



# Healthy + Active Before 5

## 2020 ACCOMPLISHMENTS

Healthy & Active Before 5 is a Contra Costa County collaborative that advances health equity through local policy and environmental changes to support the health and well-being of children ages 0-5 and their families

### CENSUS

HAB45 and its partners in the 0-5 Census Working Group led the charge to make sure that all young children in Contra Costa were counted in the 2020 Census. Despite shifting outreach strategies and deadlines, together we:

- Trained over **200 staff and community leaders** from over two dozen organizations.
- Distributed outreach materials to families with young children in historically undercounted communities through clinics, family child care homes, preschools, and other settings.
- Secured an overall **self-response rate of 77%**, exceeding the county's 2010 rate.

### LEADERSHIP COUNCIL

HAB45 leveraged its cross-sector Leadership Council to promote policy change and maximize collective impact.

- HAB45's email newsletters were sent to over **200 partners** with timely updates, resources, and advocacy opportunities. Staying connected with our partners allowed us to respond to emerging community needs throughout the year.
- **40 Leadership Council members** attended a virtual convening in October to learn about opportunities to bring additional resources to Contra Costa's safety net on the November 2020 ballot. Participants also learned about how HAB45's Public Policy Agenda applies to pandemic response and recovery, and worked in small groups to practice advocacy skills.

### 4PS INITIATIVE

HAB45's 4P's Initiative *Pledge the Practice, Pass the Policy* continues to be a vital resource for Contra Costa organizations that want to promote health in all of the settings where young children and their families spend time. In 2020, **4 new policies** with mini-grant funds will benefit an additional **201 children** and **364 adults** at the YMCA of the East Bay Child Development Centers in West Contra Costa.

### COVID RESPONSE

From the early days of the pandemic, HAB45 worked to respond to the needs of young children and families impacted by COVID-19.

- Distributed over **\$227,000** in direct cash assistance to Contra Costa families in need.
- Developed a new 4P's policy and mini-grant opportunity for organizations serving young children to support physical activity and nutrition within COVID-19 health and safety requirements.
- Advocated for equitable pandemic response and recovery, including tenant protections so that no family has to worry about becoming homeless during the pandemic.

### ELECTION

- Our first-ever Election Toolkit connected partners and community members with resources and information for voter registration, vote-by-mail logistics, and local races that impact children's health.
- HAB45 represented the needs of young children in the planning and outreach for Contra Costa Measure X, which will bring **millions of dollars** to the county for early childhood and other safety net services.

### PARTNERSHIPS

HAB45 supported community partners with research, data analysis, and technical assistance.

- HAB45 and CocoKids worked together to deliver nutrition and physical activity trainings for early childhood environments. Together, these efforts will benefit hundreds of children countywide.
- HAB45 managed and analyzed survey data for extensive peer-to-peer outreach conducted by the East, West, and Central County Regional Groups for the 2020 census and election.