

November 2017

STRONG START

IN THIS ISSUE

Strong Start already has a website, Twitter, Facebook, and LinkedIn accounts - why a newsletter?

This quarterly round-up of activities, opportunities, and events is a resource for Strong Start members and friends who don't want to check in every day. It's also easily forwarded so if you know of anyone who might be interested in our efforts to support the County's young children and families - please send it on to them.



In our fourth issue, we'll cover the 2017 Santa Clara County Early Learning Master Plan, Silicon Valley Community Foundation's Choose Children 2018 gubernatorial advocacy campaign, learn about Santa Clara Valley Medical Center's "Reach Out and Read" program, and provide some information on how Strong Start is going to reorganize its email lists moving forward.

The Strong Start Events Calendar lists the upcoming Choose Children 2018 opportunities to meet with the candidates in the governor's race - Gavin Newsom, John Chiang and Antonio Villaraigosa. If there are any events your organization is hosting that are open to the public, we'd love to include them so please email us the details and we'll add them to the Events page on the Strong Start web site.

Thanks for reading, and **thank you for everything you do for the children and families of Santa Clara County.**

2017 Santa Clara County Early Learning Master Plan Launches



On September 29, stakeholders from around the county met at the Dr. Martin Luther King, Jr. Library in downtown San Jose to launch the 2017 Santa Clara County Early Learning Master Plan (ELMP). The ELMP provides a strategic framework for the county's early learning community by providing a "state of the county" describing where we are and stating a vision and accompanying goals, developed through a stakeholder-led process, that we will all be working towards. The event included a keynote presentation from Kris Perry, former head of First 5 California and current leader of

the First Five Years Fund - a Federal government focused early childhood policy and advocacy organization -highlighting the importance of local initiatives like Strong Start and the ELMP in expanding and improving early care and education in the country.

The ELMP includes 28 goals in six content areas- Access; Articulation, Alignment and Data Systems; Facilities; Family Engagement; Program Quality and Workforce Development - and identifies nine Key Goals that are of foundational importance or of relevance to multiple content areas. For these Key Goals, the plan recommends specific actions at two, five and seven years to move towards the goal and vision.

A one page summary of these Key Goals, a 24 page Plan Abstract that includes data highlights and a list of all the goals with milestones and actions for the Key Goals, and the full 120 page master plan document are all available at sccoe.org/elmp2017. The full ELMP is also available on the Resources page of the Strong Start web site at strongstartsantaclara.org/resources.

Choose Children 2018 Gubernatorial Advocacy Campaign

Strong Start partner, the Silicon Valley Community Foundation (SVCF), has launched its Choose Children 2018 gubernatorial advocacy campaign with the goal of ensuring that every major candidate for Governor of California in the 2018 election is committed to making early childhood care and education more accessible, affordable, and of higher quality for all children. The campaign has released statewide polling data showing that early care and education (ECE) is an important issue for a large majority of voters in the state, and that supporting improved ECE makes a candidate more attractive to voters. The SVCF is also hosting a series of public meetings with the candidates in Palo Alto. Former State Superintendent of Public Instruction Delaine Eastin, and San Diego businessman John H. Cox have already attended, while Lieutenant Governor Gavin Newsom, State Treasurer John Chiang and former Mayor of Los Angeles Antonio Villaraigosa are all scheduled to attend in the next month and a half. More information on the Choose Children 2018 campaign can be found at choosechildren.org and you can RSVP for the upcoming briefings at the Strong Start website Events Calendar.



Reach Out and Read: Incorporating Books into Pediatric Care



How much would you pay for a device that:

- Makes your child's doctor visit way more fun
- Helps your child's brain grow and develop
- Promotes bonding between you and your child
- Catches undiagnosed learning differences or delays

Patients and parents at Santa Clara Valley Medical Center's well-child check-ups know the answer: The device is called a "book" and every one is free!

It's all part of Santa Clara Valley Medical Center (SCVMC)'s "Reach Out and Read" program—which didn't start there, but is the largest in the nation. Last year, SCVMC's pediatricians gave away nearly 40,000 books to young patients. They spent time explaining to parents how important it is to read to their kids. As the kiddos reacted to the books, these smart doctors watched and assessed appropriate reactions to the books, words and pictures.

"Depending on their age," explains Antonia Charles, MD, "A child might put a book in their mouth, or point and laugh at a picture, or turn pages and interact. We pediatricians use this to help assess where our young patients are developmentally."

If SCVMC's doctors sense that a child might be reacting inappropriately, they can refer to the County's Kidscope program for further assessment.

"The whole idea of Reach Out and Read is to ensure more kids are ready for school. Quality health care and early literacy are a great way to start strong."

The program is a collaboration of Santa Clara County's Behavioral Health Services and the Valley Medical Center Foundation. To learn more, call Leah at 408-885-5299.

Strong Start Email List Reorganization

Strong Start currently has a single email list that we use to send all the coalition members this newsletter, the monthly meeting agenda and minutes, updates, events, requests for advocacy support and a range of other content. We've recently decided to reorganize and to create separate lists so that those of you who want just the newsletter can continue to be informed without being overloaded. If you're one of those people, you don't have to do anything. The newsletter will continue to arrive quarterly.

For those of you who continue to want the other content - either because you attend the coalition meetings or because you like the additional information - we have compiled an email list based on attendance at the last few Strong Start meetings. If you haven't been to a Strong Start meeting recently, or if you're nervous about missing an email, please email us at strongstart@sccoe.org and we'll make sure that you're added to the more frequent mailings list. We won't be making the switch for a while to give everyone time to decide.

Upcoming Events

The Events Calendar is all about the Choose Children 2018 candidate briefings for the rest of the calendar year with Gavin Newsom, John Chiang and Antonio Villaraigosa all scheduled in November and December. You can learn more about the events and register by using the [Strong Start Events Calendar](#).



Mark Your Calendar

» UPCOMING EVENTS

If your organization has a public event that you would like listed on the Event Calendar, please let us know by emailing us at strongstart@sccoe.org and we'll make sure to add it.

<http://www.strongstartsantaclara.org/>

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