

# CHILDREN FIRST COLLECTIVE SAN DIEGO



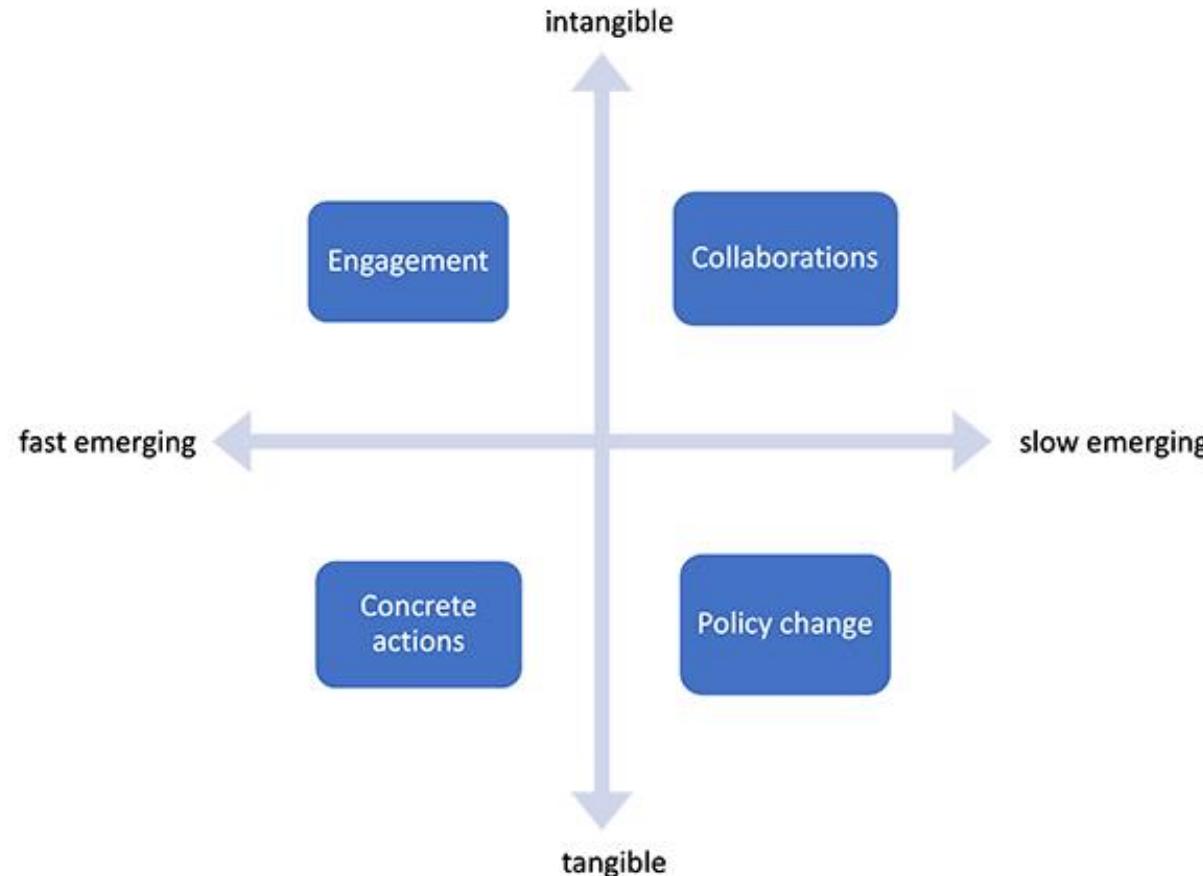
*Children First Collective San Diego brings together a caring group of organizations and leaders to tackle the challenges of access to affordable, quality child care in our San Diego County communities.*

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# WHY COLLABORATION?

## Plotting Impact Beyond Simple Metrics

“...impact comes in different forms and to track the cycles of social change work, we must think across the tangibility and the speed of emergence of change.”



# WE ARE BASED IN SHARED VALUES OF EQUITY, COMPASSION & HOPE

Our equity lens is a response to historical and institutional injustice, coupled with the practice of restoring that justice through intentional concentration of resource and power with and into impacted communities. These injustices have been and continue to be particularly acute in the child care sector.

The Children First Collective San Diego is committed to advocating with and for parents, caregivers, providers, and child care educators to enjoy the full support of public leadership in creating the equitable professional environment required to promote meaningful access to quality early learning & care and to school-age child care, for all San Diego children and families.

AN ORIGIN STORY WE REMEMBER FONDLY,  
BUT HOPE NOT TO REPEAT.....



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# San Diego region child care is...



scarce



inconvenient



unaffordable



of varying  
quality

PRICE \$8.99

THE  
NEW YORKER

APRIL 6, 2020



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# Working Parents Are Struggling

Becky Bland  
Tri-Cities Medical Center

“I am a physical therapist assistant that works full time; I have been having a lot of child care struggles...Our children are forced to be home from school right now and our jobs are forcing us to be at work right now, so something's got to give. Both of those options are colliding with each other.”



# Child Care Providers Are Struggling, too

*"I feel daycare providers may sacrifice their health, and their family's health, for financial income. In simple words we are afraid to turn children away who may be sick due to having to pay our bills."*

*"Regulations with group size restrictions, stability of teachers, and stability of groups made it virtually impossible for us to remain open without financial help. I felt like we were put in an impossible situation."*

*"We don't have insurance in case we the providers get sick. How can we provide for our family and the community. Without childcare no parent would be able to work."*

*"I have 14 children and all of my teaching essentials come out of my wages and living expenses...Being able to deliver a superb curriculum comes when one has the right tools to carry that out."*



*Source: YMCA Childcare Resources Service provider survey in late June 2020.*

# Powerful New Coalition

Philanthropy  
San Diego Foundation

Child Care Providers  
Including UDW-CCPU,  
FCCHN, Head Start

Labor  
SEIU-UHW, Police and Fire Associations

Employers  
Hosp Assn, Chamber of Commerce,  
Downtown Partnership

Child Care System  
R&R, AP, First 5, Office of Ed, and  
Community Based Organizations

# EARLY WORK DURING COVID-19 PANDEMIC

- PPE Distribution Hubs
- Financial Support
- Advocacy





## SHARED SUCCESS DURING COVID-19 PANDEMIC

- Awareness Building
- Relationship Building
- Evidence-Based Approaches

- \$51M in CARES and ARP Local Dollars
- San Diego as a Thought Partner Nationally

# Focus Areas

## Our Focus Areas



Child care homes and facilities  
in a mixed-delivery system



Child care workforce crisis



Mental and behavioral health  
support



Job-related benefits and  
policies for working parents



Local government  
infrastructure for children and  
families



Local dedicated funding for  
children and families

# CURRENT POLICY & ADVOCACY GOALS:

## City of SD

- Measure H City of San Diego facilities for child care
- Nondiscrimination ordinance for family child care providers
- Office of Child and Youth Success

## County of SD

- Federal relief dollars for workforce development, family vouchers, provider stipends, facilities
- Supplemental funding for 0-5 Mental and Behavioral Health Support
- Live Well at Work initiative for family forward practices
- Long term local, dedicated funding for children, families, and providers

## County-wide

- Navigating local implementation of CA's new mandate for Universal Pre-K

# STRUCTURE TO DESIGN STRATEGY

MONTHLY TOWN HALLS EVERY THIRD THURSDAY

- Virtual w/ Spanish Translation
- Weekly Working Group Partner Meetings
- Monthly Policy Circle
- Monthly OCYS Meetings w/ Youth Advocates
- Quarterly Co-Location Meeting

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Tackling the challenges of child care across our San Diego County communities

**COMMUNITY TOWN HALLS**  
The Children First Collective San Diego brings together a caring group of organizations and leaders to tackle the challenges of access to affordable, quality child care in our San Diego County communities. We are a local advocacy collective, building strategy through values of equity, community, compassion, and hope for systems-level change for the San Diego child care sector.

**3RD THURSDAY  
EVERY MONTH  
6:00PM**

**REGISTRATION:**  
**ZOOM**  
[HTTPS://BIT.LY/CFCTOWNHALL](https://bit.ly/CFCTOWNHALL)

**A PLATFORM TO HEAR THE VOICES OF:**

**PARENTS/CAREGIVERS**  
Share what about child care is working for you, and what isn't.

**PROVIDERS**  
Tell us what supports you need to best help do your job of caring for children.

**COMMUNITY MEMBERS**  
Contribute your perspective on how to better serve children and their families.

Your participation will help direct our priorities!

Questions? Ideas? Reach out to us at [info@sdchildrenfirst.org](mailto:info@sdchildrenfirst.org)

# You came, you learned, you shared, now what?

- **Join the listserv** for updates and calls to action
- **Help on active campaigns** with the City of SD and County of San Diego
- **Share** your stories
- **Learn** more about local data and impact
- **Lead** on calls



# Here for You

[info@sdchildrenfirst.org](mailto:info@sdchildrenfirst.org)



@ChildrenFirstCo



@ChildrenFirstCollective

## Co-Facilitators:

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