



First 5 Commission of San Diego
Annual Report
FY 2011-12

Improving the
Lives of
Children
Ages 0 through 5

First 5 San Diego Commissioners



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2012 Chair



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Kimberly Medeiros
Executive Director



Message from the Executive Director

Dear Community Members,

It is with great pride that I share the FY 2011-12 Annual Report of the First 5 Commission of San Diego. This past year was difficult, we had to significantly reduce programs and services in order to mitigate the potential loss of funds due to Assembly Bill 99 (AB99), as the State attempted to sweep \$1 billion from First 5 County Commissions. Ultimately, First 5 Commissions were successful, and our Commission ensured these dollars remained local to serve children ages 0 through 5 in San Diego.

Despite our struggles during the economic downturn, we remain committed to investing dollars in our community and leveraging funding – amounting to \$10.7 million with public and private partners. This year, we invested \$45.4 million in direct services for young children and their families and served more than 85,000 children, parents and caregivers, and providers. We continue to target our investments for the greatest impact, and are proud to report the following outcomes for each of our program areas:

Health

- Enrolled 14,940 children and pregnant women in health insurance
- Screened 25,305 children and 5,740 pregnant women for oral health services and provided treatment to 10,359 children and 4,193 pregnant women
- Provided developmental screenings to 13,558 children and treated nearly 5,000 of them
- Screened 5,774 children for behavioral delays and provided treatment for 2,930 of them

Learning

- Provided quality preschool to 7,511 children
- Over 90% of preschool classrooms improved quality
- Provided professional development opportunities for 2,338 early childhood education teachers

Family

- Provided 16,421 families with care coordination services
- Provided 5,010 parents with parent education services

Community

- Sponsored or participated in community events that reached more than 20,450 families
- Launched a community awareness campaign that achieved more than 34 million gross impressions
- Provided 111,719 health and social service referrals for families

Among the most notable achievements in FY 2011-12 is the completion of the Preschool for All (PFA) Demonstration Project. PFA was used as the basis for developing the Commission's new Quality Preschool Initiative. Thanks to the success of PFA, First 5 San Diego was instrumental in California's award of more than \$50 million in Federal Race to the Top – Early Learning Challenge Grant funding to improve the state's early childhood education programs.

We have also managed to provide a safety net for programs severely impacted by the State's budget crisis. This year, we provided \$7.8 million in emerging critical needs funding for Black Infant Health, Developmental Screening and Enhancement Program (DSEP), Healthcare Access, and programs for pregnant and parenting teens (SANDAPP and Cal-SAFE).

Another highlight is our increased participation in community events to increase awareness about the importance of the first five years of life. We launched an interactive exhibit connecting parents to local resources and teaching families that eating right and staying physically active are essential to a child's healthy development. We have also focused on our partnership with the military community to be able to reach military parents in need of support and services for their young children.

I would like to express my sincerest gratitude to our Commissioners, partners, and First 5 staff. You helped us rise to every challenge and seize the opportunity to make a lasting impact on the lives of young children and their families in San Diego County. Together, with our successful partnership with the County's *Live Well, San Diego!* plan to achieve healthy, safe, and thriving communities, we are achieving our vision that "All children ages 0 through 5 are healthy, loved and nurtured, and enter school as active learners."

I look forward to strengthening our partnerships and to the exciting road ahead.

Sincerely,

Kimberly Medeiros



First 5 Commission of San Diego Projects for FY 2011-12

2-1-1 San Diego

2-1-1 San Diego is a key resource for connecting people with community resources. 2-1-1 also operates a special First 5 San Diego Warm Line that assists parents of children age 0 through 5 with locating services and resources for their families.

Black Infant Health Program (BIH)

BIH focuses on reducing preterm births, low birth weight babies and other poor birth outcomes in the African American community. Prenatal care, breastfeeding, immunizations, smoking cessation and nutrition are all part of the BIH program to help women achieve healthy pregnancies and healthy births.

California School Aged Families Education (Cal-SAFE)

The Cal-SAFE Program, located at five school districts, helps expectant and parenting teens successfully graduate from high school and improve their parenting skills while providing a quality child care and development program for their children.

Capital Projects

Funded 48 capital construction, renovation and equipment projects that support programs for children 0-5 and their families. One project is still under way.

Childhood Obesity Initiative (COI)

COI is a public-private partnership whose mission is to reduce and prevent childhood obesity in the County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change.

Child Welfare Services (CWS) Early Childhood Services Project

This program funded CWS Social Worker staff, who received specialized training and support to meet the needs of foster children in the County age birth through 5 years.

Developmental Screening & Enhancement Program (DSEP)

DSEP provides developmental screenings, care coordination and caregiver coaching for children in the child welfare system. It also provides expanded training and support for staff at the Polinsky Children's Center that care for young children who have been removed from their homes.

Fluoridation

This partnership with The California Endowment will bring community water fluoridation to three local water districts that will benefit over 130,000 young children.

Healthcare Access (HCA)

HCA provides families with assistance in enrolling and maintaining their enrollment in public health insurance programs. HCA staff also work with families, promoting preventive care and assisting them in utilizing health services.

Healthy Development Services (HDS)

HDS is an array of services for early identification and treatment for children with mild to moderate developmental delays. Activities include speech and language services, developmental and behavioral services, as well as parent education and behavioral health coaching services to early education teachers.

KidSTART

This program is a multi-agency project between First 5 San Diego, Child Welfare Services, and Children's Mental Health to address high need children needing complex services. The KidSTART Center performs triage, assessment, referrals and treatment for children with multiple, complex delays, and disorders. The KidSTART Clinic provides behavioral and social-emotional clinical treatment.

Kit for New Parents (Kit)

The Kit is a free, comprehensive resource from First 5 California for new and expecting parents emphasizing the importance of a child's early years. Kits are distributed countywide and are available in English, Spanish, Vietnamese, Cantonese, Korean and Mandarin.

Mi Escuelita

The program provides a therapeutic preschool experience for young children in the South Bay who have been exposed to domestic violence and abuse.

Oral Health Initiative (OHI)

OHI provides oral health services, care coordination and preventative education to children ages 1 - 5 and pregnant women with the objective of improving oral health, promoting positive oral health practices and increasing provider capacity.

Parent and Community Education

Parent and community education campaigns connect children to needed services and promote practices that strengthen families and improve children’s health and development.

Preschool for All (PFA) Demonstration Project

PFA provides high quality preschool services in both existing and in new public and private center-based and home-based early childhood settings.

Preschool Learning Foundations Project

The program provides California Preschool Learning Foundations training to both private center-based and family child care providers who would not otherwise receive professional development opportunities.

San Diego Adolescent Pregnancy and Parenting Program (SANDAPP)

SANDAPP improves health outcomes for pregnant and parenting adolescents and their children through case management, counseling and parent-child therapy. Its goals are to promote high school graduation, effective parenting skills, youth development and self-sufficiency.





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Introduction





Introduction

“This is an amazing program that has brought more confidence and joy to my child’s life.”

- Sebastian

What is First 5 San Diego?

First 5 San Diego promotes the health and well-being of young children during their most critical years of development, from the prenatal stage through five years of age. Our goal is to help ensure that every child in San Diego County enters school ready to succeed. First 5 San Diego provides our youngest children with access to healthcare, developmental checkups and services, dental care, obesity prevention, quality preschool and early education programs, and family support services.

Why the First 5 years?

The first five years of a child’s life are critical to a child’s development, shaping a child’s success in school and in life.¹ Using a variety of strategies to support children’s optimal development, First 5 San Diego targets its resources to give young children the opportunities they need to reach their highest potential and enter school healthy and fully ready to succeed.

Four Program Areas

The overarching goal of the First 5 San Diego Strategic Plan 2010-2015 is to strengthen the relationships essential for the healthy development of young children. These relationships are addressed in four key areas:

- **Health:** Promote each child’s healthy physical, social, and emotional development.
- **Learning:** Support each child’s development of communication, problem-solving, physical, social emotional and behavioral abilities, building on their natural readiness to learn.
- **Family:** Strengthen each family’s ability to provide nurturing, safe, and stable environments.
- **Community:** Build each community’s capacity to sustain healthy social relationships and support families and children.

Vision

The ultimate goal of the Commission’s work is that all children ages 0 through 5 are healthy, are loved and nurtured, and enter school as active learners.

Mission

The First 5 Commission of San Diego County leads the San Diego community in promoting the vital importance of the first five years of life to the well-being of children, families and society.

The Reach of First 5 San Diego

Who did First 5 San Diego serve?

A total of 85,748 San Diegans received services via First 5 San Diego programs (Figure 1.1). These include health and dental services, quality preschool, parenting classes and much more. Over 61,000 children from birth through age 5 were served. Thousands of additional young children and their parents benefitted from community-wide services such as new parent kits, a parent warm line, community health screenings, and media messages. In all, First 5 San Diego served more than one in five children ages 0 through 5 in San Diego County – an extraordinary impact on our community.

As shown in the charts to the right, First 5 projects served slightly more boys (53.4%) than girls (46.6%) (Figure 1.2). Children served were equally divided between those under age 3 and those between the ages of 3 and 5 (Figure 1.3). This is key as brain research shows that interventions in the first three years are most effective, and can be completed more quickly and be less costly.

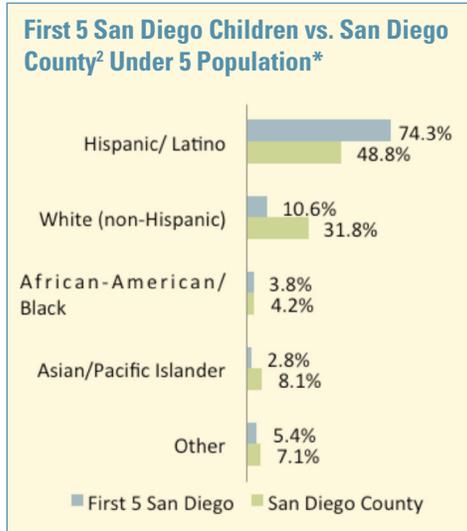


Figure 1.4

What were the ethnicities and languages of children and parents served?

The majority (74.3%) of children and parents (67.5%) served by First 5 San Diego programs are Hispanic/Latino. First 5 programs served proportionally smaller percentages of children and adults in the White (non-Hispanic), African-American, and Asian/Pacific Islander categories (Figures 1.4 and 1.5)².

Overall 48.3% of children spoke English as their primary language and 49.9% spoke Spanish. Fewer parents were native English speakers (43.6%) and 51.1% speak Spanish as their primary language. The next most common languages spoken by clients were Somali, Tagalog, and Vietnamese – all at less than 1%.

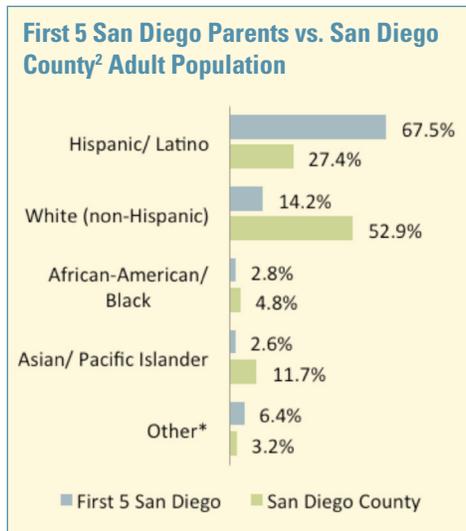


Figure 1.5

* San Diego County Census data capture information for children under age 5, while First 5 San Diego data include children under 6. An additional 3.1% of children and 6.4% of parents/caregivers were identified as "don't know/decline to state."

"First 5 is a great resource in the community."

- Naomi

Number of San Diegans who Received First 5 Services

Children	61,158
Parents or Caregivers	23,086
Providers	1,504
Total	85,748

* Individuals receiving some "light touch" services are not included.

Figure 1.1

Gender of Children Served

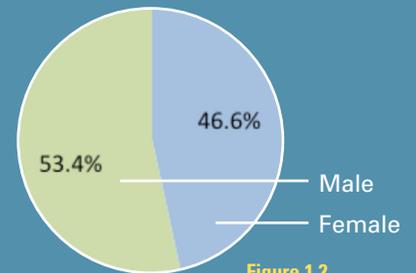


Figure 1.2

Ages of Children Served

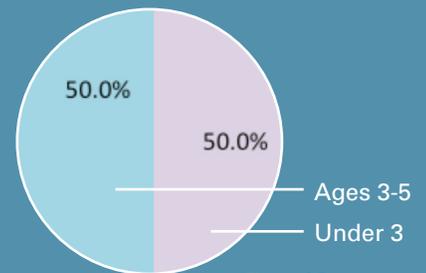


Figure 1.3

Health





Health

“I was completely lost with my son’s speech. The help I received has exceeded any help I could have ever expected.”

- Elsa

Why Health?

Ninety percent of a child’s brain develops in the first five years of life.³ Developmental and social-emotional delays experienced during this critical period may negatively affect learning, language, and social development. Research shows that dollars spent on early childhood development provide life-long benefits and long-term savings.

What does First 5 San Diego do?

The First 5 Commission of San Diego has developed programs that support healthy child development by providing developmental, behavioral, and dental services to children ages 0-5 and their families, and professional development to help early care and education providers support children’s development. Recognizing that preventive care plays a critical role in maintaining good health, First 5 also provides health insurance enrollment assistance for young children and their families.⁴

What does First 5 San Diego fund?

First 5 San Diego funds four major health initiatives: Healthy Development Services (HDS), Healthcare Access (HCA), KidSTART, and the Oral Health Initiative (OHI), which each provide a unique contribution to improving health outcomes for San Diego’s young children. Other First 5 San Diego programs also play an important role in addressing the health needs of the county’s young children – Preschool For All (PFA), Developmental Screening and Enhancement Program (DSEP), Black Infant Health (BIH), California School Aged Families Education (Cal-SAFE), San Diego Adolescent Pregnancy and Parenting Program (SANDAPP), Mi Escuelita and community water fluoridation.

How do families get connected with services?

The First 5 San Diego health initiatives support a multi-level process through a comprehensive system of care for children and families (Figure 2.1). One of the first services many children receive from First 5 San Diego is a developmental “checkup” or screening (step 1). A screening gives parents a picture of how their child is progressing in the key areas (or domains) of speech, learning, fine and gross motor skills and social-emotional development. If the child appears to have a delay, providers follow up with a more comprehensive assessment to determine what level of care is needed (step 2). Providers use the results of the assessment to customize treatment or make a referral to address the needs of that particular child (step 3).

Funding: \$15,273,345

Numbers served

- 80,720 children
- 30,407 parents
- 1,552 providers

Highlights

- 80% of children receiving developmental treatment showed gains
- 86% of children receiving behavioral treatment showed gains
- 95% of children and 92% of pregnant woman with dental disease received treatment
- Over 5,000 families served by HCA established a medical home.

Health System Navigation



Figure 2.1

Ensuring Access to Healthcare



“They helped me a lot. I didn’t understand at all about the papers for medical insurance. Staff explained a lot to me, and I understand better now.”

- Julio

Why is Healthcare Access important?

Individuals with health insurance are more likely to use preventive services, improve their overall health, and lower medical expenditures.⁵ In 2007, 19.2% of children between the ages of 0-5 lacked adequate health insurance, with children of color less likely to be insured. First 5 San Diego helps fill this gap for the uninsured and underinsured children of San Diego County. Over 90% of children and 76% of pregnant women served by HCA are from diverse communities.

Who did First 5 San Diego serve?

In all, HCA helped 14,940 children and pregnant women enroll in health insurance (Figure 2.2). In addition, HCA staff follow up with families to ensure enrollment is maintained. Upon each follow up, families receive information to encourage the appropriate use of health services (such as well-child visits as opposed to emergency room visits), regular visits to the doctor and dentist, and a link to a medical home (a place where a child has an ongoing relationship with a personal physician).

This year, 5,082 HCA parents reported that their children were linked to a medical home, an important indicator of health promotion.⁶ Consistently, the HCA program has shown strong outcomes for children retaining their health coverage, being linked to a regular medical provider, having regular doctor and dental visits and reducing emergency room visits. These rates are better for HCA clients than countywide and statewide rates.

Number of Clients Enrolled in Health Insurance

Children – New Enrollment	7,174
Children – Renewal Enrollment	4,782
Pregnant Women	2,984
Total Enrolled	14,940

Figure 2.2

Ensuring Good Oral Health



Who did First 5 San Diego serve?

OHI screened 25,305 children and 5,740 pregnant women. Of those 10,359 children and 4,193 of pregnant women identified with dental disease received needed treatment (Figures 2.3 and 2.4). Among the high risk clients examined, 95% of children and almost 92% of pregnant women had severe dental disease (Figure 2.5).

What does First 5 San Diego do?

Oral health services include:

- Dental screening, examination, and treatment services for children ages 1-5 years and pregnant women;
- Care coordination services for children and pregnant women identified as high risk for dental disease (key risk factors include sporadic dental hygiene and care, frequent consumption of sweetened beverages and food, and a history of dental decay within the family);
- Oral health education for parents and caregivers, pregnant women, early childhood education providers, and staff at community-based organizations;
- Training for prenatal care providers, general dentists, primary care providers, and ancillary staff; and
- Water fluoridation in the City of San Diego with preparations in place to expand fluoridation to the Sweetwater and Olivenhain water districts.

Why is Oral Health important?

Dental health is as critical for baby teeth as it is for adult teeth. Left untreated, dental disease can affect a child's sleep patterns, cause problems with speech and language development, and impair psychological well-being and social interaction.⁷ Despite these risks, an estimated one-third (36.4%) of San Diego County's children between the ages of 1 and 5 have never visited a dentist.⁸ In fact, by the time children enter kindergarten, more than half have already experienced dental decay, nearly one-third have untreated decay, and almost one in five have severe decay.⁹

Dental treatment is also critical for pregnant women, as poor oral health increases the risk of preterm deliveries, low birth weight babies, and the transfer of disease between mother and child.¹⁰

Number of Children who Received Oral Health Services

Screenings	25,305
Exams	15,244
Treatment	10,359

Figure 2.3

Number of Pregnant Women who Received Oral Health Services

Screenings	5,740
Exams	4,381
Treatment	4,193

Figure 2.4

Percentage of High Risk Clients with Dental Disease who Received Treatment

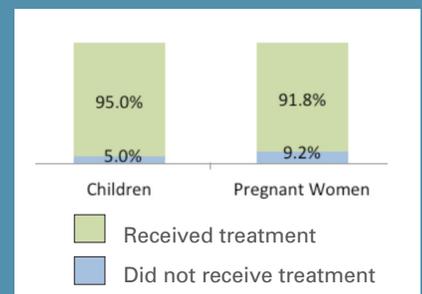


Figure 2.5

Early Identification and Intervention for Developmental Delays



consultations for parents are also provided to teach families how to encourage their child’s healthy development in the home environment.

Many programs conducted developmental screenings as part of First 5 San Diego’s goal to expand screenings across multiple settings, so that eventually all children in San Diego will have regular developmental checkups before entering school. Healthy Development Services (HDS), KidSTART, Developmental Screening and Enhancement Program Project (DSEP), Preschool For All (PFA), Mi Escuelita, San Diego Adolescence Pregnancy and Parenting Program (SANDAPP), and California School Age Family Education (Cal-SAFE) all provide screenings. In total, First 5 providers screened 13,558 children. Of those with reported results, 3,277 were identified with concerns. Nearly 5,000 children received developmental treatment through First 5 programs, including those referred from other providers (Figure 2.6).

Are children with developmental concerns improving?

Developmental treatment services are provided through HDS or KidSTART for children with mild to moderate or complex needs. 4,972 children identified with a developmental delay received treatment aimed at supporting and monitoring growth in cognitive, language, motor, social-emotional, and self-help domains. Children served through HDS are assessed both at the beginning (pre) and end (post) of treatment. The average percent delays for children at both the beginning and end of treatment are presented by domain in Figure 2.7.

- 79.7% of children with concerns receiving developmental treatment through HDS or KidSTART demonstrated gains in at least one developmental domain.

Number of Clients who Received Developmental Services

Children Screened	13,558
Children with Developmental Concern	3,277
Children who Received Developmental Treatment	4,972

Figure 2.6

Changes in Children’s Average Percent Delay by Developmental Domains

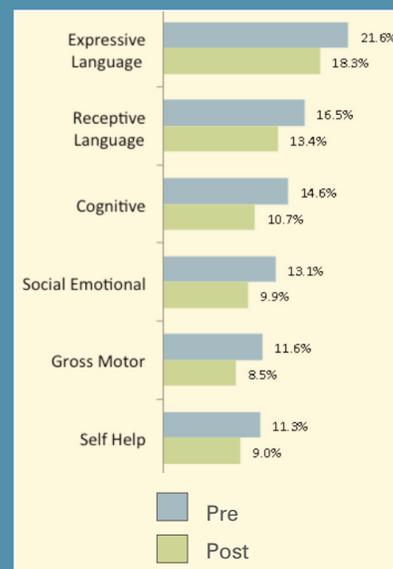


Figure 2.7

Why is early intervention for developmental delays important?

Early identification and intervention of developmental delays has a long-lasting, positive effect on young children. In the United States, an estimated 12-16% of children have developmental and/or behavioral problems, but only 1.8% of 0-2 year olds and 5% of 3-5 year olds with delays are receiving treatment.¹¹ As a result, many children whose developmental skills are delayed, only receive treatment after they start school when interventions can be less effective and more expensive.

What does First 5 San Diego do?

First 5 San Diego programs offer developmental screenings, assessment, and treatment services (including occupational, physical, and speech and language therapies) to address the developmental needs of young children. Specialized classes and one-on-one

Early Identification and Intervention for Behavioral and Social Emotional Delays

Why is early intervention for behavioral and social emotional delays important?

An estimated 9.5% to 14.2% of children between the ages 0 to 5 experience social-emotional problems that negatively impact their functioning, development, and school readiness.¹² Treating behavioral concerns in early childhood may prevent the onset of mental health disorders, reduce future behavior concerns, and increase a child's ability to manage their emotions.^{12, 13, 14}

What does First 5 San Diego do?

First 5 San Diego funds programs that provide screenings, assessment, and treatment services to address the social-emotional needs of young children. Specialized classes and one-on-one consultations for parents and early childhood education teachers are offered to promote a comprehensive approach to helping children with behavioral concerns. Through Healthy Development Services (HDS), the KidSTART Clinic, and the Developmental Screening and Enhancement Program (DSEP) First 5 San Diego has screened 5,774 children, identified 1,941 with concerns, and provided behavioral treatment for 2,930, including some referred from other providers (Figure 2.8).

Are children's behavioral problems decreasing after treatment?

Behavioral treatment services are individually tailored for each child. Nearly 3,000 children received treatment aimed at reducing: internalizing behaviors (e.g., anxious, depressive, withdrawn) and externalizing behaviors (e.g., aggressive, hyperactive, non-compliant).

- Overall, 86.2% of children with concerns receiving behavioral treatment through HDS or the KidSTART Clinic demonstrated improvement through a decrease in at least one of the behavioral domains.
- Of children served in HDS, a greater percentage made gains in externalizing problems (Figure 2.9).

Are children's behaviors improving in early education settings?

One approach to measuring improvement in behavior is to identify increases in "protective factors," particularly: initiative (using independent thought and action to meet needs), self-control (expressing feelings through socially appropriate words and actions) and attachment (mutual, strong, long-lasting relationships with significant adults). Results showed that children's protective factors increased after their teachers received special training and consultation (Figure 2.10).

- Overall, 77.9% of children whose early childhood education teachers received consultation services through HDS showed an increase in protective factors.

Number of Clients who Received Behavioral Services

Children Screened	5,774
Children with Behavioral Concern	1,941
Children who Received Behavioral Treatment	2,930

Figure 2.8

Percentage of Children who made Behavioral Gains as a Result of Treatment

Internalizing Behaviors	79.5%
Externalizing Behaviors	83.5%
Total Behaviors	83.6%

Figure 2.9

Increases in Protective Factors for Children in Behavior Services

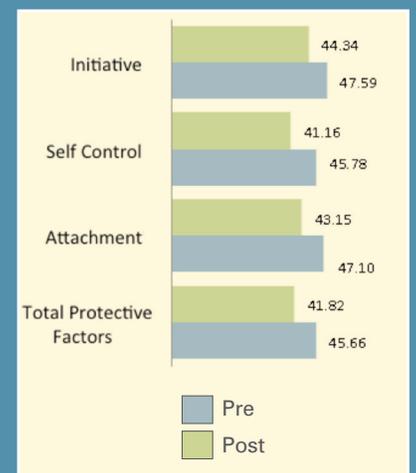


Figure 2.10

Family Stories:

The positive impact of First 5 services



“It is amazing to see such positive changes in such a small amount of time. We are learning more about ourselves and how it translates into our interactions with our boys.”

- Ziona

Accessing needed services:

Cecilia* is a Spanish-speaking mother of two young children. She was experiencing significant stress with her youngest daughter, Stella, who had speech delays. Her delays sometimes led to defiance, tantrums, and aggression when she couldn't communicate her needs. Cecilia was overwhelmed and

struggled with feeling little patience for her daughter and her behavior. Her stress was amplified by the family's financial strain and lack of a car, making it difficult to access needed support services. However, through First 5 San Diego's HDS, Cecilia received in-home services to ease the burden of searching for transportation to office visits. She quickly improved her support of Stella by learning such skills as giving praise for positive behavior and allowing her

to lead conversations while actively listening. All of these practices were geared at improving the quality of the parent-child relationship and changing parent-child interaction patterns. HDS providers worked with the family for several months, and by the end of this period Stella's behavior had improved significantly. The bond between mother and daughter is reportedly stronger than ever.

Wilfredo's pearly whites:

Three year-old Wilfredo* was experiencing a lot of pain. He had two front teeth that showed signs of extreme dental decay. Wilfredo's mom checked online and discovered the oral health services available to children and families through First 5 San Diego's Oral Health Initiative. Wilfredo's first appointment was quickly scheduled and completed. Because so much work was needed for Wilfredo's teeth, the provider created a customized treatment plan. Wilfredo had crowns put on his

two front teeth, he received a filling in one of his back teeth, and he had two additional teeth pulled. At each appointment, the next appointment was scheduled and the family received reminders to make sure that Wilfredo's treatment plan was completed on time. He now has appointments scheduled every six months for regular cleanings and fluoride applications. Clinic staff educated his parents about good oral health, and they are now more mindful about what foods he eats. In addition to being pain-free, Wilfredo now takes the initiative to brush and rinse his teeth every morning and night.



** Names of children and families have been changed to protect confidentiality.*

Learning





Learning

“What I like most about my preschool is playing nice with other friends, and that we can learn together and have fun. I feel sad when I go away.”

- Jorge

Why Learning?

Research has shown that children who participate in quality early learning environments are not only more prepared to succeed in school, but also throughout their lives.¹⁵ Some benefits of quality early learning include: improved early literacy, reduced need for special education, higher test scores, improved cognitive abilities, greater motivation for learning, decreased social-emotional problems, better school attendance, higher rates of high school completion, increased likelihood of attending college, and a higher life-long earning potential.^{16,17,18}

What does First 5 San Diego do?

To ensure that San Diego children are ready to succeed when they enter school, First 5 San Diego has dedicated significant resources to increasing the number of children who attend high quality preschool, supporting improvement in the quality of each classroom, and encouraging the professional development of early childhood education (ECE) staff.

What does First 5 San Diego fund?

Drawing on recommendations from early education research and best practices used in successful programs around the country, First 5 San Diego funds three key learning programs: Preschool For All Demonstration Project (PFA), Mi Escuelita Therapeutic Preschool (Mi Escuelita), and Preschool Learning Foundations (PLFs). Healthy Development Services (HDS) also provides consultations and training for ECE staff on social-emotional development and supporting children with behavioral challenges.

Funding: \$16,036,051

Numbers served

- 7,551 children
- 2,338 teachers and staff

Highlights

- 90% of classrooms improved in quality
- 99% of children made gains in development
- 535 teachers and administrators earned additional degrees

Ensuring Children Attend Quality Preschool

Why is quality preschool important?

Multiple studies have shown that children who participated in high quality preschools have significantly better outcomes as adults. They are better prepared for kindergarten, perform better in school, are more likely to complete high school, and are more likely to thrive in adulthood.²⁰ Low-quality preschool programs, on the other hand, can actually be detrimental to children. Overall, high-quality preschool helps children succeed in school and in life.^{21,22}

What does First 5 San Diego do?

First 5 San Diego funds two projects providing quality preschool: Preschool For All (PFA) and Mi Escuelita. PFA programs include school-based, community-based, and family child care settings. Mi Escuelita is a single-site therapeutic preschool for children affected by family violence. As seen in Figure 3.1, a total of 7,511 children received quality preschool.

How is “quality” measured in preschool?

Early education literature identifies these common components of high quality preschool: small class size, low child-to-teacher ratios, a safe and engaging physical space, culturally-appropriate family engagement, qualified staff and directors, continual assessment of both teacher and student outcomes, and a curriculum based on nationally recognized early-learning standards.^{15,19} The quality of each PFA classroom is measured using a nationally recognized quality assessment tool, and classrooms are given an overall rating ranging from

1 to 7. Over 90% of PFA classrooms that could improve have improved over time (Figure 3.2). Classrooms with the highest rating were also assessed with a second tool that provides feedback on how teachers interact with children. The average scores in PFA programs using this tool are higher than national averages (Figure 3.3)²³.

Another measurement of quality is the educational attainment of ECE teachers and program directors. First 5 San Diego provides incentives to agency directors and their staff to improve the quality of their education. Since 2006, PFA teachers have earned 535 degrees, ranging from associate to doctoral degrees (Figure 3.4). Not only does staff gain a sense of accomplishment by attaining a higher degree, but their ability to provide quality instruction also improves.

Is quality preschool helping children?

Children attending high quality preschool programs funded through First 5 San Diego made statistically significant gains in all developmental domains (Figure 3.5 next page). Overall, 99.2% of children in PFA made gains in one or more of the developmental domains.

Additionally, young children with undiagnosed special needs were identified through screenings and teacher-based observations. Through this identification process, 143 children had an Individualized Education Program (IEP) by the end of the year. The IEP is a critical support to families and children with identified special needs, as it enables schools to provide support for the child’s education free of charge. Children that are identified with special needs and receive the necessary support are in a better position to succeed when they enter kindergarten.

Number of Children who Received Quality Preschool

PFA	7,434
Mi Escuelita	77
Total	7,511

Figure 3.1

Percentage of Classrooms Improving Over Time

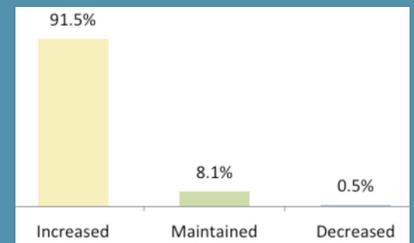


Figure 3.2

Mean Domain Scores for Classrooms at the Highest Quality Level

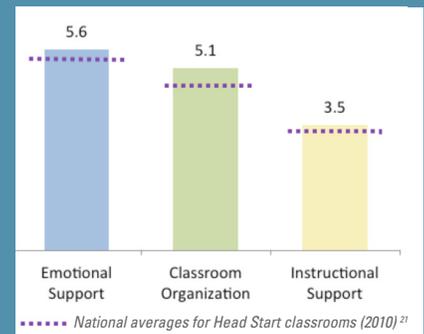


Figure 3.3

Number of Degrees Earned by Administrators and Teachers Participating in PFA since 2006

Associates	254
Bachelors	239
Masters	39
Doctorate	3
Total	535

Figure 3.4

Prepared Early Childhood Education Providers



What does First 5 San Diego do?

First 5 San Diego funds a wide range of professional development opportunities accessed by a large number of teachers and other staff (Figure 3.6). The professional development opportunities for Preschool For All (PFA) teachers have evolved over the course of the initiative. PFA now focuses more on teacher/child interactions, systematic coaching, customized professional development plans, and the inclusion of professional development activities for administrators. The emphasis on professional development has sent the message that teacher development is crucial to the success of PFA. Preschool Learning Foundations offered general coaching services and classes to help preschool teachers learn more about the social-emotional development of preschool-age children. Healthy Development Services provided classes and consultations to over 1,400 staff to improve their ability to address behavior issues in the classroom.

Why is professional development important?

Providing professional development opportunities for teachers, whether in the form of one-on-one mentoring, peer-based coaching, or large session workshops, is important to the development and maintenance of the skills and knowledge needed to offer high quality instruction.²⁴ Multiple studies have demonstrated the link between the professional development and training of early childhood education providers and greater language and literacy gains of the children in these classrooms.^{25,26} In addition, since early intervention is an effective way to address children's developmental and behavioral concerns, professional development helps to ensure that teachers have the knowledge and skills to detect problems as early as possible.

17, 27

What is the impact of professional development?

The investment of First 5 San Diego in the professional development of ECE staff has led to a number of positive outcomes, including:

- An increase in the professional abilities of staff;
- The development of a shared vision among staff of the importance of their profession, and the necessity to advocate for quality early education; and
- Improvement in the perception of the early childhood education profession as a legitimate and vital field.

Percentage of Children Participating in Quality Preschool who made Developmental Gains by Domain

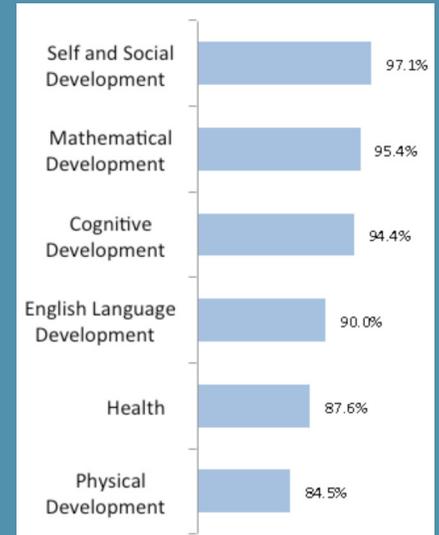


Figure 3.5

Number of Early Childhood Education Teachers who Received Professional Development by Project

Preschool for All	542
Preschool Learning Foundations	340
Healthy Development Services	1,456
Total	2,338

Figure 3.6

Family Stories:

The positive impact of First 5 services



“ My kids would get up every day wanting to go to school. They would get dressed and want to go to school. My son looks forward to kindergarten and now my daughter looks forward to kindergarten.”

- Susan, mother of two

A father's desire:

William,* a father of two, deeply wanted to have his daughter attend preschool and participate in her education. When his son previously attended a different preschool, he was not able to volunteer in the classroom. His daughter's teachers took the initiative and asked him to volunteer a couple times of month. He was thrilled to do so. William enjoyed and benefitted from watching the teachers work with their students, saying, “In the classroom, you really get to see the teaching process, [and] you got to see the disciplinary [methods used], which was important [to me].” William also witnessed the unique bond between the preschool teachers and their students,

noting, “The teachers loved the children, as a matter of fact, at the end of the year when they were saying their goodbyes and giving little gifts, they were tearing up. The teachers were tearing up because they were so close to the students.”

Because of First 5 San Diego's commitment to parents and children, William is involved in his daughter's classroom and is learning how to support her development.



What I love best about my preschool... was when I celebrated my birthday. My mom came. She takes me to my preschool and loves me to learn.

- Josette, PFA preschooler

* Names of children and families have been changed to protect confidentiality.

Family





Family

“I have learned so much and am trying to apply as much as I can to my life. I feel like I have the tools to help me be a better parent.”

- Mary

Why is Family important?

Research shows that “the environment provided by a child’s caregivers has profound effects on virtually every facet of early development, ranging from the health and well-being of the baby at birth to the child’s readiness to start school at age five.”¹ A child’s first exposure to language, attitudes, behaviors, and socialization occurs in the home. Parents and caregivers are a child’s first and most important teachers, and as such, require the knowledge, tools, and resources to nurture and support their young children.²⁸

What does First 5 San Diego do?

Through care coordination, parent education, and parenting resources, First 5 San Diego enhances the skills, comprehensive support, and services that parents need to promote their children’s optimal development and school readiness.⁴ First 5 San Diego offers parenting classes, workshops, and resources to help parents learn how to best support their children’s learning, behavior, and health.

What does First 5 San Diego fund?

First 5 San Diego supports families through the following programs: Developmental Screening and Enhancement Program (DSEP), KidSTART, Black Infant Health (BIH), San Diego Adolescent Pregnancy and Parenting Program (SANDAPP), California School Aged Families Education (Cal-SAFE), Preschool For All (PFA), Healthy Development Services (HDS), and Mi Escuelita. In addition, general information and resources are provided through the Kit for New Parents and the First 5 Parent Newsletter.

Funding: \$6,158,670

Numbers served

- 9,787 children
- 11,644 parents

Highlights

- 82% of parents know more about their child’s development
- 98% regularly read or tell stories to their child
- 71% use positive parenting

Parent Education, Support and Empowerment



These parenting services:

- Encourage and support a parent's involvement in their child's development;
- Engage them as active participants in their child's treatment;
- Support them in advocating for their child's needs; and
- Help them know where to turn for available tools and community resources.

How does care coordination improve parenting skills and confidence?

Many children in programs such as DSEP, KidSTART, HDS, and OHI have multiple service providers, each with their own eligibility and scheduling process. Care Coordinators are staff devoted to coordinating these services for children and to teaching families how to access the system of services that address their child's multiple needs. Care Coordinators often help families with things like getting referrals to needed services, accessing transportation to appointments, and ensuring that families make progress by monitoring their service plans.

This year, a total of 16,421 individuals received these important care coordination services (Figure 4.1).

In addition some case management and support services were provided to special populations:

DSEP provided coaching to foster and kinship caregivers of children in the child welfare system. These children often have developmental delays and challenging behaviors due to exposure to family violence and substance abuse.

KidSTART provided intensive family support and case management for families of children with complex

Received First 5 Care Coordination Services

Children	9,787
Parents or Caregivers	6,634
Total	16,421

Figure 4.1

Highlights

- 5,010 parents received parent education services in FY 2011-12
- 12,164 parents received educational materials and information on parenting skills

Why are services to families important?

Effective parent support programs have been linked to better physical, cognitive, and emotional development in children, improved parent-child relationships, effective discipline, decreased rates of child abuse and neglect, and reduced substance abuse in adolescence.²⁹ Therefore, educating parents in effective parenting strategies is important in reaching positive outcomes.³⁰

What services does First 5 San Diego offer for parents?

Services that improve parents' and caregivers' (hereafter referred to as "parent") overall skills and confidence are woven throughout numerous First 5 San Diego initiatives.

Parent Education, Support and Empowerment – cont.

physical, behavioral and developmental needs.

Who did First 5 San Diego serve?

There are four First 5 programs that provide care coordination – DSEP, HDS, KidSTART and OHI.

- 964 parents received care coordination services in DSEP and KidSTART.
- 5,259 children and 4,747 parents received care coordination in HDS.
- 4,443 children and 1,973 pregnant women received care coordination in OHI.

How does First 5 San Diego support parent education?

First 5 San Diego supports two different approaches to parent education: targeted education to parents whose children participate in First 5 San Diego programs and parent education available to the broader community.

Targeted parent education:

This year, 5,010 parents received parent education services through First 5 San Diego initiatives. These were classes and trainings in which parents learned about topics such as: how to support their child's health, the importance of play, the impact of relationships, healthy socio-emotional development, and how to access important community resources.

The following results indicate the impact of parent education:

- 81.9% of parents who participated in HDS parenting classes and Black Infant Health programs reported an increase in their knowledge of age appropriate child development.
- 94.2% of parents who participated in HDS parenting classes reported



knowing how to help their child learn and develop (Figure 4.2).

- 70.9% of parents who participated in PFA parenting classes reported an increased use of positive parenting practices in a variety of age-appropriate activities (Figure 4.3).

General parent education:

In addition to funding targeted parent education services, First 5 San Diego funds the Kit for New Parents, a free parenting resource available to all new and expecting parents that includes advice and useful tips to best prepare parents for the joys and challenges of parenting. Kit for New Parents is available in 6 languages (English, Spanish, Mandarin, Vietnamese, Cantonese, and Korean).

- 37,591 Kits for New Parents were distributed to parents in San Diego County



Percentage of Parents with Improved Knowledge of How to Support Their Child (HDS)

Help my child learn and develop	94.2%
Know how to advocate for my child	89.5%
Understand my child's needs	88.9%
Know where to turn for resources	76.6%

Figure 4.2

Percentage of Parents Participating in Parent/Child Engagement Activities (PFA)

Help my child learn words/numbers	98.7%
Read or tell stories to my child	98.5%
Play active games/exercise together	97.6%
Sing songs	96.7%
Do arts and crafts	96.7%

Figure 4.3

Family Stories:

The positive impact of First 5 services



“I put your suggestions in place about having a routine for my kids and wow, it really works. I was struggling with bed time, and started doing a regular routine of a bath, brushing teeth and story time. Now, my girls don’t fight with me about going to bed and I am putting them to bed at 8:30 pm. They are even bringing me books and are really excited about the story time!”

- Kate

Making connections:

When Dina* was 2-1/2 years old, her foster mother told Child Welfare Services (CWS) she just couldn’t handle Dina’s aggressive behavior anymore. She was worried about the safety of the other babies in her home, and wanted CWS to move Dina to a different foster home. Knowing the emotional harm that can come from disrupting a child’s attachment relationships and home environment, DSEP services were mobilize to try to retain Dina’s placement. First, the

Behavior Specialist scheduled an in-home appointment with the caregiver for the very next workday. Second, the family was connected to specialized, intensive placement support services through the community program “CASS.” Lastly, DSEP staff worked with the KidSTART Center to get Dina an evaluation appointment within the week, and even went to the appointment with them to help with Dina’s fear of strangers. Once it was determined that Dina qualified for KidSTART services, DSEP and KidSTART did a joint home visit as a “warm handoff” between the programs. This

ensured that Dina and her foster mother were supported at every step of the way.

By the time of the joint DSEP-KidSTART home visit, Dina’s foster mother had changed her mind about wanting Dina moved. Thanks to the seamless collaboration among DSEP, KidSTART, CWS, and CASS, within just one week this foster mother made the transformation from feeling so overwhelmed that she could no longer care for Dina, to feeling fully supported and committed to providing care for Dina, saving her placement.

* Names of children and families have been changed to protect confidentiality.

Community





Community

“We have been very successful in providing services, educating parents and preparing children for Kindergarten.”

- Jo Ahna

Why is Community important?

The communities in which young children and their families live also play a role in shaping their development. Community contexts influence a child’s health (air quality, food choices, and places to play) as well as a parent’s ability to parent effectively. Therefore, it is not surprising that “environmental forces can overwhelm even well-intentioned parents,”³¹ highlighting the importance of creating a community and service delivery system supportive of young children and their families.

What does First 5 San Diego do?

By investing in countywide services, First 5 San Diego promotes a more efficient, customer-focused network where care continuity and service quality are the priority. Additionally, by building community and organizational capacities, First 5 San Diego integrates its efforts with *Live Well, San Diego!* – the County’s 10-year plan to achieve the vision for healthy, safe, and thriving communities.

What does First 5 San Diego fund?

First 5 San Diego is committed to supporting a thriving community for children and families by funding projects that build knowledge, infrastructure and capacity. Through broad-reaching investments, such as Information and Referral Services, Parent and Community Education, Childhood Obesity Initiative, Capital Projects and Water Fluoridation, First 5 strengthens the community’s capacity to support the healthy development of children ages 0 through 5.

Funding: \$7,967,875

Numbers served

- 111,719 referrals for families

Highlights

- Provided information to promote oral health and positive parenting
- Completion of therapeutic preschool for homeless families and a preschool for military families

Building a Healthy and Thriving Community



How is First 5 San Diego supporting community awareness?

First 5 San Diego recognizes the importance of increasing the community's awareness of the importance of the first five years of life. First 5 San Diego conducted the fourth phase of its "Good Start" campaign during the fall and spring. The campaign focused on positive parenting practices that promote early learning and healthy emotional development. Messages promoted reading to children starting at birth and encouraging healthy lifestyles. The campaign achieved more than 34 million gross impressions - the number of times elements from the campaign are seen - and leveraged over 240% in matched media (such as radio announcements or posters in bus shelters).

First 5 San Diego also created a presence in the community by sponsoring or participating in community events and professional education conferences that reached more than 20,450 families with children 0 through 5. In an effort to engage more families at community events, First 5 San Diego proudly launched an interactive exhibit

educating families about nutrition and the importance of physical activity. Activities included coloring stations, a teeth-brushing demonstration, games, and a nutrition station. As prizes for participation in the activities, families received educational tools such as nutrition portion plates, books, dental kits, and bookmarks. Parents and caregivers were also given information about First 5 programs and services and other local resources.

The rise in childhood obesity in San Diego and nationwide has led to the creation of the San Diego County Childhood Obesity Initiative (COI), a public/private partnership whose mission is to reduce and prevent childhood obesity by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change. First 5 San Diego provides funding to promote healthy lifestyles for young children and their families, a key goal of the County's *Live Well, San Diego!* initiative.

How is First 5 San Diego connecting families to services?

First 5 San Diego facilitates access to services by funding community level initiatives that provide information and referral services to families. By contacting 2-1-1 San Diego, for example, families can be connected to health and social services near them. This year, First 5 San Diego providers completed a total of 111,719 health and social service referrals for families. In addition, the First 5 "Warm Line" (1-888-5 FIRST 5) is promoted through media and outreach activities as the number to call for information and referral to First 5 programs and services.



Building a Healthy and Thriving Community – cont.



How is First 5 San Diego improving communities?

The investments made by First 5 San Diego include projects with the capacity to reach a large number of San Diego residents. One example of this broad reach is the investment in the community water fluoridation project. Since 2007, First 5 San Diego has allocated resources to support community water fluoridation in areas of the county without optimal levels of fluoridation. To date, First 5 San Diego has assisted with fluoridating the City of San Diego's water supply. Two additional water districts – Sweetwater and Olivenhain – are scheduled to launch fluoridation projects in 2013. In total, the three projects will benefit over 130,000 San Diego children ages 0 through 5.

Another contribution includes projects funded by the First 5 San Diego to build infrastructure and capacity. Below are the capital projects active in 2011-12:

- Child development centers for military families: Completed construction of Coronado-Naval Air Station child development center and initiated the Murphy Canyon child development center project to enhance school readiness for military families and their children. (Funding: \$10.8 million)
- Village Child Development Center – Opened child development center within the St. Vincent de Paul Village multi-purpose 12-story building to provide homeless children residing at the family shelter with therapeutic child care and treatment services. (Funding: \$6.7 million)

Family Stories:

The positive impact of First 5 services



“Others are noticing a difference in my son’s behavior and I am sharing the parenting concepts with my family members so they can all use them with my son.”

- Shannon

Coordinating multiple needs:

Brad*, a single father on permanent disability due to combat related ailments and post-traumatic stress disorder, contacted 2-1-1 San Diego seeking assistance with his daughter Lea’s language development. With the 211 Client Service Representative’s support, Brad attended an assessment with his daughter and began classes to learn more about how to facilitate her speech and language development. He was then matched with a Care Coordinator who connected him to vision and hearing screenings to rule out any correlation between hearing difficulties and Lea’s language delay. The Care Coordinator then turned her attention to Brad’s other needs. Brad’s only source of income was his disability payments and he faced a slew of new court fees from fighting for custody of his daughter. He was having trouble making ends

meet. His Care Coordinator identified community resources that could assist Brad. Because of this assistance, he can now afford groceries and other basic needs, like diapers for his little girl. The Care Coordinator will continue to work with Brad as he enrolls his daughter into Head Start and as he engages her in needed behavioral services. He reported that the support his Care Coordinator has provided him has been “amazing” and he “couldn’t be happier.”



* Names of children and families have been changed to protect confidentiality.

Financial Information: Investments and Leveraged Resources

First 5 San Diego Community Investments

During fiscal year 2011-12, First 5 San Diego invested a total of \$45,435,941 to provide comprehensive health, education, and family strengthening services for young children and their families. These funds were distributed among the four key goal areas identified in the 2010-15 Strategic Plan – Health, Learning, Family and Community. Investments included countywide initiatives, capital projects that support the physical infrastructure of programs that serve children 0 through 5, and a series of programs that address emerging critical needs for children in the community.

Funds and Resources Leveraged

As a direct result of the Commission’s financial investments, contractors leveraged an additional \$10,658,225 in cash and in-kind support. Many of the cash funding streams (Figure 5.2) have match requirements that were only accessible due to the leveraging of First 5 dollars.

These leveraged funds and resources are critical to building capacity within and across programs and agencies in San Diego County. First 5 dollars are expected to decrease over time, but the capacity built through leveraging will allow agencies to continue improving the lives of children and families for years to come.

Statement of Revenues, Expenditures and Changes in Fund Balance

(June 30, 2012)

Revenues:

Prop 10 Tobacco Tax	\$ 22,614,591
Prop 10 Power of Preschool - Bridge	12,290,550
Federal Medi-Cal Administrative Activities	92,431
The California Endowment	426,283
Interest Revenue	782,814
Total Revenues	36,206,669

Expenditures:

Salaries and Benefits	2,234,344
Services and Supplies	820,809
Evaluation	1,290,408
Contributions to Community Projects	45,435,941
Total Expenditures	49,781,502

Net change in fund balance	(13,574,833)
Fund balance, beginning of fiscal year	157,797,252
Fund balance, end of fiscal year**	\$ 144,222,419

** Fund Balance includes the Commission’s Operating and Sustainability funds. Above does not include the Net Increase in Fair Market Value of Investments per the FY 2011-12 independently audited financial statements.

First 5 San Diego Investments by Program Area

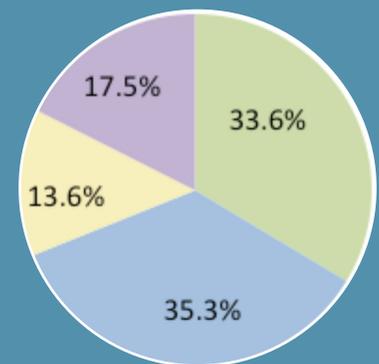


Figure 5.1

- Health
- Learning
- Family
- Community

Leveraged Funding*

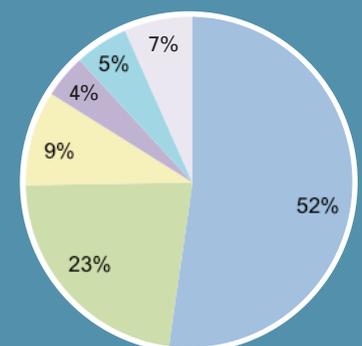


Figure 5.2

- State of CA
- Title IV-E Foster Care
- Medi-Cal Admin. Activities (MAA)
- Title V Maternal and Child Health (MCH)
- Other Federal
- Other

* In kind support is not included in this chart.

The Road Ahead



The Road Ahead for First 5 San Diego

The national, state and local landscape is changing and will significantly impact First 5 efforts in the future.

- Healthcare – The federal government is poised to begin implementation of more sections of the Affordable Care Act. This will transform not just access to health insurance but to the delivery system as well. At the same time, the state government will transfer 875,000 children from Healthy Families to Medi-Cal in 2013 – over 71,000 in San Diego County. It is anticipated that there may be a shortage of pediatricians available to serve these families. Additional families may be forced to change doctors, as some pediatricians participating in Healthy Families have stated they may not see patients under the low reimbursement rates of Medi-Cal.
- Quality Early Childhood Education has become more visible at the State and Federal level with the launch of new efforts which include:
 - o Implementation of the California State Advisory Council on Early Learning and Care (SAC);
 - o Development of the new California Select Committee on High Quality Early Childhood Education;
 - o Initiation of possible state legislation to provide targeted funding to support quality early care and education programs; and
 - o The Race to the Top – Early Learning Challenge Grants.

The common objective of these efforts is to improve the quality of early learning programs and close the achievement gap for young children with high needs. The interplay of these efforts will affect not only the future direction, but also the sustainability of local early learning initiatives such as the First 5 San Diego Quality Preschool Initiative.



As First 5 San Diego looks toward the future, it must plan for declining revenues. In FY 2012-13, First 5 will spend approximately \$30 million from the sustainability fund, making it possible to fund projects at \$64 million when revenues are an estimated \$34 million. By FY 2018-19, community investments will equal expected revenues of approximately \$28 million. With careful planning and a robust approach to leveraging, First 5 San Diego can support the continuation of key projects. It is clear, however, that the next strategic planning cycle will need to consider how to narrow the focus of current investments while remaining a catalyst for change and innovation in our community to benefit children ages 0 through 5 and their families.

Thank You to Our Funded Partners

A Preschool and Family Day Care
Amaral Family Child Care
American Academy of Pediatrics
Borrego Springs Unified School District
Brisa's Child Care
Cachito's Day Care
California Dental Association Foundation
Carlsbad Unified School District
Carvajal Family Child Care
Chicano Federation of San Diego County, Inc.
Child Development Associates
Children's Paradise, Inc
Chula Vista Elementary School District
City of San Diego
Community Clinics Health Network
Community Health Improvement Partners
Community Health Systems, Inc.
Educational Enrichment Systems
El Mundo de los Peques
Episcopal Community Services
Escondido Community Child Development Center
Escondido Union School District
Family Health Centers of San Diego
Fuentes Day Care
Grossmont College Child Development Center
Grossmont Union High School District
Hadfield-Egg Family Child Care
Health and Human Services Agency

- Alcohol and Drug Services
- Child Welfare Services
- Children's Mental Health
- Public Health Services

Home Start, Inc.
Horn of Africa
Idalia's Day Care
Imperial Beach Health Clinic
Indian Health Center
Info Line of San Diego County Inc. (dba 2-1-1 San Diego)
Jewish Family Service of San Diego
La Maestra Family Clinic
Lemon Grove School District
Little Heaven Family Child Care
Little Sunshine Preschool and Home Care

MAAC Project Head Start
Maricela's Day Care
Mata Family Day Care
MnM's Family Child Care
Motiva Associates
Mountain Empire Unified School District
Mountain Health & Community Services
National School District
Neighborhood Healthcare
North County Health Services
North County Serenity House, Inc.
O. Prado, Family Child Care
Oceanside Unified School District
Operation Samahan
Palomar Pomerado Health
Rady Children's Hospital – San Diego
Regents of the university of California
Ridgeview Preschool
S. Prado Family Child Care
S.V.D.P. Management, Inc. (dba Father Joe's Villages)
San Diego American Indian Health Center
San Diego County Medical Society Foundation
San Diego County Office of Education
San Diego Family Care
San Diego Public Library
San Diego State University Research Foundation
San Diego Unified School District
San Diego Youth & Community Services
San Marcos Unified School District
San Ysidro Health Center
San Ysidro School District
SAY San Diego, Inc
Scripps Mercy Hospital Chula Vista
South Bay Community Services
South Bay Union School District
Southwestern College Child Development Center
St. Vincent de Paul Village, Inc.
University of California Cooperative Extension
UCSD School of Medicine
US Department of the Navy
Valley Center-Pauma Unified School District
Vista Community Clinic
Vista Unified School District
YMCA of San Diego County
Zavala Family Child Care

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