

**Location of Meeting:** 393 Park Marina Circle, Redding, CA 96001

**Topic:** First 5 Shasta Evaluation and Advisory Committee Meeting

**Time:** September 18, 2025, 9:00 AM Pacific Time (US and Canada)

<https://us06web.zoom.us/j/86803555133?pwd=8liLvrpnwtYMYKHSaW6wpm4so9YqtK.1>

## 1. Call to Order

Welcome and Introductions by Wendy Dickens, Executive Director

### Committee

Gordon Chatham

Tara Shanahan

April Jurisich

Amber Middleton

Matt Plummer

Jessica Brewster

Tracy Neal (arrived 9:30)

### Staff

Wendy Dickens

Liz Poole

Megan Johnson

Jackie Scott

Nicole Godman

### Public

Michele Grupe

Heidi Gonzales

## 2. Public Comment Period

There was no public comment.

## 3. Consider Approval of Minutes from May 15, 2025 Committee Meeting

### Action Item

**Motion to approve minutes:** Gordon Chatham

**Motion/Seconded:** Tara Shanahan

**Ayes:** All

**Nays:** None

**Motion:** Approved

## 4. Partner Updates

- Tara shared new legislation coming regarding payment to foster care providers based on the Child Adolescent Needs & Strengths (CANS) assessment, the online child welfare system is changes to CARES in the next year.
- April shared the WIC program received a Premier Breastfeeding Award and is working to increase appointment capacity with new staff and Saturday appointments.
- Heidi shared a new competency based education program started up and Shasta College is working to expand the preschool program through the summer starting next year and offering a full day program.
- Jessica shared that Far Northern Regional Center is offering adaptive skills training for 5 year olds.
- Wendy shared we are working on Week of the Young Child for 2026 and a new event called State of Our Early Children along with doing an awards ceremony again to highlight partners. Working on Strategic Plan and how First 5 Shasta continues to support our community.

## 5. Program Evaluation Presentation

Jenna Berry, Executive Director out sick and unable to present Raising Shasta – 0-5 Parent Partner, will reschedule to a future date.

## 6. Program Evaluation Presentation

Jackie gave a program overview of the new CDFA Grant – Farm to Child Care 1<sup>st</sup> Program Report. The program aims to help Shasta College students develop early childhood education skills, provide nutrition education to family childcare providers and children, and support local agriculture by delivering fresh produce to six family childcare programs over a 6-week period. The program served 54 children and delivered 2,000 pounds of produce from 15 different fruits and vegetables sourced from four local farms. Key lessons learned included the need for co-teaching support for interns, improved produce transportation logistics, and selecting produce with longer shelf life. The program is currently in its second implementation phase with modifications based on feedback from the first round.

## 7. First 5 Shasta Strategic Plan

Wendy discussed the impact of the First 5 strategic plan, highlighting successes in implementing Help Me Grow with SCOE partnership, increasing public awareness of adverse childhood experiences, and securing competitive grants. They noted the expansion of the Healthy Babies program and improvements to playground equipment across various locations. The conversation ended with a discussion of lessons learned from the previous strategic plan, particularly regarding the difficulty of measuring impact when most services are brokered through partners rather than provided directly.

Wendy shared challenges with the previous strategic plan's data collection and measurement approach. F5S highlighted issues including missing data points, COVID's impact on tracking, overly specific indicators that limited flexibility, and unanticipated factors like transitional kindergarten. The discussion outlined plans for a new strategic framework, including community assessments, ad hoc work groups to identify roles and focus areas, and a timeline to finalize the plan by April 2026. The group also explored ways to better align community health indicators across organizations serving the 0–5 population, though challenges in coordination between different agencies were noted.

The discussion focused on tracking and understanding child abuse and neglect data in the community. The participants explained how different metrics are measured, including allegations, substantiated cases, and actual interventions, emphasizing the importance of distinguishing between these categories. They noted that while the number of children in foster care and reports of maltreatment have decreased, high referral rates remain a concern, potentially due to community education needs around what constitutes abuse. The group discussed the need for better collaboration across organizations to align key indicators and measure the true impact of interventions, though they acknowledged that population changes can make tracking long-term progress challenging.

## 8. Sentenced Showing, Champions for Children & Dolly Parton's Imagination Library

Wendy and Megan shared about the documentary screening event called "Sentenced" about illiteracy, which was attended by approximately 280 registered community members including local officials, educators, and service providers. The discussion highlighted the impact of illiteracy on employment and housing and noted that homeschool and charter schools don't undergo the same literacy testing as public schools. The group also discussed plans to develop new children's literacy courses at Shasta College, including one-unit courses in science and math aimed at helping early education students develop better reading comprehension and engagement skills with children.

Megan shared about Champions for Children event and the launch and success of Dolly Parton's Imagination Library in the community. Over 1,639 children have registered for the program in just two and a half weeks, with families able to sign up children up to age 5 for one book per month

mailed directly to their home. The program costs \$13.20 per child per year. The team is working with various partners including Far Northern Regional Center and WIC to distribute promotional materials and expand reach. The group also discussed challenges with implementing the program at Mercy Hospital, where previous efforts were blocked due to COVID restrictions and concerns about patient interruptions.

There being no further business, the meeting was adjourned at 10:58 a.m.

**The next Meeting of the First 5 Shasta Evaluation & Advisory Committee, November 20, 2025.**

Submitted By, Amber Condrey, Data and Evaluation Coordinator