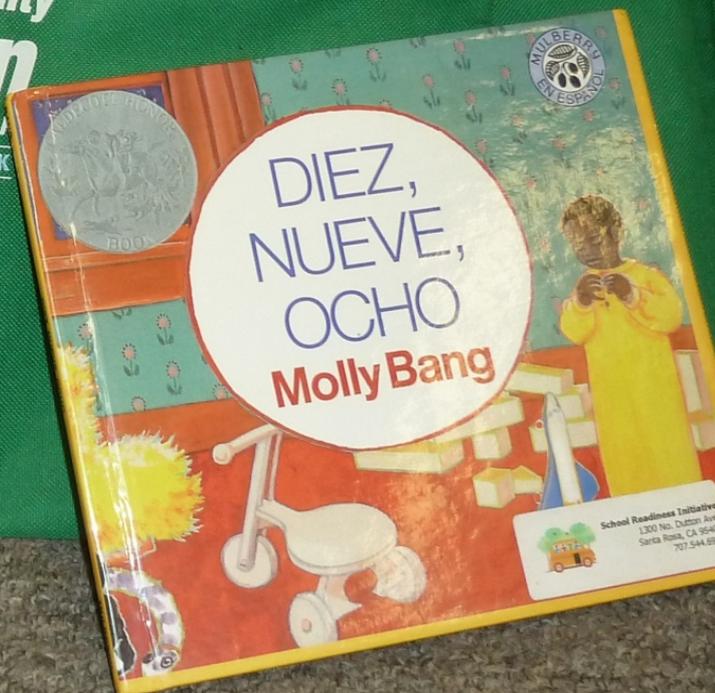
SWING!

Salt de pasco

Spot?  
Eric Hill

R14

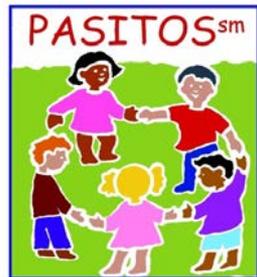
Helping People. Changing Lives.  
**community Action**  
PARTNERSHIP  
AMERICA'S POVERTY FIGHTING NETWORK



# Why does *Pasitos*<sup>SM</sup> work?

## Children...

- Gain self-confidence and social skills
- Practice school readiness skills
- Experience school expectations (peer interactions, focus on teacher and activity, raising hands, sitting in a circle, taking turns, cleaning up)







# Why does *Pasitos*<sup>SM</sup> work?

## Parents...

- Share learning experiences with their child
- Practice strategies that foster language development and school readiness
- Build relationships with other parents and connections to school community
- Understand the importance of preschool and the expectations of the American school system
- Appreciate the importance of home language as well as learning English
- Understand their role in child's education







***“¡Chu-chu! Ya viene el tren!”***





# Other Components

- Early screening & intervention
- Protective Factors Survey - pre and post program
- Enrollment for health insurance, a medical and dental home, WIC, SNAP
- Kermesse, pot luck, graduation
- Evening meetings
- Field trips



# Results of *Pasitos*<sup>sm</sup> Evaluation

## *Parent survey (n=179)*

- **Pre:** 58% read more 3x/week (15% read daily)
- **Post:** 95% read more than 3x/week (44% read daily)
- 96% increased knowledge of child development and positive parenting
- 95% increased use of positive discipline techniques
- 97% increased knowledge of community resources
- 95% better able to use community resources

# *Pasitos*<sup>sm</sup> on the Upstream Portfolio

- Tier 2 Program (“Promising Programs”)
- Recognized by County and partners as critical, validated program to achieve shared Cradle to Career & Upstream vision
- Portfolio provides direction to funders interested in investments in early education
- Pasitos is a local choice for cost-effective scaling county-wide

# Funding & Scaling *Pasitos*<sup>sm</sup>

- **2009:** School Readiness Initiative (First 5 CA initiative)
- **2011:** First 5 Priority Outcome: increase support for parents to strengthen family's literacy skills
- **2012:** First 5 supported initial evaluation
- **2013-14:** Leveraged funding to scale county-wide
  - United Way
  - Shared costs with school districts
  - Sonoma County Wine County Weekend – *Fund the Future*
  - Community Foundation of Sonoma County
  - Private donors, including Pigs & Pinot



# Big Takeaways!

- **Understand local data**
- **Place matters!**
- **Collective impact approach to planning & resourcing interventions**
- **Evaluate your program**
- **A simple, low-cost and research-informed program design can have the greatest impact**



# Questions?



**Thank you!**

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