

**First 5 Commission of San Diego**  
November 7, 2011  
**Leveraging Opportunities for First 5 San Diego**

**Overview**

In response to the Commission's request on October 10, 2011, the Commission will receive information regarding future leveraging opportunities with the Health and Human Services Agency (HHS) to maximize resources. The request before the Commission is to authorize the Executive Director or her designee to develop a plan and/or multiple plans that supports joint leveraging efforts with HHS.

**Background**

At their regular meeting on October 10, 2011, the Commission noted opportunities to link HHS programs with First 5 San Diego and leverage various components with First 5's current and future programs.

QPI Activities. Also at the October meeting, the Commission approved the framework and release of a Quality Preschool Initiative (QPI) Request for Proposals (RFP). As part of the request for this approval, a listing of future program services, to be considered if additional funding becomes available, was provided. The request to the Commission described future participation in state and federal opportunities to pilot new Early Childhood Education (ECE) program components and/or leverage local program funding. Some QPI related services that could potentially link with the efforts of the *Live Well, San Diego!* include:

- Pilot a high quality *Infant/Toddler Program* in at least one of the QPI target communities using a standardized tool approved by First 5 to assess program quality; with the mandate to incorporate all components of the QPI program including: tracking child development outcomes, administering timely developmental screenings, making referrals to services when indicated, implementing parent/family involvement programs and ensuring professional development opportunities for staff.
  - Ensure collaboration with Infant/Toddler services and the possible future First 5 San Diego Home Visiting Initiative to ensure early intervention for young children.
- Explore the feasibility of conducting a study to measure the long-term impact of quality preschool on children (e.g. at grade 3).
- Explore additional efforts to support "Building Better Health" by promoting healthy lifestyle behaviors for young children and their families that reduce childhood obesity.
  - Evaluate evidence-based programs related to intergenerational service delivery such as the Intergenerational Center at Temple University's *Five and Fit: Obesity Prevention Program*. The program addresses the issue of early childhood obesity by educating the network of adults who surround a child (parents, caregivers, and teachers) in the importance of adopting healthy habits regarding nutrition, physical activity and other practices that contribute to improved health.

CalFresh Opportunities. An example of a larger County effort in which First 5 San Diego could partner with HHS and carry relevant healthy behavior messages, materials and resources to families with young children in current and future First 5 San Diego programs is the CalFresh Nutrition Expansion Project. It includes nutrition education for SNAP eligible individuals, "Rethink Your Drink" healthy beverage education efforts, nutrition education classes designed for the CalFresh eligible population, and local support of state-level outreach efforts focusing on nutrition and physical activity. These resources could be provided in coordination with First 5 San Diego programs, at specific sites and/or be expanded throughout First 5 programs to maximize these services and important information for families with young children.

Community Transformation Grant (CTG) Opportunities. In late September 2011, HHS was notified of a federal grant award of over \$3 million for prevention of chronic disease in San Diego. This grant award

has the potential to bring over \$15 million to the County over the next 5 years and is the second largest Community Transformation Grant awarded to a county government in the nation.

CTG is part of the U.S. Department of Health and Human Services (HHS) Community Transformation Grants to support public health efforts to reduce chronic diseases, promote healthier lifestyles, reduce health disparities, and decrease health care costs. For San Diego County, the CTG supports *Live Well, San Diego!* and will assist in addressing the three behaviors—lack of exercise, poor diet and tobacco use—which result in four top chronic diseases—diabetes, heart disease, stroke and cancer—which cause over 50 percent of the deaths in the region. County-funded projects will address tobacco free living, active living and healthy eating, increased use of clinical prevention services, social and emotional wellness, and healthy and safe physical environments.

The CTG is a very specific example that offers a multitude of opportunities for First 5 San Diego to work with HHSA Public Health Services to maximize resources, leverage dollars and provide comprehensive services to young children and families to ensure their long term health. The county funded projects resulting from the CTG (as noted above) clearly fit with the vision and mission of First 5 San Diego for young children and their families.

### **Link to the Strategic Plan**

The following objectives from the Commission's 2010-15 Strategic Plan could be directly addressed by exploring the linkages between First 5 San Diego programs and anticipated CTG projects:

- Key Objective 2: Decrease the percentage of women who smoke during pregnancy.
- Key Objective 6: Increase the use of positive parenting practices to promote the healthy social emotional development of children 0-5.
- Key Objective 7: Increase parents' and caregivers' access to needed services for their children.
- Key Objective 8: Increase the public's commitment to investing in services that support the healthy development of children 0-5.
- Key Objective 9: Increase the community's capacity to identify, treat and support the needs of young children and pregnant women.

### **Link to *Live Well, San Diego!***

This request fully supports *Live Well, San Diego!* in the specific pillar of Building Better Health. The Commission will explore how to tie current and future First 5 San Diego services into the key strategies of the CTG which include: tobacco free living, active living and healthy eating, increased use of clinical prevention services, social and emotional wellness, and healthy and safe physical environments.

### **Staff Recommendations**

- 1) Authorize the Executive Director, or her designee, to develop a plan that supports joint leveraging efforts with Health and Human Services Agency (HHSA) which includes, but is not limited to, leveraging Community Transformation Grant funds.
- 2) Direct 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.

### **Potential Fiscal Impact**

This is a leveraging opportunity. The full potential impact is not yet known. A plan that provides a specific analysis of joint leveraging opportunities and estimated costs will be provided prior to the end of the Fiscal Year.