

FISCAL YEAR 2024-2025

Local Outcomes Report





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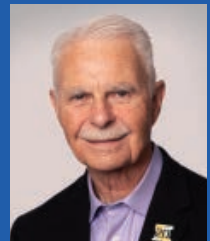
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Acknowledgments

First 5 San Bernardino would like to thank and acknowledge our partner agencies who contributed their data to this report. We would also like to thank the Commission staff who oversaw First 5 San Bernardino's fiscal year 2024-2025 data reporting systems as well as EVALCORP and Westbound Communications for supporting the development of this report.

Greetings from the Executive Director

Dear Colleagues and Community Partners,

I am pleased to provide First 5 San Bernardino's (F5SB) Annual Outcomes Report for the period July 2024 - June 2025.

The F5SB Commission continued to support several successful initiatives and collective impact models, including the Family Support Initiative, Help Me Grow Inland Empire, Quality Start San Bernardino, Children's Fund, Resiliency Institute for Childhood Adversity and the Maternal Health Network of San Bernardino County.



Karen E. Scott
Executive Director of
First 5 San Bernardino

Supporting Children

Through our investments in these various initiatives, we continue to support children from prenatal through 5 years of age and their families. Through parent education, healthcare, social service and quality childcare, thousands of children and their parents, caregivers and family support professionals have been served in the fiscal year 2024-2025 with positive outcomes.

Improving Child Well-Being

Our Commission continues its commitment to build and support a comprehensive system of care for children ages 0-5 with a vision that community organizations, collective impact groups and the workforce will be equipped to effectively collaborate and serve families to improve the well-being of the whole child. In partnership with our local healthcare plan, F5SB led a Children's Health Collective to support systems-building efforts. This collective established focused workgroups with clear objectives, which were developed through the guidance of the Children's Health Collective Steering Committee. Utilizing an adopted Evaluation Framework helps the Commission to account for the complexities of implementing and evaluating systems-building work such as with the Children's Health Collective, where immediate outcomes are not always discernable. Aligning our work with our Strategic Plan covering 2023-2028 allows the time for systems efforts to manifest longer-term outcomes that point to improvements in child well-being.

Community Leader

We know the early childhood years are the foundation for lifelong well-being, and First 5 San Bernardino looks forward to meeting goals that promote, support and enhance the health and early development of our children, their families and communities. Through such efforts as the Children's Health Collective in fiscal year 2024-2025, we were able to continue to build strong and diverse relationships, lead collaborations and coalitions, and drive collective impact as a community leader.

Responsive in a Changing Environment

Marketing data shows that F5SB has been successful in building our brand – an important component in developing credibility with stakeholders. Brand recognition and organizational awareness are intertwined and, over time, will position First 5 San Bernardino externally as a known leader in child advocacy. Over the past year, our internal team and contracted consultants have helped us to recognize remarkable systems integration, allowing us to achieve the results outlined in this year's outcomes report.

On behalf of the Commission, I acknowledge and thank our stakeholders – parents, contracted agencies, educators, legislative and government partners, community non-profits, faith-based and community partners, and so many more – for all working together to achieve outstanding outcomes for our youngest children and their families, that will yield benefits for our communities for generations to come.

Sincerely,

Karen E. Scott
Executive Director



Introduction

In 1998, California voters passed Proposition 10, known as the “California Children and Families Act.” This Act added a tax on tobacco products, directing the money collected to programs and services for children from prenatal to age 5 and their families. First 5 San Bernardino (F5SB) was set up to manage San Bernardino County’s share of this funding.

Mission

F5SB’s mission is to promote, support and enhance the well-being and early development of children prenatal through age 5, their families and their communities.

North Star

F5SB’s North Star is a cohesive and complementary system that enables communities, organizations and families to ensure that all children in San Bernardino County are healthy, safe, nurtured and prepared to thrive.

Our Guiding Principles

Our Guiding Principles represent the core values which influence priorities and decision making for our work.

Community, Systems and Context | Collaboration | Impact and Sustainability

These principles also support the way we engage with communities and systems, enabling F5SB to follow its mission and achieve its North Star.

F5SB supports three main areas, which are also known as their Strategic Priority Areas: Child Health, Early Learning and Family Support. This report shows the positive changes F5SB and their funded partners made during the 2024-2025 fiscal year. The report is organized by system-level efforts, the Strategic Priority Areas and includes a section on F5SB’s community engagement efforts. Each section of the report details the overall impact made in the area and highlights partners who helped achieve these results.

Total Numbers Served Across All Strategic Priority Areas*

In 2024-2025, First 5 San Bernardino and its partners served 133,860 individuals:

100,355 Children | 28,987 Parents / Caregivers | 4,518 Providers

Child Health

Children prenatal through age 5 and their families can access the full spectrum of health and behavioral health services needed to enhance their well-being.

Early Learning

Children from birth to age 5 benefit from high quality early childhood care and education, family engagement and support that prepares all children to reach their optimal potential in school and life.

Family Support

Families and communities are engaged, supported and strengthened through effective resources and opportunities that assist them in nurturing, caring and providing for their children’s success and well-being.

*These numbers reflect the combined impacts of the initiatives highlighted in this report, along with all areas supported by F5SB investments.





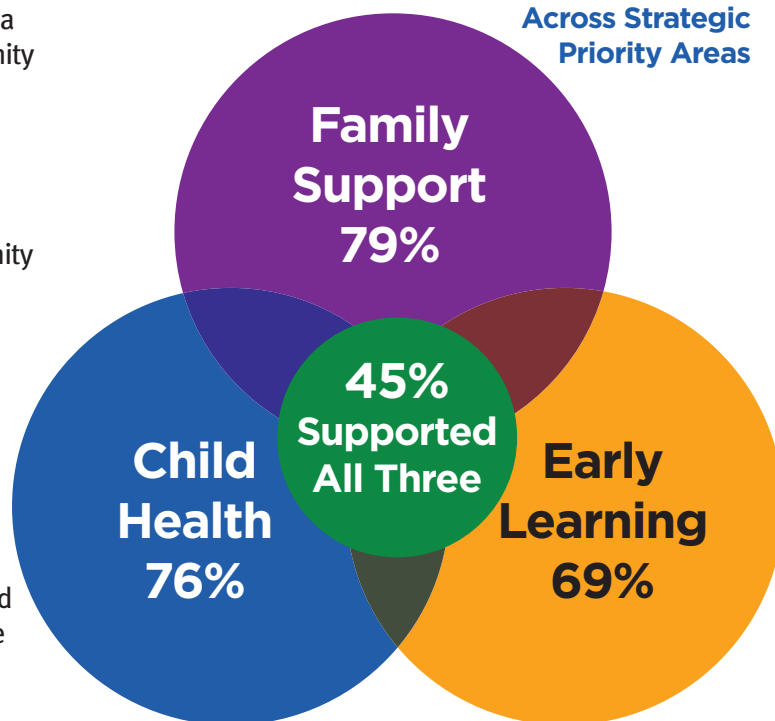
Systems Level Efforts

Within each of the Strategic Priority Areas, F5SB maintained a commitment to systems level efforts: collaboration, community capacity building and workforce.

- **Collaboration:** Ensuring that families, providers and stakeholders collaborate effectively to improve the well-being of the child.
- **Community Capacity Building:** Ensuring that community organizations and groups are equipped to effectively serve children and families.
- **Workforce:** Ensuring that the workforce is developed to effectively serve children and families.

An outcome of these Systems-Level efforts is that many of the initiatives and partnerships funded by the Commission work within multiple Strategic Priority Areas (SPAs) simultaneously to support a whole-child approach. Most (79%) of the work by F5SB's funded partners supported more than one SPA, and nearly half (45%) supported all three SPAs. The breakdown (on the right) shows the percentage of F5SB-funded partners that supported each SPA in fiscal year 2024-2025.

Systems Level Integration Across Strategic Priority Areas



79% of funded partners supported more than one Strategic Priority Area.



Goal: Children and their families can access and utilize the full spectrum of health services to enhance their well-being.

8,806 Children | 3,751 Parents/Caregivers | 2,006 Providers



Asthma Prevention and Treatment Program

Asthma Prevention and Treatment Program provided virtual and in-person asthma screenings to 595 children, asthma treatment and/or management to 121 children and asthma education and resources to 606 parents.



Children's Assessment Center

Children's Assessment Center conducted child-friendly investigations for 528 at-risk children, provided support and resources to 1,946 parents and delivered 75 professional development and mentoring opportunities to support 12 forensic pediatric fellows.



Children's Network

Children's Network Community Engagement & Systems Improvements

Children's Network educated 901 parents on important child safety topics such as Adverse Childhood Experiences (ACEs), shaken baby syndrome and safe sleep practices, and trained approximately 230 providers on ACEs, the impact of violence on children, child abuse, mandated reporting and the power of resilience.



Inland Empire Father Involvement Coalition

Inland Empire Father Involvement Coalition supported approximately 260 providers and engaged 205 fathers through training, the Nurturing Fathers Program and events such as the Inland Empire Fatherhood Summit to boost fathers' engagement with their children.



Help Me Grow Inland Empire

Help Me Grow Inland Empire provided developmental screenings to 4,568 children in San Bernardino County to support the early identification of developmental delays and connect families to existing community resources.



Maternal Health Network
of San Bernardino County

Maternal Health Network

Maternal Health Network engaged approximately 420 maternal health providers through almost 360 meetings, trainings, summits and provision of technical assistance to ensure equitable service delivery, improve care for high-risk pregnancies and strengthen the maternal health workforce.



Inland Empire Breastfeeding Coalition

Inland Empire Breastfeeding Coalition promotes breastfeeding through professional mentorship and engaging key maternal health groups, such as WIC, Black Infant Health and the Maternal Health Network. They supported over 1,000 providers, equipping them with skills to better assist mothers and newborns in breastfeeding.



Resiliency Institute for Childhood Adversity (RICA)

Resiliency Institute for Childhood Adversity served 763 children by screening, diagnosis and identification of child abuse and neglect while providing treatment to promote long-term safety and health developmental outcomes. RICA managed more than 20 ongoing patient cases through individualized case management and trained 15 clinicians in child-parent psychotherapy.



Behavioral Health

Screening, Assessment, Referral, and Treatment (SART) /Early Identification and Intervention Services (EIS)

In partnership with the **San Bernardino County Department of Behavioral Health**, SART/EIS works to support the developmental well-being of young children. Of the children who received treatment through SART, 76% improved in trauma adjustment and emotional/physical dysregulation and 80% improved in attachment difficulties. Of the children who received intervention through the EIS program, 71% showed improvement in emotional/physical dysregulation, 72% showed improvement in anxiety and 75% showed improvement in anger control and attachment difficulties.



The NAEBOR Clinic

The NAEBOR Clinic provided tailored prenatal care for Black and African American families as well as families experiencing incarceration. In fiscal year 2024-2025, they served 42 parents and conducted 495 prenatal visits. The clinic also provided trauma-informed training and implicit bias education to approximately 60 providers to improve and diversify perinatal workforce.



Early Learning



Goal: Promote a system of quality early learning in educational, childcare and other sectors that supports the needs of children and families.

79,662 Children | 342 Parents/Caregivers | 2,079 Providers



1,000 Books Before Kindergarten

1,000 Books Before Kindergarten supported the development of early reading habits for 2,443 young children. 229 children read at least 500 books and 187 children read at least 1,000 books.



Early Head Start-Child Care Partnerships

Early Head Start – Child Care Partnerships supported more than 27 early care and education providers through 595 coaching sessions and 33 infant-toddler care training sessions to increase the number of high-quality early care and education providers in San Bernardino County.



Footsteps2Brilliance

Footsteps2Brilliance helped 45,027 children build essential school readiness skills. The children read 251,125 books, spent 62,054 hours on literacy activities, wrote 175,423 books and were exposed to 123,877,889 vocabulary words.



Quality Start San Bernardino (QSSB)

QSSB uses a Quality Rating and Improvement System (QRIS) to support childcare centers, preschools and school-readiness programs in delivering top-quality early learning experiences. QSSB trained approximately 1,840 providers to provide high-quality learning opportunities to children with a total of 915 coaching visits across 333 individual sites. Participating sites served 10,609 children.



Reach Out and Read Inland Empire

Reach Out and Read Inland Empire distributed more than 19,900 books to children through pediatric providers and provided training to approximately 60 providers for successful program implementation.

Family Support



Goal: Families are strengthened through resources and opportunities that support them in nurturing, caring and providing for their children's well-being.

11,887 Children | 4,114 Parents/Caregivers | 433 Providers



Daily Referral

Daily Referral partnered with case managers and social workers to help 9,300 children and 1,800 parents receive resources and basic needs such as shelter, transportation, food, education, and medical services.



Family Support Initiative (FSI) is a collaborative of multiple organizations across San Bernardino County that deliver evidence-based parenting education and family support services to families with young children, helping parents build nurturing skills, access resources and strengthen family stability. In fiscal year 2024-2025, FSI supported 2,563 children and 2,191 caregivers through parent education, case management, screenings, service navigation, community outreach and therapy services.

Family Support Initiatives (FSI)



Home Visitor Apprenticeship/Institute

El Sol graduated 11 home visitors from their year-long apprenticeship/Institute in June of 2025. As part of their training, home visiting apprentices conducted a collective 656 home visits serving 112 families under the supervision of Home Visitation Institute program staff.



Inland Empire Children's Cabinet

Inland Empire Children's Cabinet engaged approximately 70 organizations and 390 providers through collaborative meetings to advocate for policy solutions to address basic needs, childcare, youth education and health and wellness.



Mary's Mercy Center
Blessed Are The Poor

Mary's Haven Youth Enrichment Shelter Services for a Better Future

Mary's Mercy Youth Enrichment Shelter Services Preschool served 22 children to foster school readiness by providing a nurturing, play-based learning environment that supports children's cognitive, social and emotional development. Of these 22 children, Mary's Haven provided screenings for developmental delays to 10 young children and helped 8 families successfully transition into permanent housing.



Tomorrow's Readiness Starts Today

Tomorrow's Readiness Starts Today entered into formal agreements with three local school districts to support early childhood development. In addition, a steering committee was established and is composed of key community partners dedicated to building and sustaining a comprehensive system of care and support for children ages 0–5. The committee will guide strategic planning, ensure alignment across services and promote shared accountability for outcomes that benefit young children and their families.

Community Engagement

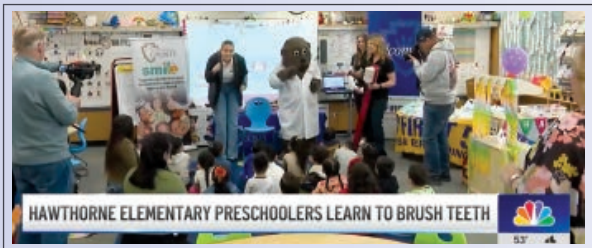
In addition to serving families and providers through Child Health, Early Learning and Family Support initiatives, F5SB regularly engages with and supports the community through outreach events, strategic communications and marketing campaigns.

Community Outreach Events

During the fiscal year 2024-2025, the F5SB Community Engagement Specialist participated in 63 outreach events and support activities across the community. Families received **28,785 essential items** such as school supplies, new parent kits, first-aid kits, oral health kits and more. Popular events like Back to School, National Night Out, Trunk or Treat, Breastfeeding Week and literacy programs allowed F5SB to connect with families and share valuable resources. These efforts equipped families with tools and information to support their children’s well-being.



Community Engagement Specialist LuCretia Dowdy represents the organization at events throughout the year. She stays connected by meeting people, attending events and providing needed information to parents and caregivers in San Bernardino County.



Our Campaigns

First 5 San Bernardino implements public awareness campaigns to educate the community on the health and safety of children prenatal through 5 years old in San Bernardino County. Each aligns with a Strategic Priority Area – Child Health, Early Learning and Family Support. In fiscal year 2024-2025, F5SB conducted a total of four campaigns and generated more than 70 million impressions and attracted over 500,000 website visits.



“Little Teeth, Big Responsibility” emphasizes the importance of oral health in children including seeing the dentist by their first tooth or first birthday.



“Gift a Kid a Book” encourages parents and caregivers to maximize brain development through reading and early learning by giving books to children as gifts.



“Kid Safe Summer” helps parents and caregivers keep kids safe during the summer months by promoting water, sun/heat and on-the-move safety information.



The **“brand campaign”** launched in 2024 and promotes First 5 San Bernardino’s commitment to supporting families and their children in the first 5 years of life.

OUR MISSION

Promote, support and enhance the health and early development of children prenatal through age 5 and their families and communities.



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