

First 5 Commission of San Diego County

April 8, 2013

Emerging Critical Needs Funding Request

Request

The request before the Commission is to approve Emerging Critical Needs funding for four programs: (1) Best Start at Sharp, (2) Cal-SAFE, (3) Maternity Shelter Program and (4) Reducing Childhood Injury and Death. In addition, there is one recommendation for contract award for the KinderStart Program.

Background

Emerging Critical Needs Funding Summary. The Emerging Critical Needs Policy (F5C-022) was approved by the Commission on January 20, 2010, and revised on April 2, 2012. A specific line item for Emerging Critical Needs funding was approved in the FY 2012-13 budget on May 7, 2012. The intent of the Emerging Critical Needs policy is to fund *“projects that address the most critical gaps in the safety net for young children and families.”* This funding supports the Commission’s Strategic Plan to provide funding for a *“targeted response to critical needs emerging from state and local economic conditions.”* The policy allows emerging critical needs funding to an organization for up to three years per request. Additionally, First 5 San Diego seeks opportunities to support programs where our funding can be leveraged or matched, or where project services can be sustained to maximize our investment. (The policy is provided in Attachment 1.)

Source Selection Committee. The Emerging Critical Needs Funding applications for the Cal-SAFE, Best Start at Sharp, and Reducing Childhood Injury and Death programs were reviewed by a Source Selection Committee (SSC). The SSC members reviewed, discussed and evaluated each application in accordance with the criteria specified in Commission Policy F5C-022: Emerging Critical Needs. The SSC is recommending these programs for award. A previous SSC also recommended the Maternity Shelter Program, which was approved by the Commission for one-year of funding on October 8, 2012; Commission Executive staff is recommending extending funding for this program for an additional two years.

Recommended Program for Contract Award

KinderStart. The KinderStart Program was approved by the Commission on November 5, 2012 (Item 2). The approval was for two-years of Emerging Critical Needs funding at \$175,000 per year. Staff is requesting Commission approval of an award to the Oceanside Unified School District for this program.

KinderStart is a pilot program (to be implemented in July 2013) that will provide a high-quality, 5-week, early learning opportunity for children preparing to enter kindergarten that need additional support. The program will target children with no preschool experience and provide them with an introduction to kindergarten routines and activities such as circle time, outside play, large and small group instruction, learning centers, snack, and clean-up. This strategy has been shown to effectively impact children’s readiness indicated by pre and post research data in the areas of cognitive, social, emotional, and physical development.

Recommended Programs for Emerging Critical Needs Funding

1. **Best Start at Sharp (Sharp HealthCare Foundation on behalf of Sharp HealthCare)**

Program Description. Funding will be used to provide 20 hours of breastfeeding education to every nurse involved in prenatal care over a two-year period to increase exclusive breastfeeding rates in the Sharp Mary Birch, Sharp Grossmont, and Sharp Chula Vista hospitals. This effort will also support achievement of Baby Friendly certification at these sites.

Request and Justification. The request for funding is up to \$689,170 over two years. Within San Diego County, Sharp HealthCare has the highest number of deliveries constituting almost 40% of all births. Additionally, the Sharp hospitals serve a highly uninsured and underinsured population which limits the ability to identify discretionary funding to provide breastfeeding/lactation training to all

nurses which is a requirement for Baby Friendly certification at each hospital. This project will ultimately support improved health outcomes for mothers and their infants.

Leveraging Opportunities. Sharp will contribute \$400,475 over the two-year period as in-kind support through executive leadership at each of the three hospitals and any costs incurred to purchase formula and nipples as required by the Baby Friendly Hospital Initiative. Additionally, once the current nursing staff is trained, new nurses that join Sharp will be provided the same breastfeeding education as part of their orientation and clinical training; therefore the project will be self-sustaining.

Program Targets. Training will be provided to approximately 650 nurses over a two-year period.

Link to the First 5 San Diego Strategic Plan. The services support four Strategic Plan Objectives:

- Increase the number of households with children ages 0 through 5 that regularly engage in age-appropriate parent-child activities that promote early learning
- Increase the use of positive parenting practices to promote the healthy social emotional development of children 0 through 5
- Increase the public's commitment to investing in services that support the healthy development of children ages 0 through 5
- Increase the community's capacity to identify, treat, and support the needs of children and pregnant women.

Link to *Live Well, San Diego!* The Best Start at Sharp project is aligned with *Live Well, San Diego!* as it will support both healthful nutritional choices and social and emotional wellness strategies that improve the health and well-being of mothers who deliver their infant at Sharp hospitals.

2. Cal-SAFE Program (San Diego Unified School District)

Program Description. The California School Age Families Education (Cal-SAFE) program provides a variety of services that support pregnant/parenting teens and enable them to complete high school. These services include: academic support and mentoring; case management and counseling; career counseling and job training; health, nutrition, and prenatal education; meal supplements and prenatal vitamins; parenting and life skills education; and substance and violence prevention services. Children of Cal-SAFE participants receive high quality early childhood education; meals and nutrition support; and health and developmental screenings. First 5 San Diego currently provides funding to support Cal-SAFE programs in the Escondido, Grossmont, Oceanside, San Marcos and Vista School Districts.

Request and Justification. The request for funding is up to \$575,532 over three years for San Diego Unified School District (SDUSD). Beginning in 2009 State program budget reductions resulted in a 50% reduction of the FY 2008-09 budget. It is anticipated that in FY 2013-14, the Cal-SAFE budget will be cut again by more than two thirds. The First 5 San Diego funding will continue SDUSD Cal-SAFE services at the current level.

Program Targets. For FY 2013-14, 250 teen parents and 80 young children will be served in the San Diego Unified School District (SDUSD) Cal-SAFE Program.

Link to the First 5 San Diego Strategic Plan. The services support eight Strategic Plan Objectives:

- Decrease the percentage of pregnant women and children ages birth through 5 with untreated dental disease
- Decrease the percentage of women who smoke during pregnancy
- Increase the percentage of children ages 3 to 5 enrolled in quality early care and education (ECE) programs
- Decrease the percentage of children entering kindergarten with undetected and/or untreated developmental, social emotional or behavioral delays or problems
- Increase the number of households with children ages 0 through 5 that regularly engage in age-appropriate parent-child activities that promote early learning

- Increase the use of positive parenting practices to promote the healthy social emotional development of children ages 0 through 5
- Increase parents' and caregivers' access to needed services for their children
- Increase the public's commitment of investing in services that support the healthy development of children ages 0 through 5.

Link to *Live Well, San Diego!* The Cal-SAFE program's goal is to improve physical and mental health of pregnant/parenting teens and their children which aligns with *Live Well, San Diego!*

3. **Maternity Shelter Program (Home Start Inc.)**

Program Description. The Maternity Shelter Program (MSP) provides maternity shelter services and case management designed specifically for homeless or at-risk of homelessness, pregnant and parenting young women ages 18-24 and their dependent children.

Request and Justification. This request is for two years of additional funding totaling \$299,656 (\$149,828 per year) for Home Start. Only one year of funding was requested and approved by the Commission in October 2012. This request is within the timeframes allowable by the Emerging Critical Needs Policy (up to three years). The MSP was funded by United Way of San Diego County until July 2010 when economic and other pressures refocused United Way's efforts to other areas. During this time, MSP has managed to sustain the program by obtaining small grants and using discretionary funds secured through fund raising events. In 2012, Home Start received Housing and Urban Development (HUD) funding; however, the need is still critical and First 5 San Diego funding will continue to address this need for the full three-year period. The long term plan is to secure operational dollars through federal and state sources.

Leveraging Opportunities. The organization receives funding from various sources of leveraged and in-kind resources which includes internal fundraising efforts, leveraging existing resources (such as Health Care Access and Family Self-Sufficiency Services) and the purchase and acquisition of real estate properties (a 7-unit apartment complex and a 4-unit property) to increase permanent supportive housing for the Home Start Program's target population.

Project Targets. A total of 24 families and 21 children ages 0 through 5 will be served through this project annually.

Link to the Strategic Plan. The services support five Strategic Plan Objectives:

- Increase the use of positive parenting practices to promote the healthy social emotional development of children 0-5
- Increase the number of households with children ages 0-5 that regularly engage in age-appropriate parent-child activities that promote early learning
- Decrease the percentage of children entering kindergarten with undetected and/or untreated developmental, social emotional or behavioral delays or problems
- Increase the community's capacity to identify, treat and support the needs of young children and pregnant women
- Increase the public's commitment to investing in services that support the healthy development of children ages 0 through 5.

Link to *Live Well, San Diego!* The program addresses the overall health of the individual participant with access to medical and mental health services, provides "high intense" case management which offers support for positive healthy choices, and offers parenting education and support to prevent child abuse and neglect.

4. **Reducing Childhood Injury and Death (The Children's Initiative)**

Program Description. Funding will be used to provide education to parents, caregivers, and Early Care and Education (ECE) staff about childhood injury prevention strategies to improve childhood safety for children ages birth through 5.

Request and Justification. The request for funding is up to \$653,280 over three years. San Diego data for the past five years points to an average of approximately 18,500 emergency room visits, 500

hospitalizations, and 13 deaths per year as a result of unintentional injuries, which is the leading cause of death for children ages 1 through 5.

Program Targets. 1,500 families will be served and the program will impact an estimated 3,750 children. Services will be provided at 50 sites countywide.

Link to the First 5 San Diego Strategic Plan. The services support four Strategic Plan Objectives:

- Increase the percentage of children ages 3 to 5 enrolled in quality early care and education (ECE) programs
- Increase parents' and caregivers' access to needed services for their children
- Increase the public's commitment to investing in services that support the healthy development of and/or promote and support prevention and early intervention for, children ages 0 through 5
- Increase the community's capacity to identify, treat, and support the needs of children and pregnant women.

Link to *Live Well, San Diego!* The Reducing Childhood Injury and Death Program will provide families with information, education and training on better health and safety habits, therefore reducing injury and abuse by increasing safety at home and play.

Commission History

- Commission approval of the FY 2013-14 budget (Item 1) today includes a specific line item for Emerging Critical Needs for the upcoming year.
- On November 5, 2012 (Item 2), the Commission approved Emerging Critical Needs funding at \$175,000 per year for two years for the Kinderstart Program.
- On October 8, 2012 (Item 3), the Commission approved Emerging Critical Needs funding for four programs, which included one year of funding for Home Start Inc. for the Maternity Shelter Program.
- On May 7, 2012 (Item 1), the Commission approved the FY 2012-13 Operating Budget which included a specific line item for Emerging Critical Needs.

Staff Recommendations

- 1) Find that the proposed Emerging Critical Needs allocation to support the programs indicated below 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) Award a contract and approve funding to Sharp HealthCare Foundation on behalf of Sharp Healthcare for up to \$689,170 as a project length budget for a two-year period from the Emerging Critical Needs line in the approved FY 2013-14 budget, and authorize the Executive Director, or her designee, to negotiate and execute a contract for the Best Start at Sharp Program.
- 3) Award a contract and approve funding to the San Diego Unified School District for up to \$575,532 as a project length budget for a three-year period from the Emerging Critical Needs line in the approved FY 2013-14 budget, and authorize the Executive Director, or her designee, to negotiate and to execute a contract for the Cal-SAFE Program.
- 4) Approve funding to Home Start, Inc. for up to \$299,656 as a project length budget for an additional two-year period from the Emerging Critical Needs line in the approved FY 2013-14 budget, and authorize the Executive Director, or her designee, to negotiate and execute a contract amendment for the Maternity Shelter Program.
- 5) Award a contract and approve funding to The Children's Initiative for up to \$653,280 as a project length budget for a three-year period from the Emerging Critical Needs line in the approved FY 2013-14 budget, and authorize the Executive Director, or her designee, to negotiate and execute a contract for the Reducing Childhood Injury and Death Program.
- 6) Award a contract and re-authorize funding to Oceanside Unified School District for up to \$350,000 (from FY 2012 – 13 funds approved November 5, 2012) as a project length budget for a two-year

period and authorize the Executive Director, or her designee, to negotiate and execute a contract for the KinderStart Program.

Fiscal Impact

A total of up to \$2,217,638 will be allocated from the Emerging Critical Needs line in the approved FY 2013-14 budget. If approved, the balance in the Emerging Critical Needs line for FY 2013-14 will be \$585,292.