

First 5 Commission of San Diego

**Annual Report**

**FY 2013-14**

# Improving the lives of children ages 0 through 5<sup>SM</sup>



# First 5 San Diego Commissioners



Supervisor Greg Cox  
2014 Chair



Kimberly Medeiros  
Executive Director



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## Message from the Executive Director

Dear Community Members,

I am pleased to share the First 5 San Diego Annual Report Fiscal Year (FY) 2013-14.

This year, we invested \$57 million in direct services for young children and their families and were able to serve more than 90,000 children, parents, caregivers and providers. In addition, with the backing of the Commission's dollars, First 5 San Diego partners leveraged an additional \$12.2 million with public and private entities. We continue to be strategic in how we invest, focusing on areas where we can have the greatest impact on the lives of children ages zero through five in San Diego County.

I am proud to report the following achievements for each of our program areas:

### Health

- Enrolled 8,398 children and 3,014 pregnant women in health insurance and enrolled 1,401 families in CalFresh.
- Screened 25,234 children and 6,114 pregnant women for oral health services and provided treatment for 14,057 children and 4,834 pregnant women.
- Screened 20,102 children for developmental delays and treated 6,477 children with developmental concerns.
- Screened 6,235 children for behavioral delays and provided treatment for 3,469 children with behavioral concerns.

### Learning

- Provided 23,162 children, parents and caregivers with care coordination services.
- Achieved a top quality ranking for 85% of participating preschool classrooms.
- Provided professional development to 2,403 early childhood education teachers.

### Family

- Provided 23,162 children, parents and caregivers with care coordination services.
- Provided 5,269 parents and caregivers with parent education services.

### Community

- Sponsored or participated in community events that reached nearly 141,000 families.
- Conducted a community awareness campaign that achieved more than 70 million gross impressions.
- Provided 82,621 health and social service referrals for families.

In October 2013, First 5 First Steps, our new targeted home visiting initiative began serving pregnant and parenting teens, low-income, military, immigrant and refugee families across the county. During this partial first year of implementation, we served more than 300 families with intensive home visitation services beginning prenatally or within the first few weeks of life and expect to serve more than 500 families during FY 2014-15.

Another highlight is our continued participation in community events to raise awareness about the importance of the first five years of life. We conducted another phase of our "Good Start" campaign during the spring and summer. This year, our campaign focused on educating parents about the importance of actively speaking and singing to their child, recommending 30,000 words each day.

First 5 San Diego was honored to be the recipient of several awards and distinctions, including the 2014 Achievement Award by the National Association of Counties (NACo) in recognition of outstanding innovation in our Quality Preschool Initiative (QPI) and the 2014 *Live Well San Diego* Public Health Champion Director's Award for extraordinary achievement in protecting and promoting the health of residents in San Diego County. We were even nominated for an Emmy® Award for our "Explore" and "Healthy Eating" public service announcements!

Finally, we developed and adopted a new strategic plan that will guide our decisions and investments over the next five years. We invite you to read the 2015-2020 Strategic Plan on our website.

In this report we are pleased to share the highlights of another productive year working to improve the lives of children ages zero through five and their families. Thank you to our Commissioners, First 5 San Diego staff and each of our community partners, who have made these achievements possible. Together, with our successful partnership with the County's *Live Well San Diego* initiative to achieve healthy, safe and thriving communities, we are achieving our vision that, "All children ages zero through five are healthy, loved and nurtured, and enter school as active learners." We are incredibly proud of our accomplishments and look forward to continuing this important work into the future.

Sincerely,

Kimberly Medeiros

# First 5 San Diego Projects for FY 2013-14

## Information and Referral 2-1-1

2-1-1 San Diego is a free 24-hour phone service and online database that connects people with community resources. 2-1-1 also operates a First 5 San Diego Warm Line that assists parents of children ages zero through five with locating services and resources for their families.

## Best Start

Best Start provides breastfeeding education to nurses at three Sharp hospitals. The training will enable the nursing staff to provide support to mothers and newborns receiving services at these birthing hospitals.

## Black Infant Health (BIH)

BIH was created to address health issues specific to African American women and infants. Prenatal care, breastfeeding, immunizations, smoking cessation and education on proper nutrition are all part of the BIH program that helps women achieve a healthy pregnancy which improves healthy outcomes for babies.

## California School Aged Families Education (Cal-SAFE)

The Cal-SAFE Program, located at six 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 Project

A Child Development Center is currently under construction that will serve military families in the Murphy Canyon area.

## Childhood Injury Prevention Program

The Childhood Injury Prevention Program educates parents, caregivers and early childhood education staff about childhood injury prevention strategies to make homes, automobiles and communities safer for children ages zero through five.

## Childhood Obesity Initiative (COI)

The San Diego County Childhood Obesity Initiative is a public-private partnership with the mission of reducing and preventing childhood obesity through policy, systems, and environmental change.

## Community Transformation Grant (CTG)

The goal of the Community Transformation Grant is to increase the number of hospitals, businesses, and schools that adopt policies which support breastfeeding and lactation accommodations. The program also provides training for Public Health Nurse home visitors.

## Community Water Fluoridation

Community water fluoridation supports Sweetwater Authority to become optimally fluoridated to improve the oral health of children and families. With First 5 San Diego investments, optimal fluoridation was also reached for the City of San Diego and Olivenhain Municipal water districts.

## 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.

## Family Early Literacy Library Project

The Family Early Literacy Library Project is a partnership with the San Diego County Library to provide family early literacy stations at County branch libraries in high-need communities with a high population of children ages zero through five. The project provides family early literacy workshops, enhances story-time curriculums, and increases Beginner Reading Collections.

## First 5 First Steps (Targeted Home Visiting)

First 5 First Steps provides countywide home visitation services to specific high-risk target populations including pregnant and parenting teens, military, refugee/immigrant, and low-income families using the Healthy Families America (HFA) model and the Parents as Teachers (PAT) curriculum.

## Five & Fit (Pilot Project)

Five & Fit mobilizes volunteers ages 50 and older to prevent early childhood obesity by teaching children to make healthy food choices and engage in regular exercise while supporting parents and educators to build healthy habits.

## Healthcare Access (HCA)

HCA provides families with assistance in enrolling and maintaining their enrollment in public health insurance programs. HCA staff also works 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 of children with mild to moderate developmental delays. Services include assessment and treatment for developmental (including speech and language) and behavioral concerns, parent education, behavioral-health coaching services to early education providers, and Care Coordination to all families receiving HDS services.

## Immunizations for San Diego Kids

Immunizations for San Diego Kids' goal is to increase the number of children ages zero through five who are fully immunized. A particular focus of the program is engaging families with personal belief concerns and questions on immunizations.

## KidSTART

KidSTART is a partnership between First 5 San Diego and HHS Behavioral Health Services to support children with complex needs. The KidSTART Center performs triage, assessment, referrals and treatment for children with multiple, complex delays, and disorders. The KidSTART Clinic provides comprehensive behavioral and social-emotional clinical treatment.

## KinderStart

KinderStart is a Kindergarten summer-school readiness pilot program at Laurel Elementary School in Oceanside and Joyner Elementary School in City Heights, San Diego. It provides a high-quality multi week early learning opportunity for children preparing to enter kindergarten and needing additional support. The program targets children with no preschool experience.

## Kit for New Parents (Kit)

The Kit is a free, comprehensive resource from First 5 California for new and expectant 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.

## Maternity Shelter Program (MSP)

MSP provides safe, secure and supportive housing with intensive case management services for pregnant and parenting young women between 18 and 24 years old, and their dependent children. MSP assists these young women who are homeless or at risk of becoming homeless develop the skills necessary to live independently while providing a safe and stable home for themselves and their children.

## Mi Escuelita Therapeutic Preschool

Mi Escuelita provides a therapeutic preschool experience for young children 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 one through five and pregnant women with the goal of improving oral health, promoting positive oral health practices, and increasing provider capacity.

## Pathways to Play

The Pathways to Play Project is a partnership with the County of San Diego Department of Parks and Recreation to create nature-based play areas (play pockets) for children ages zero through five at the Tijuana River Valley Regional Park, providing opportunities for physical activity, educational experiences and family engagement.

## Quality Preschool Initiative (QPI)

QPI provides high-quality preschool services in public and private center-based and home-based early childhood programs in high-need communities throughout San Diego County.

## Random Digit Dialing Telephone Survey

RDD is conducting community research to determine the immunization rate for children ages 19 to 35 months in San Diego County.

## Reach Out and Read San Diego

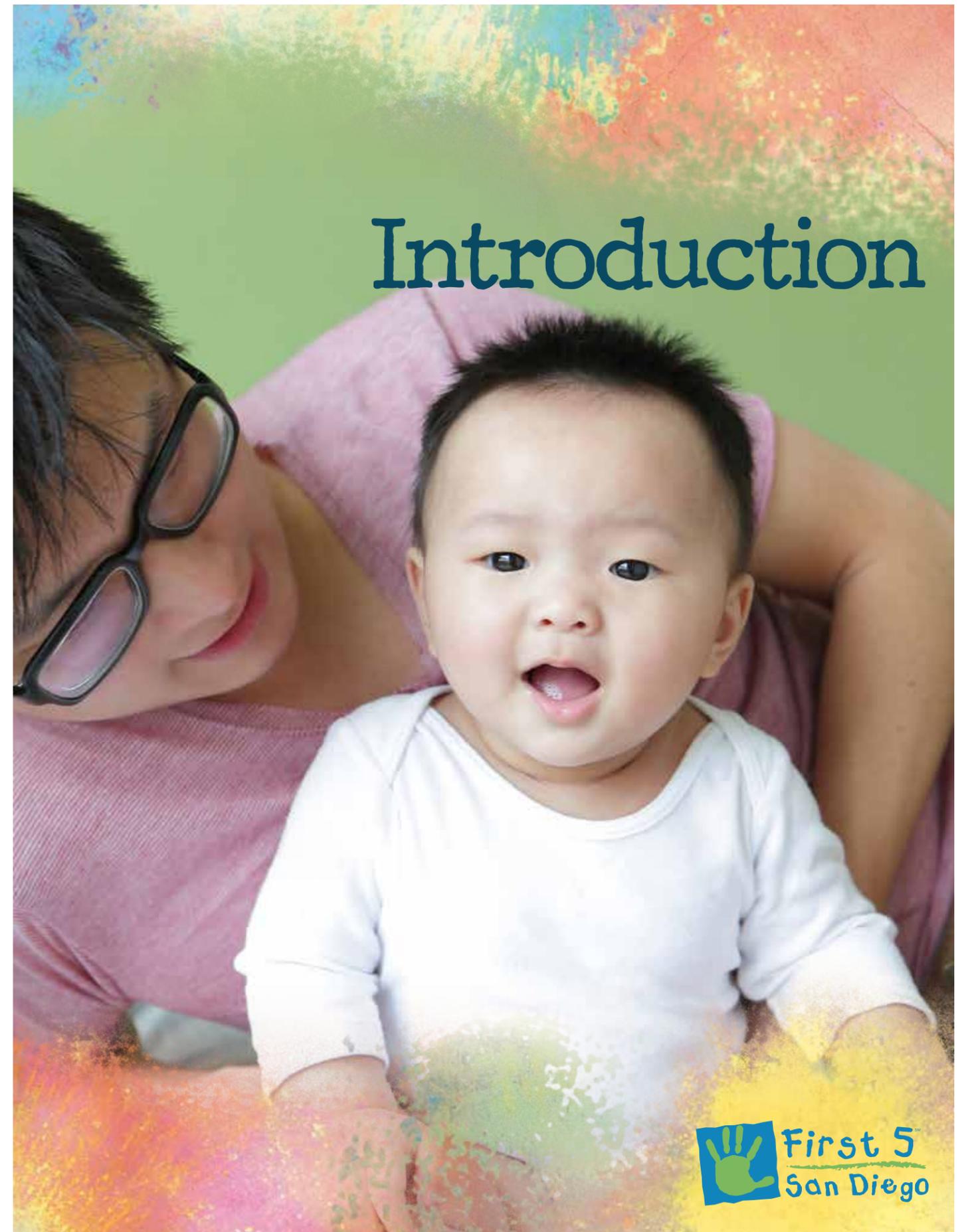
Reach Out and Read San Diego partners with medical offices throughout San Diego County to train and support pediatricians in their efforts to promote early literacy by providing children 6 months through 5 years old with a new book and parents with read aloud advice at regular pediatric checkups.

## 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

“First 5 San Diego’s generosity and thoughtfulness towards my family as we stabilize our life has given me inspiration and hope.”

– Tricia



## Vision

The ultimate goal of the Commission’s work is that all children ages zero through five 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.

## 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 county’s youngest children with access to healthcare, developmental checkups and services, dental care, high-quality preschool and early education programs, obesity prevention 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 his/her success in school and in life. However, compared to other developed countries, the United States continues to invest less in childcare and early education, ranking 32 out of 37 countries when taken as a proportion of the country’s Gross Domestic Product.<sup>1</sup>

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 ready to succeed.

## Four Program Areas

The overarching goal of the First 5 San Diego Strategic Plan 2010-2015 is to strengthen the relationships that are 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.

# The Reach of First 5 San Diego

## Who did First 5 San Diego Serve?

During FY 2013-14, a total of 90,376 San Diegans received services via First 5 San Diego programs (Figure 1.1). These include health and dental services, high-quality preschool, parenting classes and much more. More than 62,000 children from birth through age five were served. Thousands of additional young children and their caregivers benefited from community-wide services such as new parent kits, a parent warm line, community health screenings and media messages. This year, First 5 San Diego served over one in four children ages zero through five in San Diego County – an extraordinary impact on our community.

As shown in the charts to the right, First 5 San Diego programs served slightly more boys (52.8%) than girls (47.2%) (Figure 1.2). Slightly fewer children under age three (39.8%) were served relative to children between the ages of three and five (60.2%) (Figure 1.3).

## What were the Ethnicities and Languages of Children and Parents Served?

The majority of children (71.8%) and parents (66.4%) served by First 5 San Diego programs are Hispanic/Latino. First 5 San Diego programs served proportionally smaller percentages of children and adults in the White (non-Hispanic), African-American/Black and Asian/Pacific Islander categories (Figures 1.4 and 1.5).<sup>2</sup> Overall, 48.4% of children served spoke English as their primary language and 49.2% spoke Spanish. Slightly more parents than children were native English speakers (51.1%) and slightly fewer parents were native Spanish speakers (44.6%). The next most common languages spoken by clients were Somali, Tagalog and Vietnamese – all at less than 1%.

“I wish all children could receive the wonderful services offered by First 5 San Diego.”

– Timothy

## Number of San Diegans who Received First 5 Services

Children	62,003
Parents or Caregivers	25,805
Providers	2,568
<b>Total</b>	<b>90,376</b>

Figure 1.1

## Gender of Children Served

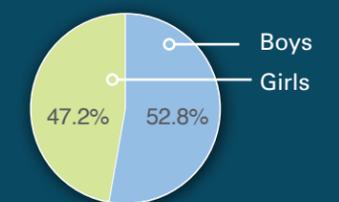


Figure 1.2

## Ages of Children Served

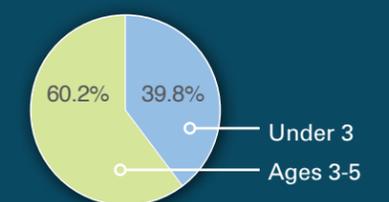


Figure 1.3

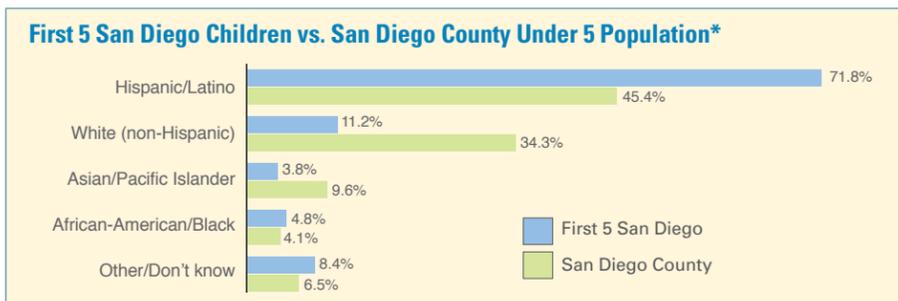


Figure 1.4

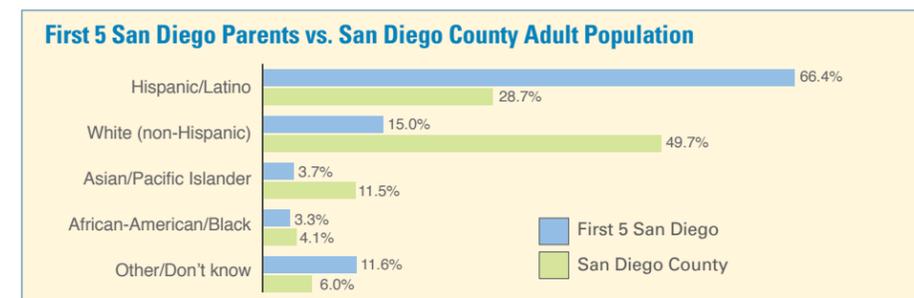


Figure 1.5

\* San Diego County Census data capture information for children under age five, while First 5 San Diego data include children under age six.



# Health

“My provider answered all of my questions about my child, and listened and acted on my concerns.”

- Brett

## Why Health?

Ninety percent of a child’s brain develops in the first five years of life.<sup>3</sup> Developmental and social-emotional delays experienced during this early stage of life are likely to negatively influence learning abilities, language capabilities and overall social development. Numerous research findings indicate that early health interventions can drastically change a child’s developmental pathway and lead to positive life-long results.

## What does First 5 San Diego do?

First 5 San Diego programs support healthy child development by providing developmental, behavioral, home visiting and dental services to children ages zero through five and their families, as well as professional development to help early childhood education providers support children’s development. Recognizing that preventive care plays a critical role in maintaining good health, First 5 San Diego provided health insurance enrollment assistance for children and pregnant women during FY 2013-14, helping to bridge the transition to the Affordable Care Act (ACA).

## 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). Each initiative provides a unique contribution to improving health outcomes for San Diego’s youngest children. Other First 5 San Diego programs that play an important role in addressing health needs include: Black Infant Health (BIH), California School Aged Families Education (Cal-SAFE), Developmental Screening and Enhancement Program (DSEP), First 5 First Steps (F5FS), Maternity Shelter Program (MSP), Mi Escuelita Therapeutic Preschool, Quality Preschool Initiative (QPI) and the San Diego Adolescent Pregnancy and Parenting Program (SANDAPP).

## How do Families get Connected to Services?

Nearly all First 5 San Diego health initiatives provide multiple levels of support for children and families through a comprehensive system of care (Figure 2.1). Often the first service a child receives from First 5 San Diego is a developmental or behavioral “checkup” or screening (Step 1). These screenings provide parents with a snapshot of how their child is developing in key areas such as speech, learning, fine and gross motor skills, and social-emotional development. When a child shows a delay in any area, service providers follow up with families to provide a more comprehensive assessment to determine the level of care needed (Step 2). Providers use assessment results to customize treatment or offer an appropriate service referral to address the child’s specific needs (Step 3).

**Funding:** \$22,406,217

### Numbers Served

- 81,143 children
- 26,790 parents
- 2,477 providers

### Highlights

- 1,375 families served by HCA established a medical home
- 81% of children and 97% of pregnant women with dental disease received treatment
- 96% of children receiving treatment for a developmental delay showed gains
- 91% of children receiving specialized behavior treatment for a behavioral delay showed gains

### Health System Navigation



Figure 2.1

# Ensuring Access to Healthcare

“It was nice to go to an office where the staff could explain my benefit options. The assistance was a great help to my family and they even helped fill out my application for services.”

- Sonva



## Number of Clients Enrolled in Health Insurance and CalFresh

Children (New Enrollment)	5,423
Children (Renewal Enrollment)	2,975
Pregnant Women	3,014
Families Enrolled in CalFresh	1,401
<b>Total Enrolled</b>	<b>12,813</b>

Figure 2.2

## Why is Healthcare Access Important?

Since 2004, First 5 San Diego’s HCA initiative has been helping to support uninsured children and pregnant women in San Diego County by enrolling them in health insurance. Health insurance coverage facilitates children’s access to a regular source of medical care, including well-child visits and immunizations, which help prevent illness and allow doctors and families to monitor a child’s developmental milestones.<sup>4</sup> Similarly, health insurance coverage for pregnant women helps to ensure expectant mothers have access to prenatal care, increasing the likelihood that any potential health problems are identified and addressed early on.<sup>5</sup>

Many of the services provided by HCA over the past ten years are now being met through the ACA. Therefore, First 5 San Diego resources are no longer needed to fill this gap. During this final year of the HCA initiative, providers supported San Diego families during the transition to the ACA by becoming Certified Enrollment Counselors, with the ability to enroll children and families in health insurance through Covered California. Going forward, ACA funding will support “health navigators” who will help San Diegans establish health insurance eligibility, complete applications, and provide education and awareness.<sup>6</sup>

## Who did First 5 San Diego Serve?

In total this year, HCA helped enroll 8,398 children and 3,014 pregnant women in health insurance (Figure 2.2). With the support of First 5 San Diego funding, HCA providers also helped 1,401 families enroll in CalFresh, California’s Supplemental Nutrition Assistance Program.<sup>7</sup> During follow-up phone calls to families who enrolled in health insurance with HCA’s help, 1,375 caregivers reported that their children were linked to a medical home, an important indicator of health and well-being.<sup>8</sup> For the last ten years, HCA has consistently demonstrated 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.

# Ensuring Good Oral Health

## Why is Oral Health Important?

Tooth decay is the most frequent chronic disease among children in the United States.<sup>9</sup> It is also one of the most preventable childhood diseases, especially when children and their caregivers have access to oral health care. Ensuring oral health in childhood is critical, as dental disease is both progressive and cumulative. If not treated, tooth decay can affect a child’s health and well-being by interrupting sleep, impairing speech and language development, and inhibiting social interaction.<sup>10</sup> In addition, children with poor oral health are more likely to miss or perform poorly in school.<sup>11</sup> Despite these risks, the most recent data show that an estimated 17.2% of San Diego County children between the ages of one and five have never visited a dentist.<sup>12</sup> By the time they enter kindergarten, more than half of children in the United States have already experienced dental decay, nearly one-third have untreated decay and almost one-fifth have severe decay.<sup>13</sup>

Oral health care is also essential for pregnant women. Dental disease during pregnancy is linked to increased risk of preterm delivery, low birth weight infants, and the transfer of disease between mother and child.<sup>14</sup>



## What does First 5 San Diego do?

Oral health services funded by First 5 San Diego include:

- Dental screening, examination and treatment services for pregnant women and children ages one through five;
- Care coordination services for pregnant women and children identified as high-risk for dental disease (key risk factors include intermittent oral hygiene and care, frequent consumption of sweetened beverages and food, and a family history of dental disease);
- Oral health education for parents, primary caregivers, and early childhood education providers at community-based organizations and in clinical settings; and
- Training for prenatal care providers, general dentists, primary care providers and ancillary staff.

## Who did First 5 San Diego Serve?

During FY 2013-14, OHI providers screened 25,234 children and 6,114 pregnant women for oral health needs and provided oral health education for 15,084 parents of children ages zero through five and pregnant women. OHI clinic staff performed a total of 17,210 exams for children and 4,344 exams for pregnant women. 14,057 children and 4,834 pregnant women who were in need of additional services received treatment (Figures 2.3 and 2.4). Among those who were identified as high-risk patients with dental disease, 81.4% of children and 97.3% of pregnant women received treatment (Figure 2.5).

## Number of Children who Received Oral Health Services

Screenings	25,234
Exams	17,210
Treatment	14,057

Figure 2.3

## Number of Pregnant Women who Received Oral Health Services

Screenings	6,114
Exams	4,344
Treatment	4,834

Figure 2.4

## Percentage of High Risk Clients with Dental Disease who Received Treatment

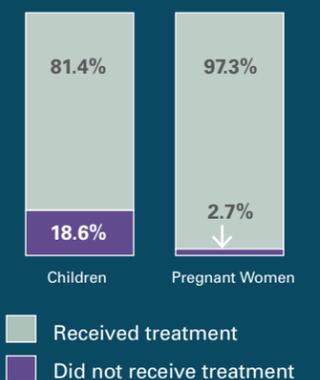


Figure 2.5

# Early Identification and Intervention for Developmental Delays



language therapies) to address the developmental needs of young children. Specialized classes and one-on-one coaching for parents are provided to teach families how to support their child's healthy development at home.

It is First 5 San Diego's goal to expand screenings across multiple settings to ensure that all children in San Diego have regular developmental checkups before entering school. Cal-SAFE, DSEP, HDS, KidSTART, F5FS, MSP, Mi Escuelita, QPI and SANDAPP all provide these essential screenings for San Diego children. In total, First 5 San Diego providers screened 20,102 children and identified 10,677 with developmental concerns. Developmental treatment was provided to 6,477 children, including those who were referred to First 5 San Diego programs for treatment by outside providers (Figure 2.6).

## Are Children with Developmental Concerns Improving?

Developmental treatment services are provided through DSEP, HDS and KidSTART for children with mild, moderate or complex needs. Children identified with a developmental delay receive treatment to support and monitor growth in cognitive, language, motor, social-emotional and self-help domains. Children served through HDS and KidSTART are assessed both at the beginning (pre) and end (post) of treatment. The average percent delays for children at both of these time points are presented for children with mild to moderate needs in Figure 2.7 and for children with complex needs in Figure 2.8.

Overall, 96.4% of children with concerns receiving developmental treatment through HDS or KidSTART demonstrated gains in at least one developmental domain.

### Number of Children who Received Developmental Services

Children Screened	20,102
Children with Developmental Concern	10,677
Children who Received Developmental Treatment	6,477

Figure 2.6

### Change in Average Percent Delay for Children with Mild to Moderate Developmental Delays



Figure 2.7

### Changes in Average Percent Delay for Children with Complex Developmental Concerns

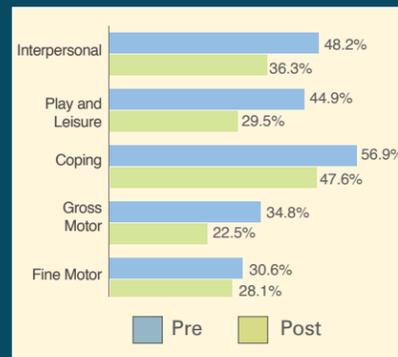


Figure 2.8

## Why is Early Intervention for Developmental Delays Important?

Early identification of and treatment for developmental delays are essential for young children to be school-ready and to prevent the need for special services later in life. Annually in the United States, it is projected that approximately 12-16% of children demonstrate developmental and/or behavioral delays, yet only 2% of zero through two-year-olds and 5% of three through five-year-olds with delays receive treatment.<sup>15</sup> As a result, many children with developmental concerns do not receive their first screening or treatment until after they enter school, when interventions tend to be less effective and more expensive.

## What does First 5 San Diego do?

First 5 San Diego programs offer developmental screenings, assessments and treatment services (such as occupational, physical, speech and

# Early Identification and Intervention for Behavioral and Social-Emotional Delays

## Why is Early Intervention for Behavioral and Social-Emotional Delays Important?

An estimated 9% to 14% of children between the ages of zero and five experience social-emotional problems that negatively impact their functioning, development and school readiness.<sup>16</sup> Treating behavioral concerns before the age of five is likely to prevent the onset of mental health disorders, reduce future behavior concerns, and increase a child's ability to manage his or her emotions and function in their daily life.<sup>16,17,18</sup>

## What does First 5 San Diego do?

First 5 San Diego funds programs that provide screenings, assessments and treatment services that are designed to meet the behavioral and social-emotional needs of children ages zero through five. Specialized classes and one-on-one coaching with parents and early childhood educators are also offered to promote a comprehensive approach to well-being. Through DSEP, HDS, F5FS and the KidSTART Clinic, First 5 San Diego providers screened 6,235 children, identified 1,904 children with behavioral concerns and provided behavioral treatment for 3,469 children (Figure 2.9).



## Are Children's Behavioral Problems Decreasing after Treatment?

The behavioral treatment services offered by First 5 San Diego through the KidSTART Clinic and HDS are customized to meet each child's unique needs. This year, 3,469 children received treatment aimed at reducing internalizing behaviors (such as anxious or depressive symptoms) and externalizing behaviors (such as aggressive and hyperactive symptoms).

- Overall, 90.7% of children who were identified with behavioral concerns and received specialized behavioral treatment showed improvement.
- Of those children served by HDS, 85.9% reduced their total behavioral concerns (Figure 2.10).

## Are Children's Behaviors Improving?

Protective factors are strengths a child possesses that can positively influence their resilience such as their abilities to form relationships, get their needs met, regulate strong emotions and explore their surroundings with confidence. This year's results showed that children's protective factors increased after receiving HDS behavioral treatment (Figure 2.11). Specifically, children showed an increase in the following areas: initiative (using independent thought and action to meet needs), self-regulation (expressing feelings through socially appropriate words and actions) and attachment (mutual, strong, long-lasting relationships with significant adults).

Overall, 69.8% of children who received services through HDS showed an increase in protective factors.

### Number of Children who Received Behavioral Services

Children Screened	6,235
Children with Behavioral Concern	1,904
Children who Received Behavioral Treatment	3,469

Figure 2.9

### Percentage of Children who Made Behavioral Gains after Treatment

Internalizing Behaviors	80.5%
Externalizing Behaviors	82.4%
Total Behaviors	85.9%

Figure 2.10

### Change in Protective Factor Mean Scores for Children in Behavioral Services

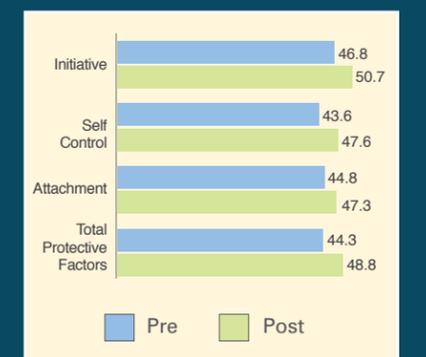


Figure 2.11

# Family Stories

## The Positive Impact of First 5 Services



“First 5 San Diego has taught me so much about my baby’s development. I have become a better parent to both of my children and I know they will do better in school because of the help my family has received.”

– Sima

### Helping Chase Adjust to School

Three-year-old Chase\* came to HDS due to significant tantrums and defiance, particularly when being dropped off at preschool in the morning. He would hit, bite and kick his parents to avoid going to school. In class, he would continue his tantrums which caused the school to question if this was the right placement for him. The family did not want Chase to be removed from the school and came to HDS to learn techniques to manage Chase’s behavior and to learn more

about early childhood development. HDS worked with the family on consistent parenting and stronger attachment. Mom and Dad learned when and how to praise him, when to imitate the things he did, and when to describe back to him what he was doing. HDS providers also worked with them on setting appropriate limits, maintaining house rules and effectively managing Chase’s defiance by using time-out. With these adjustments, they developed stronger relationships and increased the positivity in their home. Consequently, Chase began to gradually change his behavior during the

morning drop off. At first he still threw tantrums, cried, and was resistant to going to school, but the tantrums would dissipate quickly and he would no longer hit, bite, or kick his dad. With time, he learned to follow directions without tantrums and was no longer fearful of going to school and being away from his parents. Chase remained in the school and began to thrive in his first academic placement and his parents had new confidence that they could help their son succeed. The entire family is now engaged in supporting Chase’s healthy development.

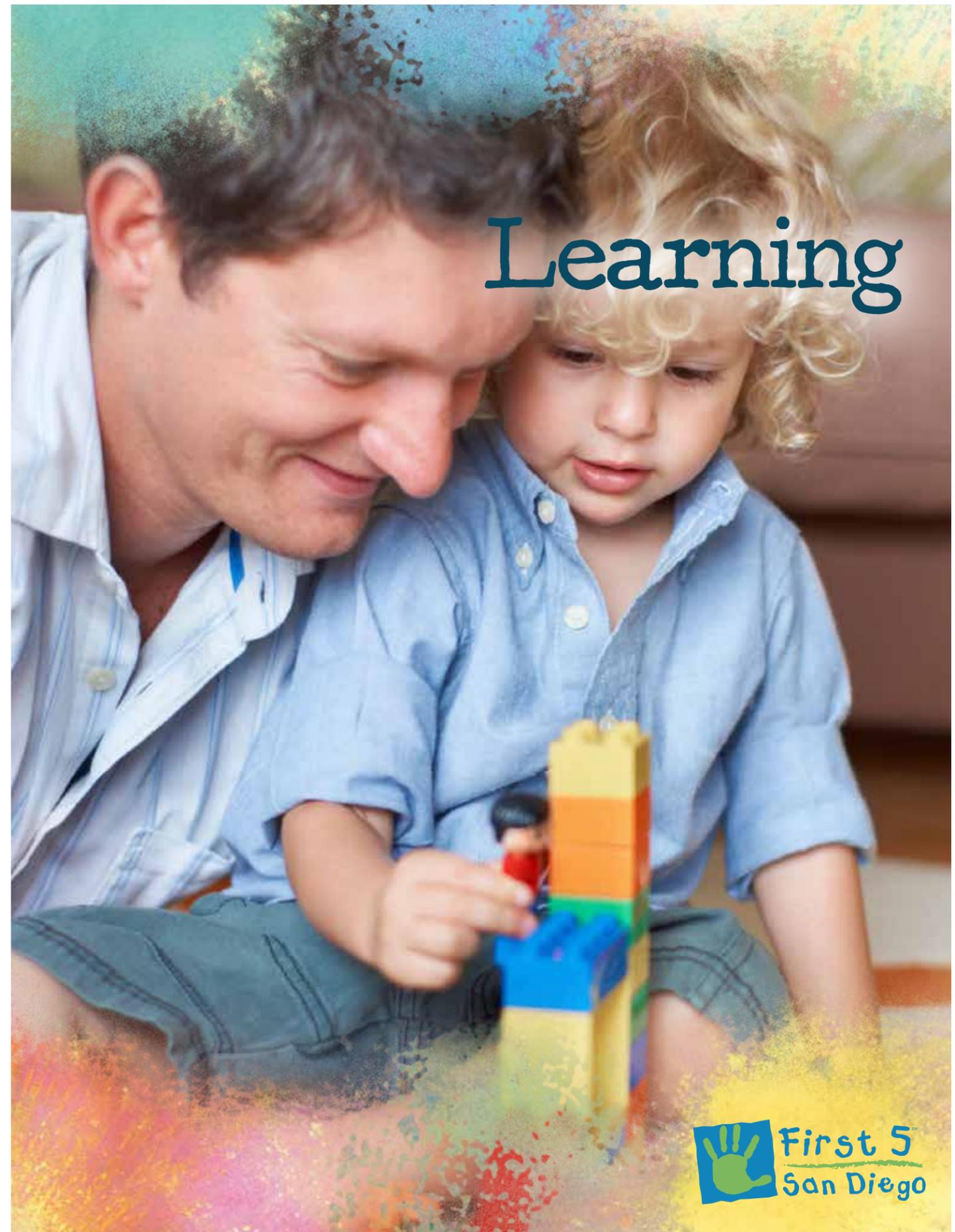
### Robyn Learns the Importance of Oral Health in Pregnancy

While out at a community event, the OHI team met Robyn.\* Robyn is a young expectant mother who was scared to visit the dentist while pregnant. She wasn’t aware of the importance of oral health during pregnancy and thought going to the dentist while pregnant could harm

her baby. During the community event, OHI educators encouraged Robyn to participate in the OHI “truth or myth” game, which is designed to clarify some common misconceptions about oral health. Robyn shared that after the game she had a greater appreciation for the importance of oral health care during pregnancy and that she felt empowered to seek support to improve her oral health. Robyn is now a committed participant in OHI and she looks forward to coming to the dentist for check-ups.



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



# Learning

“This program has helped my family keep a job and understand my child’s learning habits. I really saw so much improvement with my child.”

- Marcia



**Funding:** \$19,967,667

### Numbers Served

- 13,880 children
- 2,403 teachers and staff

### Highlights

- Over 85% of QPI preschool classrooms were rated at a high-quality level
- Over 93% of QPI children made gains in at least five developmental domains
- Over half of QPI lead teachers have a bachelor’s degree or higher

## Why is Learning Important?

Research shows that high-quality early learning environments have a positive return on investment and that children who participate in high-quality programs have better outcomes in school and in life overall.<sup>19,20,21</sup> Key benefits of high-quality early learning include: improved early literacy, reduced need for special education, 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 higher life-long earning potential.<sup>22,23,24,25,26</sup>

## What does First 5 San Diego do?

To ensure that San Diego’s children are ready to succeed when they enter school, First 5 San Diego has dedicated significant resources to increasing the number of children who participate in high-quality early learning environments, enhancing preschool classroom quality and supporting the professional development of early childhood education (ECE) staff.

## What does First 5 San Diego Fund?

Drawing on recommendations from early education research and emerging best practices, First 5 San Diego funds three important learning programs: Quality Preschool Initiative (QPI), Mi Escuelita Therapeutic Preschool (Mi Escuelita), and KinderStart. Healthy Development Services (HDS) also provides consultations and training for ECE staff on social-emotional development and how to support children with behavioral challenges.



# Ensuring Children Attend High-Quality Preschool

## Why is High-Quality Preschool Important?

Multiple studies have shown that children who participate in high-quality preschool have significantly improved outcomes throughout life. Children who participate in high-quality early learning environments are better prepared for kindergarten, have greater success in elementary school, are more likely to graduate from high school and are more likely to thrive in adulthood.<sup>23,27</sup> The benefits of high-quality early education programs far outweigh the costs for children regardless of ethnicity and socioeconomic background.<sup>20,28</sup> Furthermore, better academic and social outcomes are associated with children who easily transition into the new school environment.<sup>29</sup> For children who did not attend preschool, summer pre-kindergarten bridge programs have shown to be effective at preparing children for that transition.<sup>30</sup>

## What does First 5 San Diego do?

First 5 San Diego funds three programs providing high-quality early education: QPI, Mi Escuelita and KinderStart. QPI is offered through school-based, community-based, and family child care preschool providers who receive intensive professional development and incentive funding to improve quality in their programs. Mi Escuelita is a single-site therapeutic preschool for children affected by family violence. KinderStart is a free six-week summer intensive program designed to prepare children for successful entry into kindergarten. A total of 13,880 children received high-quality early education through these programs during FY 2013-14 (Figure 3.1).

## How is Quality Measured in Preschool?

The characteristics of high-quality preschools include small class size, high staff-to-child ratio, safe and engaging physical space, screenings for the early-detection of developmental or social-emotional delays, culturally-appropriate family engagement, qualified staff and directors, continual assessment of both teacher and child outcomes, and a developmentally appropriate curriculum based on nationally recognized early-learning standards.<sup>19,31,32</sup> These characteristics were used to create the county’s Quality Rating and Improvement System (QRIS). To implement QRIS, every classroom receives points based on its performance in child development, teacher qualifications and performance, and classroom environment. Each classroom receives an overall rating from 1 (lowest) to 5 (highest) based on these scores. Over 85% of QPI classrooms this year were rated at a high-quality level (Level 4 or 5) (Figure 3.2).

A specific component of the rating system is the educational attainment of ECE staff. Research suggests that preschool teachers with college-level education are more effective, nurturing and engaging, and provide richer language and cognitive experiences for students.<sup>33,34,35</sup> First 5 San Diego provides incentives to agency directors and teachers to advance their level of education. This year, 37 administrators and teachers earned a college degree (Figure 3.3). Overall, more than half of QPI lead teachers have a bachelor’s degree or higher.

### Number of Children who Received High-Quality Early Education

Quality Preschool Initiative	13,687
Mi Escuelita	120
KinderStart	73
<b>Total</b>	<b>13,880</b>

Figure 3.1

### Percentage of QPI Classrooms at each Quality Rating Level\*

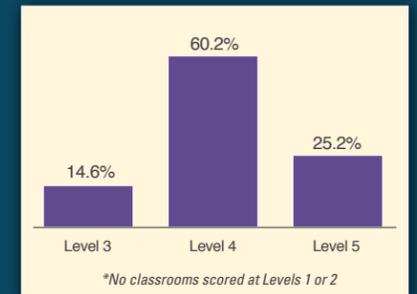


Figure 3.2

### Number of Degrees Earned by QPI Administrators and Teachers

Associates	18
Bachelors	16
Masters	3
<b>Total</b>	<b>37</b>

Figure 3.3

# Ensuring Children Attend High-Quality Preschool

## Percentage of QPI Children who Made Developmental Gains

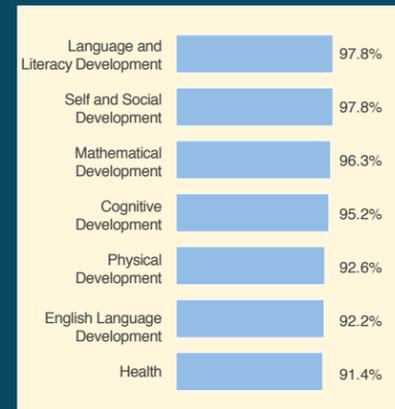


Figure 3.4



## Is High-Quality Preschool Helping Children?

As a group, children attending high-quality preschool programs funded by First 5 San Diego made significant gains in every developmental domain assessed (Figure 3.4). Children who participated in QPI as three-year-olds demonstrated higher domain scores than their counterparts that did not attend QPI the previous year. Additionally, by the end of the year, over 93% of children with room for improvement made gains in at least five developmental domains. The number of assessed developmental domains range from six to seven depending on the primary language of the child.

## Is High-Quality Preschool Helping to Support Children with Special Needs?

Children with special needs are in a better position to succeed when their needs are identified and supported before entering kindergarten. QPI places a specific focus on special needs identification through systematic screenings and teacher-based observations. This year, nearly 10,000 children were screened and 140 children with learning difficulties had an Individualized Education Program (IEP) in place by the end of the year. The IEP designation is valuable for families because it provides access to no-cost services and supports for children throughout their K-12 education.



# Prepared Early Childhood Education Providers



## What does First 5 San Diego do?

First 5 San Diego funds multiple professional development opportunities for QPI preschool teachers and administrators. Over 1,100 teachers participated in professional development activities focused on teacher/child interactions, systematic coaching utilizing classroom observation and customized professional development plans. Additionally, through HDS, classes and consultations were provided to nearly 1,300 ECE staff this year to improve their ability to address behavior issues in the classroom (Figure 3.5).

## Number of Early Childhood Education Teachers who Received Professional Development

Quality Preschool Initiative	1,109
Healthy Development Services	1,294
<b>Total</b>	<b>2,403</b>

Figure 3.5

## What is the Impact of Professional Development?

First 5 San Diego's investment in the professional development of ECE staff has enhanced effectiveness of QPI teachers. The Classroom Assessment Scoring System (CLASS) is a quality assessment tool administered by a trained, independent observer who rates teacher/child interactions across three domains: emotional support (e.g., teacher sensitivity), classroom organization (e.g., behavior management) and instructional support (e.g., modeling appropriate language for students). This year, average QPI CLASS scores ranged from 3.5 to 6.1 out of 7, across the three domains, indicating a high level of classroom quality and effective instruction (Figure 3.6).

## Why is Professional Development Important?

Professional development opportunities for preschool teachers, whether in the form of one-on-one mentoring, peer-based coaching or large session workshops, are important to the development and maintenance of the skills and knowledge needed to offer high-quality instruction.<sup>36</sup> Multiple studies demonstrate the link between the professional development and training of ECE providers and greater language and literacy gains of the children in the classroom.<sup>34,37,38,39,40</sup> In addition, professional development helps ensure that teachers have the knowledge and skills to detect and respond to problems as early as possible which is especially important given that early intervention to address children's developmental and behavioral concerns can improve success in school.<sup>23,41</sup>

## Average QPI CLASS Scores



Figure 3.6



# Family Stories

## The Positive Impact of First 5 Services

"I love how enthusiastic my daughter is towards school and am very thankful for all the progress she has shown. I also enjoy the fact that her classroom is bilingual and they celebrate multiculturalism."

- David



### Education for the Entire Family

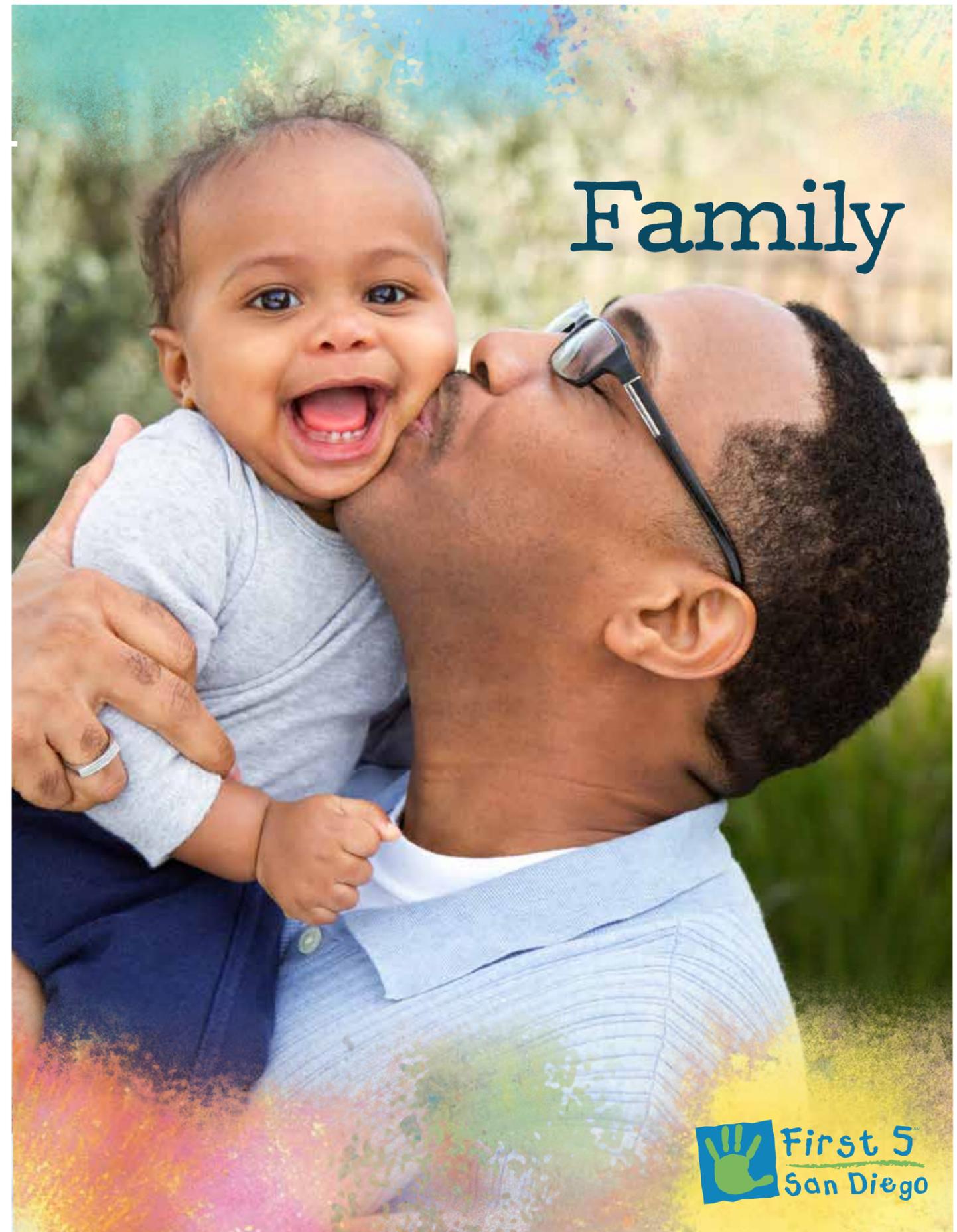
Helena\* was experiencing some difficulties with her four-year-old daughter Ana's\* behavior. Helena enrolled Ana in QPI preschool and excitedly talks about its impact on her family. She states, "The staff highlighted her talents and praised her for the positive things she did. They offered me books to read to her about how a 'good friend' treats people and laid out a strategy plan on how we could work together to correct bad behavior." Helena's relationship with her daughter has grown stronger as a result of their participation in QPI. Helena continues, "[her teacher] has helped me support my daughter. I am eternally grateful for the support that was shown to me as a parent." Not only did Helena learn how to support her daughter, she has also been able to achieve her own education goals. She shares, "Being a single mother, this program has really made it possible for me to chase my dreams and build a better life for me and my child. I am very close to completing my bachelor's degree and will go on to complete my masters. Without the help I get from QPI that would not be possible."

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

### Perspective of a Provider

I find that the most important skill for young children to have when starting kindergarten is the ability to play appropriately with the toys, learning tools, and equipment provided at school. They must also be able to use appropriate social language during play. First 5 San Diego's KinderStart program provided a curriculum and environment that allowed us to introduce new playground toys as well as manipulatives in the classroom to facilitate social and play skills. I observed the children learning to take turns during board games played in class with teacher support. They learned to wait in line patiently for bicycles and swings. The children learned to jump rope and sing songs while jumping, crawl through tunnels and walk on balance beams. Many of these activities were not a part of our daily routine due to lack of equipment and materials. Parenting classes were also a great benefit to our community. We had 25-35 parents attend weekly classes that correlated with the theme of the week (e.g., health and nutrition, safety, etc.). I heard many parents state their happiness with the program and reflect on their children's social and academic improvements. Parents shared that their children were excited to come to school. KinderStart provided us with a meaningful program that has benefited our community tremendously.

-Charito Shook, KinderStart Program Coordinator, Laurel Elementary School



# Family

“Our case manager stayed with us until we were connected to the services we needed. It was a seamless process and made us feel supported.”

- Caitlin and Jimmy



**Funding: \$7,333,154**

### Numbers served

- 15,065 children
- 15,789 parents

### Highlights

- 96% of QPI parents tell stories or sing songs to their child
- 76% of QPI parents know more about age appropriate child development
- 68% of QPI parents regularly read to their child

## Why is Family Important?

Children thrive when they are cared for by responsive and nurturing caregivers who give them affection, attention, stimulation, good nutrition, proper health care, and protection. Research shows that “parents’ positive involvement in the early childhood stage can help in their child’s cognitive development as well as school readiness and achievement.”<sup>42</sup> It is recommended that parents and other caregivers consistently talk, read and sing to infants and young children to support development of social and language skills and learning capacities.<sup>43</sup>

## What does First 5 San Diego do?

First 5 San Diego supports families by providing parents and caregivers with care coordination and parent education services, as well as parenting resources needed to promote children’s optimal development and school readiness.<sup>44</sup>

## What does First 5 San Diego Fund?

First 5 San Diego supports families through the following programs: Black Infant Health (BIH), California School Aged Families Education (Cal-SAFE), Developmental Screening and Enhancement Program (DSEP), First 5 First Steps (F5FS), Healthy Development Services (HDS), KidSTART, Maternity Shelter Program (MSP), Mi Escuelita Therapeutic Preschool, Oral Health Initiative (OHI), Quality Preschool Initiative (QPI) and the San Diego Adolescent Pregnancy and Parenting Program (SANDAPP). In addition, general parenting information and resources are provided to the community through the Kit for New Parents and the First 5 San Diego Newsletter.

# Parent Education, Support and Empowerment



- Engaging parents as active participants in their child’s treatment;
- Supporting parents in advocating for their child’s needs; and
- Informing parents how to access available tools and community resources.

## Who did First 5 San Diego Serve through Care Coordination?

Many children in programs such as DSEP, HDS, KidSTART and OHI have multiple service providers working with their families to best meet the child’s needs. Care Coordinators are staff devoted to coordinating services for children and supporting families as they navigate the complex system of providers. Care Coordinators help families obtain referrals to needed services and overcome barriers (e.g., arranging transportation) to attend appointments. They also monitor a family’s progress by creating detailed treatment plans.

Care coordination services are particularly important when serving children in the child welfare system. These children often have developmental delays and challenging behaviors due to exposure to traumatic events. First 5 San Diego’s DSEP and KidSTART programs provide intensive family support, coaching and case management for families of children with complex physical, behavioral and developmental needs, many of whom are involved in the child welfare system.

This year, a total of 23,162 individuals received care coordination services through First 5 San Diego programs (Figure 4.1), including:

- 1,311 children and 1,333 parents in DSEP and KidSTART;
- 6,820 children and 6,343 parents in HDS; and
- 5,322 children and 2,033 pregnant women in OHI.

### Received First 5 San Diego Care Coordination Services

Children	13,453
Parents or Caregivers	9,709
<b>Total</b>	<b>23,162</b>

Figure 4.1

### Highlights

- 5,269 parents received parent education services
- 57,275 parents received educational materials and information on parenting skills

## Why are Services to Families Important?

Educating parents is a key strategy in promoting children’s overall well-being.<sup>45</sup> 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.<sup>46</sup>

## What Services does First 5 San Diego Offer for Families?

Services that improve parents’ and caregivers’ overall skills and confidence are woven throughout numerous First 5 San Diego initiatives.

The care coordination in initiatives such as DSEP, HDS, KidSTART and OHI, and parent education services and resources offered by HDS, OHI and QPI incorporate parent education by:

- Encouraging and supporting parents’ involvement in their child’s development;



# Parent Education, Support and Empowerment

“Thank you for connecting me to so many great community resources. I’ve been able to make appointments and get so much help!”

— Savannah



## Percentage of Parents with Improved Knowledge of How to Support their Child (DSEP, HDS and KidSTART)

Know how to advocate for my child	93.9%
Understand my child’s needs	92.5%
Help my child learn and develop	91.0%
Know where to turn for resources	87.7%

Figure 4.2

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

Help my child learn words/numbers	98.7%
Play active games/exercise together	97.5%
Do arts and crafts	96.5%
Tell stories or sing songs to my child	96.1%

Figure 4.3

## 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 general parent education available to the broader community.

- 75.8% of parents who participated in QPI parenting programs reported an increase in their knowledge of age appropriate child development.
- 67.7% of parents who participated in QPI parenting classes reported reading to their child three or more days per week.

## What was the Impact of Targeted Parent Education?

This year, 5,269 parents received parent education services through First 5 San Diego initiatives. These services were typically in the form of classes and trainings in which parents learned how to support their child’s health, the importance of play, the impact of relationships, healthy social-emotional development and how to access important community resources.

The following percentages highlight the positive results of First 5 San Diego’s parent education programs:

- 93.9% of parents who participated in DSEP, HDS and KidSTART parenting classes reported knowing how to advocate for their child (Figure 4.2).

## What was the Impact of General Parent Education?

In addition to the parent education services offered through First 5 San Diego initiatives, First 5 San Diego also funds the customization and distribution of the Kit for New Parents (Kit). The Kit is a free parenting resource available to all new and expectant parents. It includes advice and useful tips to best prepare parents for the joys and challenges of parenting. The Kit is available countywide in six languages (English, Spanish, Mandarin, Vietnamese, Cantonese and Korean). Nearly 38,000 Kits for New Parents were distributed to parents in San Diego County.



# First 5 First Steps (F5FS)

## What is First 5 First Steps?

F5FS is a new targeted home visiting initiative launched in FY 2013-14. F5FS promotes positive parenting, enhances child health and development, and prevents child abuse and neglect by using a nationally recognized and evidence-based service delivery model, Healthy Families America.<sup>47</sup> Evidence-based home visitation programs are documented to promote positive outcomes for high risk populations including low-income families, immigrant families and families lacking social support.<sup>48,49,50</sup>



F5FS contributes to fulfilling the Commission’s vision of a county in which all children are healthy, are loved and nurtured, and enter school as active learners by focusing on families who face hardships and stressors that place children at increased risk for poor health and developmental outcomes.

## What does First 5 First Steps do?

F5FS provides intensive prevention and early intervention home visitation services for families who are not eligible to be served by other home visiting programs in the county. Home visitors begin working with families prenatally and provide on-going home visits until the child is three years old.

Services provided by F5FS include:

- Educating and supporting parents by enhancing knowledge about their child’s growth and development;
- Nurturing the development of healthy relationships between parent and child;
- Supporting positive parenting practices such as reading to their child, reducing screen time, advocating for their child and ensuring the child is living in a healthy and safe environment;
- Providing community referrals for parents and their children, including connections to medical and social service providers;

- Offering developmental screening and monitoring for children; and
- Providing screening and monitoring for prenatal and postpartum depression.

## Who did First 5 First Steps Serve?

F5FS provided home visiting services to 334 primary caregivers identified as at-risk for poor child development outcomes. Services are specifically targeted to pregnant and parenting teens, military, immigrant, refugee, and low-income families. In total, 201 children benefited from these home visits (Figure 4.4).

## Positive Parenting Behaviors

The goal of F5FS is to teach positive parenting behaviors, including how to advocate for a child, provide a safe and nurturing home environment, and demonstrate positive parent-child interactions. Home visitors play an important role in making sure families have the tools to implement these positive parenting practices through support and training given during regular home visits.

At 30 days after enrollment in F5FS:

- 98.1% of children and 97.0% of mothers were linked to a medical home.
- 84.0% of mothers were breastfeeding.
- 95.7% of children were up-to-date in their immunizations.



## Number of Caregivers and Children Receiving Home Visitation Services

Primary Caregivers	334
Children	201
<b>Total</b>	<b>535</b>

Figure 4.4



# Family Stories

## The Positive Impact of First 5 Services

“My Family Support Worker is the only person in my life that tells me what I am doing right. Everyone else just tells me what I am doing wrong. I am thankful for that.”

-Jessica



### Strengthening Parent-Child Bonds

The Mata\* family recently moved to the United States after fleeing Iraq, where Dad, Lars\*, had been a victim of war violence. The family, including the parents and two children under five years of age, sought asylum in the United States. Mom, Fanny\*, was six months pregnant at the time of arrival and was referred to F5FS for home visiting services. As part of the F5FS program, the Family Support Worker (FSW) helped the Mata family connect to needed resources by referring them to different organizations including Birthline for baby supplies, Home Start to obtain Medi-Cal and the Women Infants and Children (WIC) program.

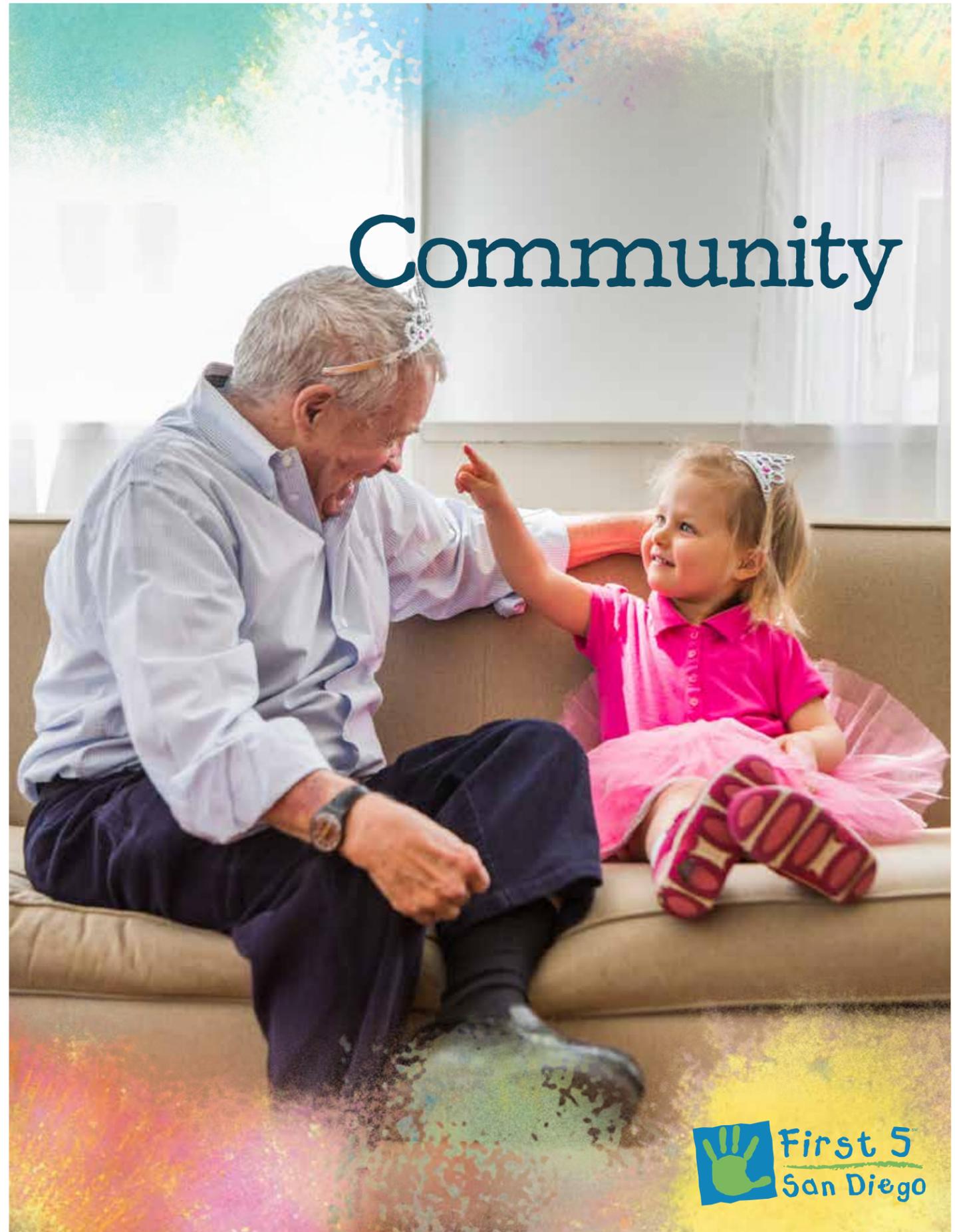
The FSW helped strengthen Lars' engagement in the birth of their third child. Before moving to the United States,

Lars was not involved in the parenting of the family's two older children and had not been a part of their birth experiences. During prenatal visits conducted by the FSW, Lars started participating in the home visits and helped Fanny develop a birth plan. When their daughter, Ona\*, was finally born, Lars was present at the birth and even cut the umbilical cord. In subsequent post-partum visits, Lars became increasingly comfortable and was involved in all of the parent-child activities. Lars and Fanny agreed that this home visiting experience changed the entire family's dynamics. Today Lars is fully engaged with his children and is an active participant in their development.

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



# Community



# Community

"I am very grateful that First 5 San Diego services help people like me when we don't know where else to turn."

- Rita



**Funding: \$7,378,197**

### Numbers served

- 82,621 children and parents

### Highlights

- Promoted speaking 30,000 words a day to young children through the "Good Start" campaign which achieved over 70 million gross impressions
- Distributed more than 100,000 healthy eating information fliers through the *Live Well San Diego* partnership with Vons to help keep children healthy and instill life-long healthy habits

## Why is Community Important?

The communities where young children and their families live play a vital role in shaping their well-being. Community characteristics, such as air quality, food options, and places to play and exercise, influence children's health and parents' ability to establish healthy habits for their families.

## What does First 5 San Diego do?

First 5 San Diego invests in countywide services to promote an efficient, customer-focused network that prioritizes continuity of care and service quality. By building community and organizational capacities, First 5 San Diego integrates

its efforts with *Live Well San Diego*, the County of San Diego's 10-year plan to achieve its vision of healthy, safe and thriving communities.

## What does First 5 San Diego Fund?

First 5 San Diego is committed to supporting a healthy and 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, the Childhood Obesity Initiative and Capital Projects, First 5 San Diego strengthens the community's capacity to support the healthy development of children ages zero through five.



# Building a Healthy and Thriving Community



county residents, connects organizations of every kind for a shared purpose. It cultivates partnerships that are key to ensuring that San Diego's youngest residents are healthier, live safer and thrive. As a recognized partner of *Live Well San Diego*, Vons distributed healthy eating fliers and displayed the First 5 San Diego seal of approval in all 58 of its San Diego County stores to help guide parents in making great food choices for their children and families. The initiative reminded families that eating more fruits and vegetables is an important step in keeping children healthy and instilling life-long healthy habits.

Together, First 5 San Diego and Vons have distributed more than 100,000 healthy eating information fliers throughout the county to educate and inspire residents to take action.

## How is First 5 San Diego Supporting Community Awareness?

First 5 San Diego promotes awareness of the importance of the first five years of life through media campaigns and strategic initiatives. During FY 2013-14, First 5 San Diego conducted the "Good Start" campaign, which educated parents about the need to actively speak to their child, recommending 30,000 words each day. Messages included "Talk, read and sing to your child every day" and "30,000 words a day - 29,899 after pat-a-cake." Public service announcements (PSAs) ran on television and radio, in addition to outdoor billboards, bus shelters and a newly wrapped transit bus.

In March 2014, First 5 San Diego and Vons grocery stores announced that Vons would be joining the County of San Diego's *Live Well San Diego* initiative as a recognized partner. *Live Well San Diego*, a long-term initiative to improve the health, safety and quality of life of all

## How is First 5 San Diego Connecting Families to Services?

Children and parents who receive services through one of First 5 San Diego's programs often receive referrals to other First 5 San Diego providers or to other community agencies to help ensure that all of their family's needs are addressed. In FY 2013-14, providers made 14,517 of these health and social service referrals.

First 5 San Diego supports referrals for the broader San Diego community through 2-1-1 San Diego and the First 5 San Diego Warm Line (1-888-5 FIRST 5). By dialing either of these numbers, any family in San Diego County can be connected to health and social services near them. During FY 2013-14, 2-1-1 San Diego made 68,104 referrals for families with children ages zero through five.



**LIVE WELL  
SAN DIEGO**

# Building a Healthy and Thriving Community

## Co-Sponsored Community Events

Two of the many events sponsored by First 5 San Diego this year included:

### Holiday Food Drive 2013

First 5 San Diego partnered with The Jacobs & Cushman San Diego Food Bank's countywide Holiday Food Drive. More than 600 organizations hosted food drives for the Food Bank and collected 640,000 pounds of food and more than \$300,000 in online donations.

### Summer Movies in the Park

First 5 San Diego proudly sponsored the County of San Diego Department of Parks and Recreation's free family movie events throughout San Diego County. More than 60 events reached nearly 20,000 residents over 12 weeks. First 5 San Diego PSA's were played before every movie showing.



## How is First 5 San Diego Improving Communities?

First 5 San Diego is committed to building communities' capacity to foster healthy social relationships and to promote health and learning in the first five years of life. Several First 5 San Diego initiatives focus on system-level changes crucial to supporting early childhood development in San Diego County.

First 5 San Diego projects like Healthy Development Services (HDS), the Quality Preschool Initiative (QPI) and the Oral Health Initiative (OHI) – play an important role in creating and improving countywide and regional systems that provide services for young children and their families. These projects have transformed the scope, availability, and quality of early childhood mental health, education and oral health services for

young children in San Diego County. The work of HDS, QPI and OHI has created more comprehensive and coordinated service networks, made it easier for families to access services, streamlined processes and reduced duplication of services, improved the training and skills of staff, and leveraged resources to improve sustainability of these programs.

Another lasting impact of First 5 San Diego funds are 47 structural improvements from capital projects. These projects build critical infrastructure that offer long-term benefits to children and families. In FY 2013-14, one capital project remained active: the Murphy Canyon Child Development Center, which will serve military families. The center is projected to be completed in FY 2014-15.

## Family Stories The Positive Impact of First 5 Services



"First 5 San Diego is a wonderful program for the community. I am glad I was able to participate."

- Ernesto

## Building Healthy Communities to Raise Healthy Kids

VIP Village Preschool, a QPI site located in the South Bay, is a prime example of how First 5 San Diego is building healthier communities to raise healthy kids. In May 2014, VIP Village Preschool became a *Live Well San Diego* partner by adopting a dedicated *Live Well San Diego* program promoting healthy lifestyle behaviors for young children and their families to address the issue of childhood obesity.

The emphasis on children's exercise and nutrition at VIP Village Preschool reflects First 5 San Diego's ongoing efforts to align health and education for children age zero through five and their families. Teachers work with a local fitness

specialist to learn exercise techniques and healthy eating options to integrate into their daily routines with children. The preschool is also serving children more whole grains and fresh produce, and reducing foods high in sugar and processed flour. Families receive a monthly newsletter highlighting nutrition and fitness ideas to try at home. These newsletters are another way that VIP Village Preschool is promoting health education for the network of adults that surround children and supporting positive choices that contribute to improved health.



# Financial Information: Investments and Leveraged Resources

## First 5 San Diego Community Investments

During FY 2013-14, First 5 San Diego invested a total of \$57,085,235 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 (Figure 5.1). Investments included countywide initiatives, capital projects that support the physical infrastructure of programs that serve children zero through five, 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 \$12,237,142 in cash and in-kind support. Many of the leveraged funding streams (Figure 5.2) have match requirements that were only accessible due to the availability of First 5 San Diego dollars.

These leveraged funds and resources are critical to building capacity within and across programs and agencies in San Diego County. First 5 San Diego dollars are expected to decrease over time, but it is hoped that 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, 2014)

### Revenues:

Prop 10 Tobacco Tax	\$13,579,043
Prop 10 Quality Preschool Initiative	15,962,144
Prop 10 Child Signature Program	3,354,625
Federal Medi-Cal Administrative Activities	93,553
Race to the Top	1,657,897
Interest Revenue	658,242
Net Decrease in Fair Market Value	(74,500)
<b>Total Revenues</b>	<b>35,231,004</b>

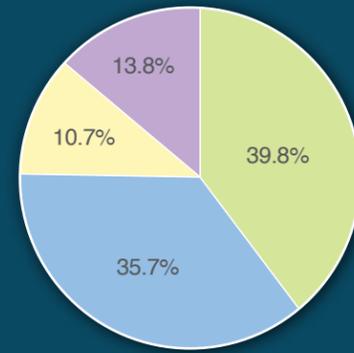
### Expenditures:

Salaries and Benefits	2,735,486
Services and Supplies	628,161
Evaluation	1,283,035
Contributions to Community Projects	57,085,235
<b>Total Expenditures</b>	<b>61,731,917</b>

Net change in fund balance	(26,500,913)
Fund balance, beginning of fiscal year	127,489,286
<b>Fund balance, end of fiscal year**</b>	<b>\$100,988,373</b>

\*\* Fund Balance includes the Commission's Operating and Sustainability funds.

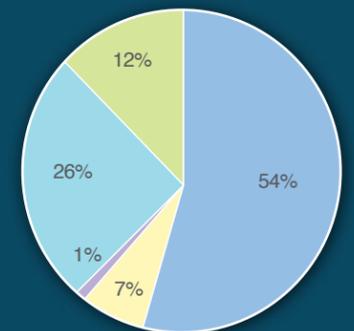
**First 5 San Diego Investments by Program Area**



- Health
- Learning
- Family
- Community

**Figure 5.1**

**Leveraged Funding\***



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

**Figure 5.2**

\*In-kind support is not included in this chart.

# The Road Ahead



# The Road Ahead for First 5 San Diego

First 5 San Diego has adopted a new Strategic Plan to guide its efforts over the next five years.

One of the major accomplishments of FY 2013-14 was the development and adoption of the First 5 San Diego Strategic Plan 2015-2020.<sup>51</sup> In the years to come, First 5 San Diego will use the strategies and objectives outlined in the new Strategic Plan 2015-2020 to guide its decisions around direct service delivery, leveraging investments and strengthening essential family relationships. Over the next five years, as revenues decline significantly, First 5 San Diego will narrow its focus, pursuing the following six objectives:

## Decrease the percentage of pregnant women and children ages zero through five with untreated dental disease.

Dental disease is the most common infectious disease among children in the United States and one of the most frequent health issues for pregnant women. First 5 San Diego will continue to provide comprehensive dental services for children and pregnant women including dental screening, treatment, care coordination and primary caregiver education focused on risk mitigation and prevention.

## Decrease the percentage of children entering kindergarten with undetected and/or untreated developmental, social-emotional or behavioral delays or problems.

It is critical to identify delays in cognitive, social-emotional or behavioral development as early as possible, so that children and their caregivers can begin receiving the support they need to

foster healthy development and address family stress issues. First 5 San Diego will continue to be an innovator in the field of early childhood mental health, supporting and investing in regional networks that provide checkups and services for development, speech and language, and behavioral issues.

## Increase the percentage of children ages three through five enrolled in quality early childhood education programs in selected communities.

An essential strategy for First 5 San Diego in its vision to ensure that all children ages zero through five are healthy, are loved and nurtured, and enter school as active learners is to enhance the quality of preschool classrooms in targeted areas. These enhancements occur through increased parent involvement, intensive staff coaching, and screening and supporting children with special needs.

## Increase the use of positive parenting practices to promote the healthy development of children ages zero through five.

First 5 San Diego champions the role of parents as each child's first and best teachers and will continue to provide services for pregnant women and children that support healthy infant/toddler development. Targeted home visitation for specific at-risk populations is an integral component of these services.

## Increase parents' and caregivers' access to needed services for their children.

Core functions of First 5 San Diego which contribute to the availability of services for parents, caregivers and children ages zero through five include directly funding services and activities, advocating for policy change at the local and state levels, acting as a catalyst and leader in the field, and building community and organizational capacity.

## Increase the community's capacity to identify, treat and support the needs of young children and pregnant women.

First 5 San Diego emphasizes public education about the importance of the first five years of life, and offers information and resources to connect families to critical health and support services. Making information easily available and accessible also contributes to broader community efforts to strengthen families and reduce the need for direct services.

The objectives and strategies in the new Strategic Plan helps prioritize, leverage and sustain key activities in the face of declining revenues. The Strategic Plan 2015-2020 deepens First 5 San Diego's commitment to maximizing collective impact and enhancing sustainability through direct service delivery, education and training. Approaching changing financial contexts with clear objectives, strategic goals and a unified vision will strengthen First 5 San Diego's long-term impact and ensure the best possible developmental and social-emotional services, learning environments, and service provision for children ages zero through five and their families, now and into the future.

# Thank You to Our Funded Partners

Alpha Kappa Alpha Head Start  
Amaral Family Child Care  
American Academy of Pediatrics, California Chapter 3  
Borrego Springs Unified School District  
Brisa's Child Care  
Cachito's Day Care  
California Dental Association Foundation  
Casa de Amparo  
Chaldean Middle Eastern Social Services  
Child Development Associates  
Children's Paradise, Inc.  
Children's Physician Medical Group  
Chula Vista Elementary School District  
Community Action Partnership of San Luis Obispo County, Inc.  
Community Clinics Health Network  
Community Health Improvement Partners  
Community Health Systems, Inc.  
Educational Enrichment Systems  
Episcopal Community Services  
Escondido Community Child Development Center  
Escondido Union School District  
Family Health Centers of San Diego  
Fuentes Day Care  
Glady's Family Child Care  
Grossmont College Child Development Center  
Grossmont Union High School District  
Health and Human Services Agency

- Aging and Independence Services
- Behavioral Health Services
- Child Welfare Services
- 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)  
International Rescue Committee  
Janis Family Child Care  
King Chavez Academy of Excellence, Inc.  
La Maestra Family Clinic  
Lemon Grove School District  
MAAC Project Head Start  
Maricela's Day Care

Mata Family Day Care  
Motiva Associates  
Mountain Empire Unified School District  
Mountain Health & Community Services  
National School District  
Neighborhood Healthcare  
Neighborhood House Association  
Newton Center for Affect Regulation  
North County Community Services  
North County Health Services  
North County Serenity House, Inc.  
Oceanside Unified School District  
Olivenhain Municipal Water District  
Operation Samahan  
Palomar Health Development Inc.  
Quality Children's Services  
Rady Children's Hospital – San Diego  
Regents of the University of California  
San Diego American Indian Health Center  
San Diego County Library  
San Diego County Office of Education  
San Diego County Parks and Recreation  
San Diego Family Care  
San Diego State University Research Foundation  
San Diego Unified School District  
San Marcos Unified School District  
San Ysidro Health Center  
San Ysidro School District  
SAY San Diego, Inc.  
Scripps Mercy Hospital Chula Vista  
Sharp Healthcare Foundation  
Silvia's Day Care  
South Bay Community Services  
South Bay Union School District  
Southern California Tribal Chairman's Association  
St. Vincent de Paul Village, Inc.  
Sweetwater Authority  
The Children's Initiative  
UCSD School of Medicine  
US Department of the Navy  
Valley Center-Pauma Unified School District  
Vista Community Clinic  
Vista Unified School District  
YMCA Child Care Resource Services  
YMCA of San Diego County Early Enrichment Center

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