



INVESTING IN EARLY CHILDHOOD

East Bay Leadership Council
Economic Recovery Task Force

Camilla Rand
Deputy Director

 **FIRST 5**
CONTRA COSTA



Mission & Vision

To foster the optimal development of our children, prenatal through 5 years of age so every child is healthy, ready to learn, and supported in safe, nurturing families and communities.


Values

Diversity &
Inclusion

Equity

Cultural
Humility

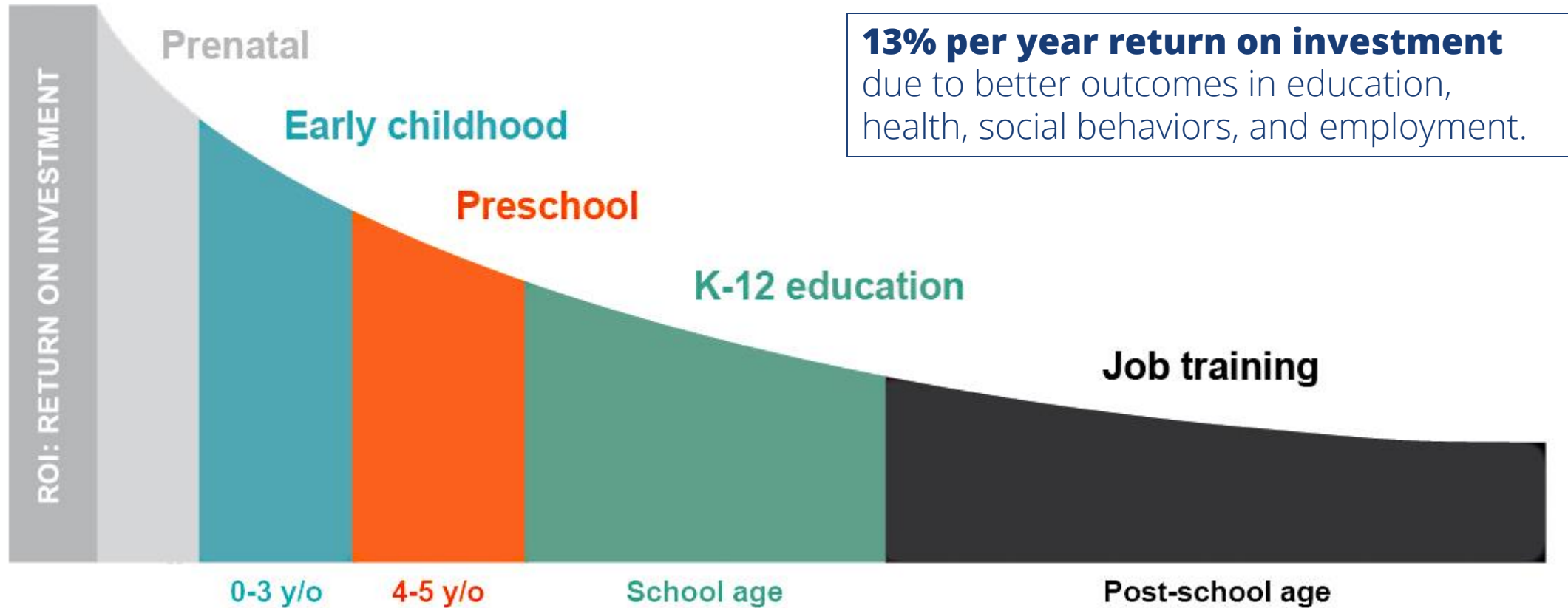
Community
Partnership



**The first five years
build a foundation for
all future learning,
behavior, and health.**

Source: [Harvard Center on the Developing Child](#)

The earlier the investment, the greater the return



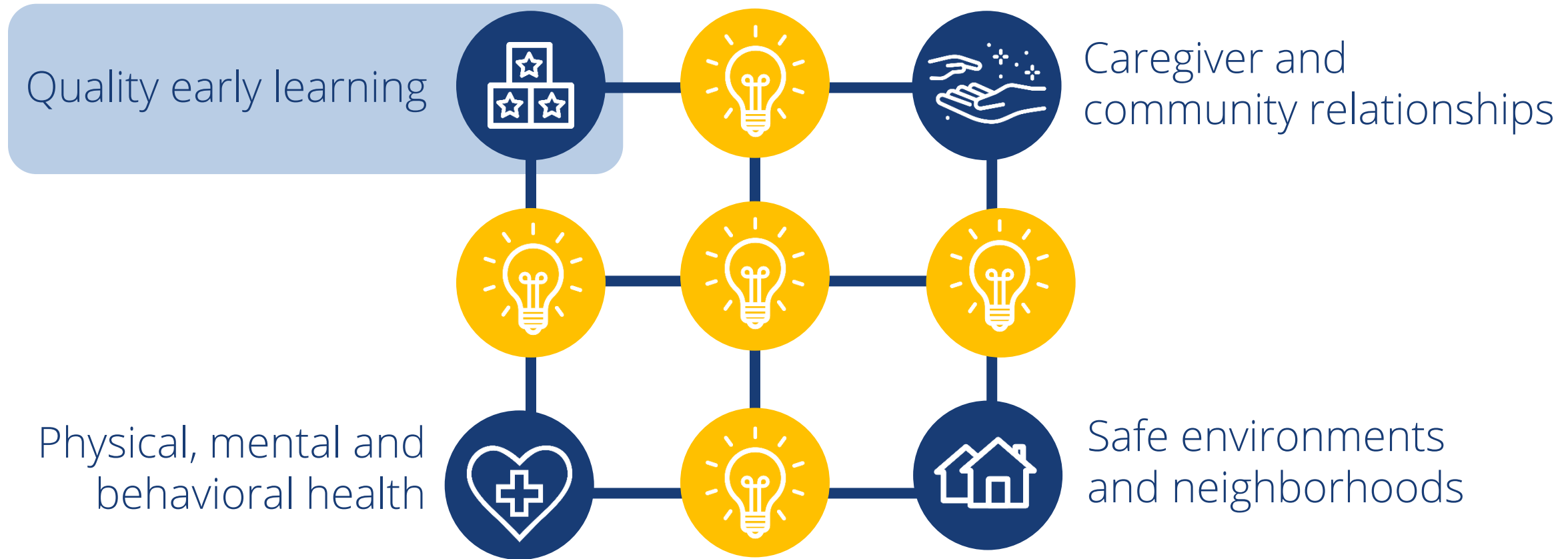
Source: [James Heckman, Nobel Laureate in Economics](#)



What can we do to make the most of early childhood?



A high wattage system of supports



Quality childcare is the building block for children, families, and our society.



Children

- ↓ behavioral problems
- ↑ educational attainment
- ↑ earnings

Families

- ↑ job prospects, especially for women

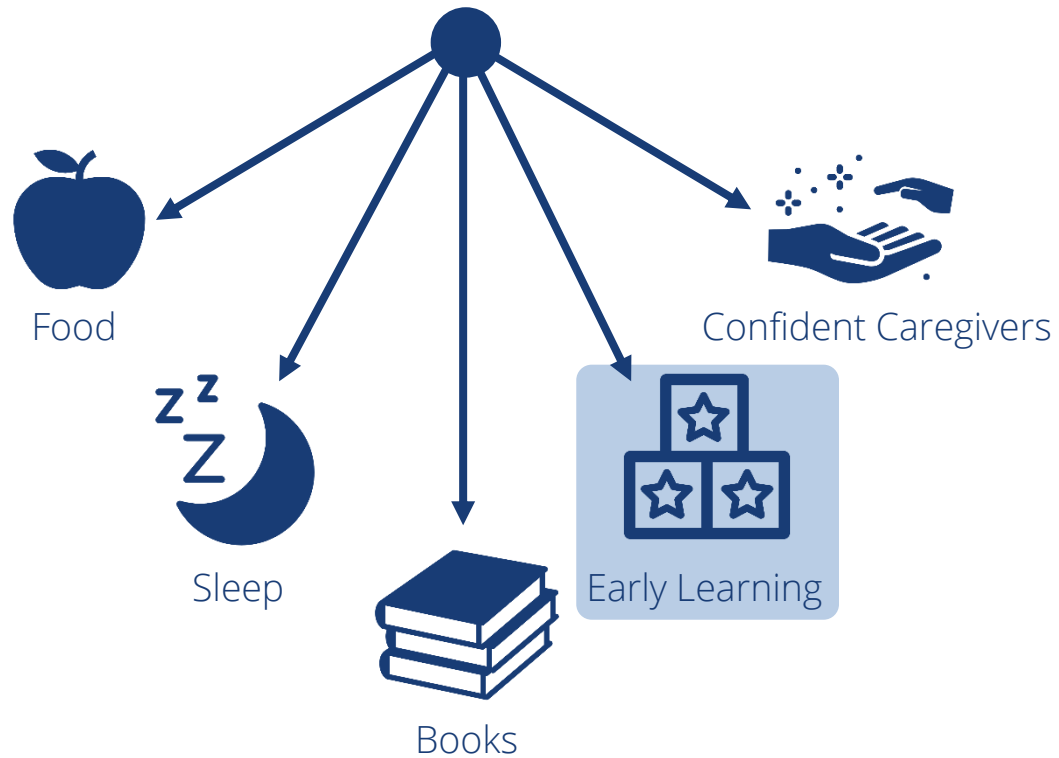
Society

\$1 invested yields \$7 in returns:

- ↑ tax revenue
- ↓ criminal justice
- ↓ remedial education

Source: [New America](#)

Kindergarten Readiness



Factors influencing school readiness

Source: [First 5 Contra Costa](#)



Ready or Not, Here We Come!

AN ASSESSMENT
OF KINDERGARTEN
READINESS IN
CONTRA COSTA
COUNTY

2017

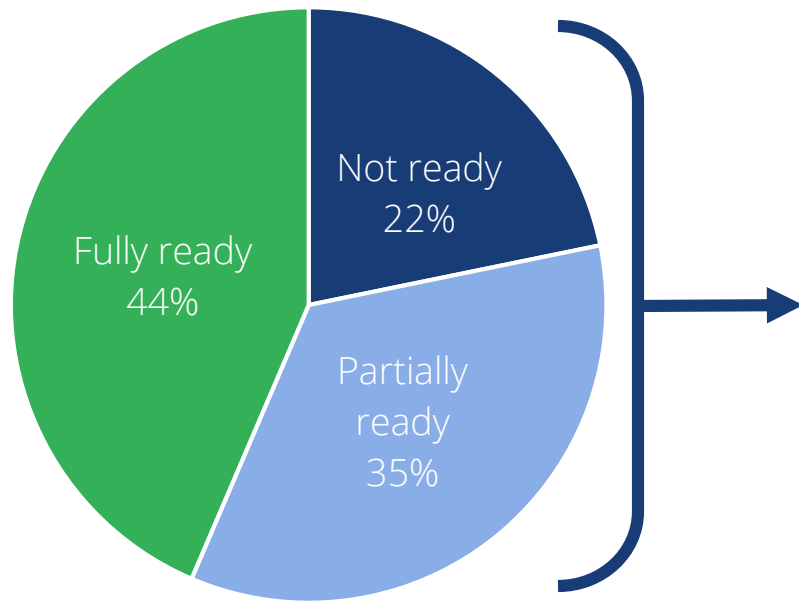


Research by:



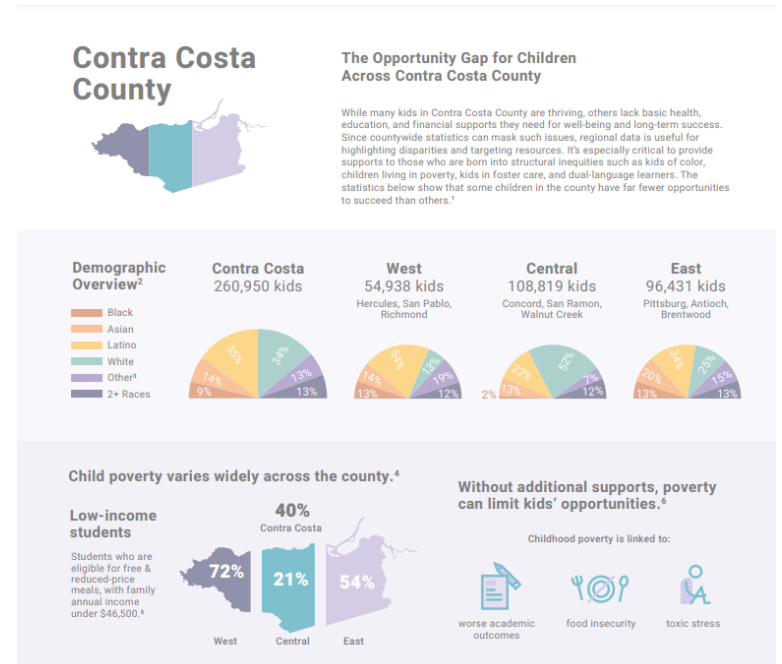
APRIL 2018

Over half of Contra Costa County children are not fully ready for kindergarten.



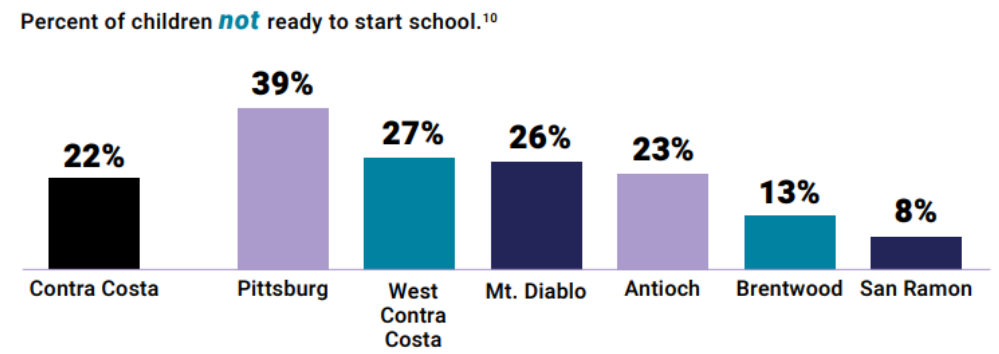
Source: [First 5 Contra Costa](#)

Systemic underfunding and disinvestment creates disparities by race, geography.



Too many kindergarteners are not ready for school, particularly in some districts.

Children who are behind when they start kindergarten may fall further and further behind (e.g., see 3rd grade reading, below).⁹



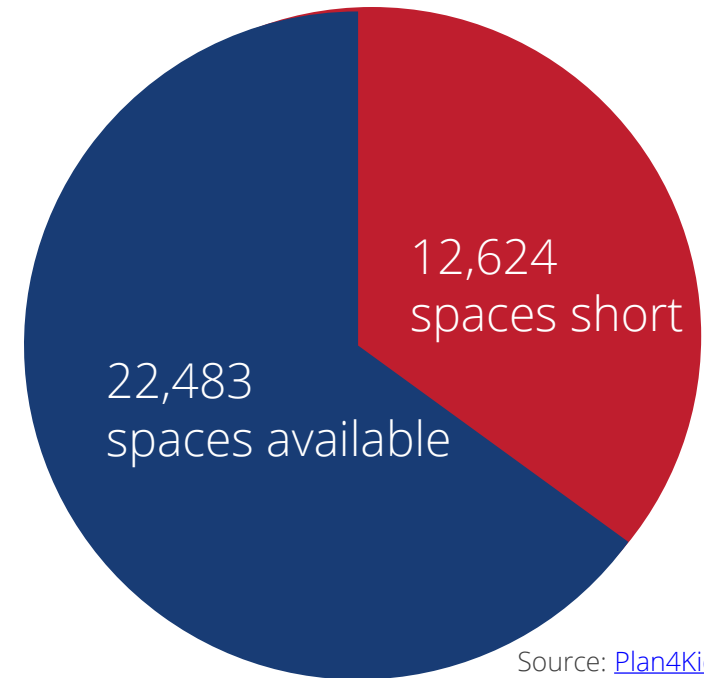
Source: [Opportunity Gap for Children Across Contra Costa County](#)

Supply isn't meeting demand.



In Contra Costa County,
for children 0-4:

Spaces available for 65% of working families



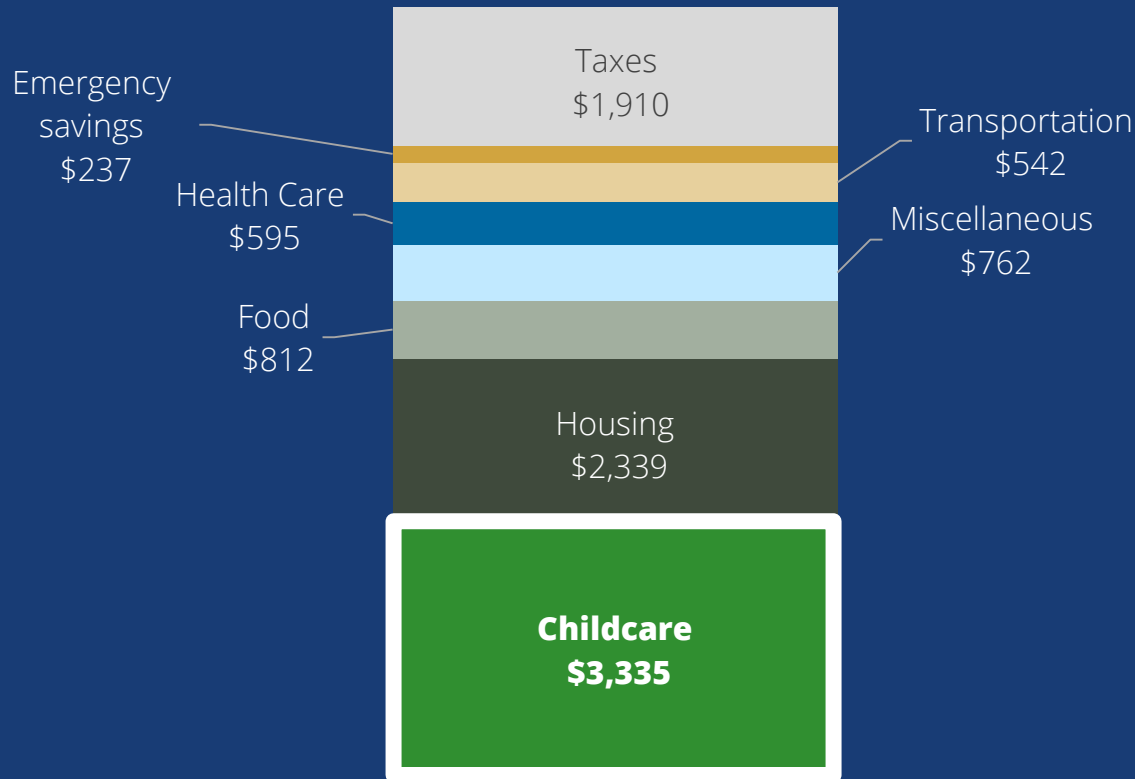
Source: [Plan4Kids.org](https://www.plan4kids.org/), 2017

\$57 billion

annually in the US in lost wages and productivity
due to a gap in childcare for families

Source: [Ready Nation](https://www.ready4work.org/)

Monthly costs of living in Contra Costa County for a family of 2 adults, 1 infant and 1 toddler



Income needed:

= \$10,924

45%

of Contra Costa families can't
cover these costs.

Source: [Insight Center](#)

In Contra Costa County, childcare takes up
30% of young families' expenses.

Subsidies help some but not all.

Income threshold for subsidized childcare in Contra Costa County

\$7,069

Monthly, family of four

Source: [California Department of Ed](https://www.cdeds.ca.gov/)

Median income for families with children in Contra Costa County

\$9,532

Monthly

Source: [KidsData.org](https://www.kidsdata.org/)

Total household income needs

\$10,924

Monthly

Source: [Insight Center](https://www.insightcenter.org/)



In Contra Costa County:



Based on median monthly earnings. Source: [Bay Area Equity Atlas](https://www.bayareaequityatlas.com/)

The hard truth is, childcare should cost even more than it does.

40%

Women of color in
childcare workforce

Source: [Early Childhood Workforce Index](#)

\$14.42

Average childcare worker hourly
wage in the East Bay

Source: [Bureau of Labor Statistics](#)

The hard truth is, childcare should cost even more than it does.

Worthy wages



Professional development



Space & facilities



\$9,532

Median income of families with children in Contra Costa

Source: [KidsData.org](https://kidsdata.org)

True cost of childcare

as portion of family budget

Source: [Center for American Progress](https://www.centerforamericanprogress.org)



Investing in early childhood pays dividends for individuals and communities, but we have a long way to go in maximizing that potential.

Early care and education is a great place to start:

Greater access & affordability for families **plus**

- Increased infant and toddler care
- Increased wages for providers
- Investment in spaces and facilities



THANK YOU

Camilla Rand

Deputy Director

carand@first5coco.org

[@first5coco](https://www.instagram.com/first5coco)

