

**FIRST 5 COMMISSION OF SAN DIEGO**  
**1495 Pacific Highway, Suite 201 MS A-211**  
**San Diego, CA 92101-2417**  
**(619) 230-6460**

**Commissioners Present:**

Pam Slater-Price, Chairwoman  
Carol Skiljan, Vice-Chair  
Sandra McBrayer, Secretary  
Nick Macchione  
Dr. Wilma Wooten

**Staff Present:**

Barbara Jiménez, Executive Director  
Lynn Eldred, Program & Evaluation Manager  
Grace Young, Contracts and School Readiness Program Manager  
Martin Cherry, Operations Manager  
David Smith, Sr. Deputy County Counsel  
Nadia Moshirian, Policy Advisor

**Minutes for November 7, 2011**

**Call to Order and Introductions**

Chairwoman Slater-Price called the meeting of the First 5 Commission of San Diego to order at 2:02 p.m.

**Approval of the Commission Meeting Minutes - October 10, 2011**

**ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, the Commission approved the minutes of October 10, 2011.**

**AYES: Slater-Price, Macchione, McBrayer, Wooten, Skiljan**  
**ABSENT: None**  
**ABSTAIN: None**  
**NOES: None**

**Opportunity for Public Comments**

January Arena and Dalia Molina thanked the Commission for funding the Developmental Screening and Enhancement Program.

Pradeep Gidwani from the American Academy of Pediatrics thanked the Commission for funding the Healthy Development Services program.

Commissioner McBrayer acknowledged Mr. Gidwani for his leadership and thanked him for serving on a variety of committees and focus groups that support children.

**Commissioner Recusal Reminder**

Chairwoman Slater-Price reminded the Commissioners to recuse themselves from voting on any agenda item that has a real or perceived conflict of interest.

Commissioner Macchione recused himself from items 1 and 2

Commissioner Wooten recused herself from items 1 and 2

**Consent Calendar**

**ON MOTION OF Commissioner McBrayer, seconded by Commissioner Macchione, the Commission approved formation of the consent calendar with item #3 approved on consent.**

**AYES: Slater-Price, Macchione, McBrayer, Wooten, Skiljan**  
**ABSENT: None**  
**ABSTAIN: None**  
**NOES: None**

**1. Contract Extension: HHS Public Health Services Childhood Obesity Initiative**

Executive Director Jiménez reported that the First 5 Commission of San Diego has supported the Childhood Obesity Initiative since November of 2005 through a Memorandum of Understanding (MOU) with the Health and Human Services Agency, Department of Public Health. The current agreement is scheduled to end June 30, 2012. Public Health Services is committed to continuing this initiative; they will be issuing a Request for Information (RFI). The Commission's extension of this MOU will support the Childhood Obesity Initiative efforts, which tie directly to the County's vision for *Live Well, San Diego!*.

Commissioner McBrayer informed the Commission and the public that she is serving on the Obesity Leadership Committee. She noted that she has no fiscal or financial connections to that committee, and does not consider her involvement to be a conflict of interest.

**ON MOTION OF Commissioner McBrayer, Seconded by Commissioner Skiljan, the Commission:**

- 1) Found that the allocation is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the county and provides a public benefit.**
- 2) Designated \$130,000 per year for three fiscal years (FY 2012-13, FY 2013-14, and FY 2014-15) for a total of \$390,000 to fund the Childhood Obesity Contract.**
- 3) Authorized \$390,000 for this project from the \$5,451,602 currently being held in the Sustainability Fund for Targeted At-Risk Home Visiting or other high-priority projects.**
- 4) Authorized the Commission's Executive Director or her designee to negotiate and execute an amendment to the contract with HHS Public Health Services to add a project length budget of \$390,000 (\$130,000 per year for three years) and extend the contract for one additional year (July 1, 2012 - June 30, 2013) with two additional option years (FY 2013-14 and FY 2014-15).**

**AYES:** Slater-Price, McBrayer, Skiljan  
**ABSENT:** None  
**ABSTAIN:** Macchione, Wooten  
**NOES:** None

**2. Leveraging Opportunities for First 5 San Diego**

Executive Director Jiménez reported that at the October meeting, Commissioners discussed opportunities to link Health and Human Services Agency (HHS) programs with First 5 San Diego and the possibility of leveraging various components of First 5 San Diego's current and future programs.

In response to the Commissioner's request, the Commission received information regarding future leveraging opportunities with HHS to maximize limited resources.

The request before the Commission is to authorize the Executive Director to develop a plan or multiple plans to support joint leveraging with HHS. These multiple opportunities could be available to leverage First 5 California funds or Federal funds such as the upcoming Quality Preschool Initiative or the current HDS Initiative. Countywide efforts such as the CalFresh Nutrition Expansion Program could partner with First 5 San Diego to expand services.

Executive Director Jiménez reported that in September 2011, HHS received notice of a federal Community Transformation Grant (CTG) award, of over \$3 million for the prevention of chronic disease in San Diego. This grant award has the potential to bring in over \$15 million to the County over the next 5 years.

Tracy Delaney, Health Planning and Program Specialist with HHS Public Health Services, provided a brief overview of the Community Transformation Grant that was awarded to the County of San Diego.

Chairwoman Slater-Price and Commissioners McBrayer and Skiljan acknowledged the great work that the Commission has done in maximizing and leveraging resources and services.

**ON MOTION OF Commissioner McBrayer, Seconded by Commissioner Skiljan, the Commission:**

- 1) **Authorized the Executive Director, or her designee, to develop a plan that supports joint leveraging efforts with the Health and Human Services Agency (HHS) which includes, but is not limited to, leveraging Community Transformation Grant funds.**
- 2) **Directed the Executive Director to report back to the Commission before the end of this Fiscal Year with a draft plan that describes these proposed joint leveraging efforts.**

**AYES: Slater-Price, McBrayer, Skiljan**  
**ABSENT: None**  
**ABSTAIN: Macchione, Wooten**  
**NOES: None**

**3. Sunset Review of First 5 Commission Policies**

**ON MOTION OF Commissioner McBrayer, Seconded by Commissioner Macchione, during the formation of the consent calendar, the Commission:**

- 1) **Approved the revisions to policy F5C-004 Memberships in Professional Associations.**
- 2) **Approved the revisions to policy F5C-011 Investment Policy.**
- 3) **Set the new sunset date of November 2014 for both policies.**

**AYES: Slater-Price, Macchione, Wooten, McBrayer, Skiljan**  
**ABSENT: None**  
**ABSTAIN: None**  
**NOES: None**

**4. Presentation on the KidSTART Program**

Executive Director Jiménez informed the Commission that since September of 2007 the Commission has supported the vision of a comprehensive developmental system to identify, assess, and treat children with the most challenging conditions at the earliest age possible. Through the efforts of multiple stakeholders the KidSTART Initiative was launched in 2009.

Debra Zanders-Willis, Director of Child Welfare Services, thanked the Commission for funding KidSTART. She reported that they had the opportunity to partner with Children's Mental Health Services (CMHS), Child Welfare Services (CWS), and Rady Children's Hospital to provide a complex array of services to children who are poor, and most in need. She noted that they are one of a handful of jurisdictions across the entire country that has been able to have a center like this to benefit children and families.

Child Welfare Services Assistant Deputy Director Roseann Myers, and CMHS Supervising Psychiatrist Dr. Jeff Rowe gave a summary report of the first year of implementation for the KidSTART initiative.

Executive Director Jiménez acknowledged Alfredo Aguirre, Director of Mental Health Services, and Debra Zanders-Willis, Director of Child Welfare Services, for the wonderful partnership they created on this project.

The Commissioners acknowledged Roseann Myers and Alfredo Aguirre for working together on this project.

## 5. Finance Committee Report

Staff member Martin Cherry gave an update on the Commission's financial status as of September 30, 2011. He presented the Balance Sheet and the 1<sup>st</sup> Quarter Statement of Revenues and Expenditures which includes a Budget Projection for FY 2011-12.

## 6. Executive Director Monthly Report

Executive Director Jiménez reported the following:

First 5 San Diego coordinated a contractor satisfaction survey with the Agency Contract Support.

- Thirty-two (32) surveys were released and 50% responded.
- 100% responded with *strongly agree* or *agree* that First 5 staff is handling the organizations contracts in a professional, courteous manner.
- 100% responded that when contacting First 5 San Diego about their contract, calls or e-mails are return promptly.
- 87.5% responded that their contract is monitored fairly and accurately.

Although the contractors responded positively to the contractor survey, staff will continue working with the contractors to enhance their understanding about how the individual programs fit within the fiscal operations and programmatic future.

Commissioner Macchione commended First 5 staff for their stellar work in taking good care of our partners in the community that are carrying out the mission of First 5 San Diego.

### Race to the Top Early Learning

California Department of Education (CDE) has applied for Race to the Top Early Learning Challenge Grant federal funds. If California wins the funding grant, the Governor does not want to add adding any additional state money to support a new early learning project. The plan will rely on the individual County First 5 Commissions statewide, in particular, the current First 5 California Power of Preschool programs that are in place in 8 counties (of which First 5 San Diego is one) targeting low income communities. These counties will be part of a sixteen county regional consortium. Executive Director Jiménez noted that if California receives the \$100 million, CDE anticipates that the majority of the funds will be used to implement an integrated system of high quality Early Childhood Education programs and that the funding will go to the State Department of Education and then to the participating First 5 commissions.

### Text4Baby

Text4Baby San Diego was recognized by the White House for its evaluation goals. Text4Baby San Diego was the first to conduct this evaluation. The study was conducted by the National Latino Resource Center and the California State University San Marcos and University of California at San Diego with support from the Alliance Health Care foundation. The study focused on users in San Diego County which included an in-depth review of 38 women and a phone survey of 122 users. Overall, women reported that they liked the messages and found them to be helpful, useful, and thorough. In addition, staff is working as part of the coalition with Text4Baby to localize the messages which ties with the *Live Well, San Diego!* strategy.

### Home Visiting Referral Pathway

Executive Director Jiménez introduced Haley Ericson, a new graduate student worker, and reported that Ms. Ericson has been out getting to know our stakeholders and meeting with the Public Health Nurse Managers in the different regions of the county to research and review the different tools and system options for the Home Visiting Referral Pathway. Executive Director Jiménez noted that we have been receiving feedback from our Public Health Nurse Managers that they would like to see a County-wide referral collaborate that can be used on-line. They believe that this will be a modern option that will be more user-friendly and up-to-date with the information as it becomes available. Ms. Ericson's research will help establish what is needed before we invest in the Targeted At-Risk Home Visiting Initiative.

Positive Parenting Campaign

Chairwoman Slater-Price visited the North County Serenity House Child Development Center, which is one of the original First 5 San Diego Preschool for All sites, to kick-off November as Family Literacy Month and talk about the positive experience of book sharing and reading to children. She read the book "Potter the Otter", the story was read in English (and Spanish by Executive Director Jiménez).

Chairwoman Slater-Price also talked to the children about healthy eating, reading, going to the dentist, and drinking water. Potter the Otter books were provided on behalf of the Commission to all the children.

Executive Director Jiménez reported that the Commission contracted for billboards for the Positive Parenting campaign. The billboards are going to be located primarily in the East County.

The Commission is working with the County Libraries and sharing resources with them that are available through our Preschool for All, Healthy Development Services, and other partners. Commission staff is working with Aging and Independence Services to develop mentors for reading and parent engagement.

The Commission also discussed domestic violence intervention programs, such as Mi Escuelita, to help young preschoolers deal with the exposure to domestic violence; and if these programs are available in other areas besides the South Bay.

**7. Future Agenda Items**

- Presentation on the FY 2010 – 11 Evaluation Findings

**8. Adjournment to Close Session**

Chairwoman Slater-Price commented that she will attend the meeting on January 23, 2012 and noted that Bill Horn from the Board of Supervisors will be the new Chair of the Commission for the 2012 calendar year. She announced that she will no longer be at the County after January 6, 2013.

Commissioner Macchione thanked Chairwoman Slater-Price for her service, Chairmanship, and leadership.

Chairwoman Slater-Price adjourned the meeting to closed session at 3:24 p.m. She stated that the next Commission meeting is scheduled for January. 23, 2012.

Respectfully submitted for your review and approval:

\_\_\_\_\_  
Sandra McBrayer

\_\_\_\_\_  
Date