

## First 5 Commission of San Diego

June 4, 2012

### Staff Report

## Updates Since Last Report

### Health

- Fluoridation  
Staff continues to work with the Olivenhain Municipal Water District and the Sweetwater Water Authority to finalize contracts and statements of work to implement community water fluoridation.
- KidSTART  
Staff is working with Rady Children's Hospital to initiate a contract for the KidSTART Center services effective 7/1/12. Staff is also working with HHS Children's Mental Health Services to establish a MOU for the KidSTART EPSDT Clinic services effective 7/1/12.
- Black Infant Health  
The Black Infant Health Program is scheduled to close on August 31, 2012. HHS-Public Health has applied for an Emerging Critical Needs grant to continue serving the Central and East regions, and to expand to the Oceanside area.

### Learning

- First 5 California Child Signature Program  
On February 24, 2012 First 5 California (First 5 CA) released the RFA for their *Child Signature Program (CSP)*. This new state-wide Early Childhood Education Program incorporates the best practices that were developed during the First 5 CA Power of Preschool (PoP) Program which San Diego participated in from 2006 through FY 2011-12. Staff submitted a response to the First 5 CA RFA on April 12, 2012 and if awarded, First 5 San Diego could draw down up to \$3.3 million in program matching funds annually for three years.
- California's Race to the Top - Early Learning Challenge Grant  
The California Department of Education (CDE) submitted an application for the federal Race to the Top – Early Learning Challenge Grant (RTT-ELC). The State of California was awarded \$52.6 million in federal funding over a four-year period that is designed to improve the overall quality of early learning programs in 16 California counties including San Diego County. First 5 San Diego submitted an application to participate in the RTT program on May 4, 2012. If approved, First 5 San Diego could draw down approximately \$4.2 million in match funding from the CDE over the four-year period (FY 2012-13 through FY 2015-16).

### Community

- Parent and Public Education
  - La Fiesta del Pueblo  
On May 6, 2012, First 5 San Diego participated in La Nueva 106.5's La Fiesta del Pueblo at the Del Mar Fairgrounds. More than 10,000 people attended and enjoyed a full day of food, games, and live concerts. First 5 San Diego launched its new interactive education booth which included coloring stations for children and featured Potter the Otter coloring pages, a beanbag tossing game, and a "Build Your MyPlate" activity.

- First 5 California Hands-on Health Express Tour (Express)  
First 5 California recently launched its 2012 Hands-on Health Express Tour. The mobile exhibit travels throughout California to educate parents and children about eating healthy and engaging in physical activity. Last month, the Express stopped in San Diego at the South Bay Family Resource Center on May 23<sup>rd</sup>, the City Heights Farmer's Market on May 26<sup>th</sup>, and the Vista Strawberry Festival on May 27<sup>th</sup>. First 5 San Diego joined the Express at the City Heights Farmer's Market to provide information about local programs and services for children 0-5 and their families.
- Sponsorships
  - YMCA Childcare Provider Appreciation Day  
First 5 San Diego partnered with YMCA Childcare Resource Services for their 4<sup>th</sup> annual Childcare Provider Appreciation Day to honor more than 1,000 childcare providers at Ultrastar Cinemas Hazard Center on May 19, 2012 and at the Padres vs. Angels game at PETCO Park on May 20, 2012. At the game, First 5, represented by Community Engagement and Planning Manager Naomi Chavez, was recognized along with YMCA Childcare Resource Services and the San Diego County Childcare and Development Planning Council for the service to San Diego families and childcare providers.

## **Administration**

- Contracting
  - Commission authorization to release a Request for Proposals (RFP) for the First 5 San Diego Kit for New Parents Support Services was approved on May 7, 2012 (Item 2). The target date to release the RFP is mid-June 2012, with a target implementation date of January 2012.

## Background on First 5 Commission Current Projects

- 2-1-1 San Diego. 2-1-1 San Diego is a key resource for parents of young children, assisting them in connecting with First 5 San Diego programs and locating other community resources. In addition to general 2-1-1 calls, the First 5 San Diego Warm Line, 1-888-5-FIRST5, is answered by 2-1-1 information and referral specialists with specialized training on First 5 services.
- Black Infant Health Program (BIH). BIH uses six practice interventions (prenatal care outreach and follow-up; case management; health behavior modification; social support and empowerment; prevention; and role of men) to improve the birth outcomes of African-American infants. The program is administered by Public Health Maternal, Child and Families Health Services. It leverages funding with the California Department of Public Health.
- California School Aged Families Education (Cal-SAFE). The Cal-SAFE Program offers a comprehensive, integrated, community-linked, school-based program that improves the educational experiences for expectant and parenting students. The program's goal is to increase the availability of support services necessary for enrolled expectant/parenting students to improve academic achievement and parenting skills and to provide a quality child care/development program for their children.
- Capital Projects. In 2004, First 5 San Diego invested approximately \$60 million for new construction, renovation and/or equipment to support programs for children 0-5 and their families. Forty-eight programs received funding and as of December 2011, forty-seven projects have been completed.
- Childhood Obesity Initiative. This initiative is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development and environmental change. Since April 2006, the Commission has committed \$540,000 to support this initiative through June of 2012.
- CWS Early Childhood Services Project. This program funds 44 FTE CWS Social Worker staff who are receiving specialized training and support to better meet the needs of foster children in San Diego County age birth through 5 years. This project is restructuring business processes and will assist in meeting state and federal mandates that address permanency and stability for children in foster care. First 5 funding provides the necessary match to draw down federal Title IV-E dollars.
- CWS Foster Care DSEP Project. The goal of this program is to enhance existing services for young children at Polinsky Children's Center (PCC). The program provides expanded training and support for 25 full-time PCC staff that care for young children, follow-up developmental assessments and care coordination services for children who have been released from PCC via the expansion of the Developmental Screening & Enhancement Program (DSEP), and expanded case management services for young children who bypass PCC and are directly placed with foster/relative caregivers.
- Fluoridation. The Commission has partnered with The California Endowment to support water fluoridation in sub-optimally fluoridated local water districts. The City of San Diego completed its capital phase and is receiving two years of operation and maintenance funding for fluoridation. The Commission is working to support water fluoridation in two additional water districts.
- Healthcare Access (HCA). HCA provides outreach and application enrollment assistance for public health insurance, followed by case management, to support retention of insurance and appropriate utilization of health services. The goal is to meet American Academy of Pediatrics and American Academy of Pediatric Dentists guidelines for well child and dental exams and reduce inappropriate use of emergency departments.

- Healthy Development Services (HDS). HDS is an array of services for early identification and treatment for children with mild to moderate developmental delays. HDS also promotes positive family practices to reduce the need for more complex services. Activities include speech and language, developmental and behavioral services as well as parent education and behavioral health coaching services to early education providers.
- KidSTART. This program is a multi-agency project between First 5, Child Welfare Services and Children's Mental Health to address high need children needing complex services. The KidSTART Center performs triage, assessment, referrals and treatment for children with multiple, complex delays and disorders. The KidSTART Clinic focuses on providing behavioral and social-emotional clinical treatment in three areas of the county. The Clinic utilizing First 5 funding to leverage Early Periodic Screening, Diagnosis and Treatment (EPSDT) funds. The KidSTART pilot project originally targeted the foster child population and has been expanded to include the general population.
- Kit for New Parents (Kit). The Kit is a free (\$75.00 value) comprehensive resource from First 5 California for new and expecting parents emphasizing the importance of a child's early years. The contractor partners with more than 600 organizations to enhance the delivery of the Kit countywide. The Kit is available in English, Spanish, Vietnamese, Cantonese, Korean and Mandarin. A total of 412,785 Kits have been distributed from January 2002 - April 2012.
- Mi Escuelita. The program provides a therapeutic preschool experience for young children in the South Bay who have been exposed to domestic violence and abuse.
- Oral Health Initiative (OHI). OHI provides oral health services, care coordination and preventative education to children ages 1 - 5 and pregnant women with the objective of improving oral health, promoting positive oral health practices and increasing provider capacity. This year, OHI is increasing access to dental care through its expanded treatment funds and care coordination capacity for young children and pregnant women.
- Parent and Public Education. Targeted parent and community education campaigns that connect children to needed services and promote practices that strengthen families and that improve children's health and development thus reducing the need for direct services.
- Preschool for All (PFA) Demonstration Project. The goal of the Preschool for All (PFA) Demonstration Project is to provide high quality preschool services, completely tuition free regardless of family income, in both existing and in new public and private center-based and home-based early childhood programs. First 5 California provides an approximate 20% match for these services.
- Preschool Learning Foundations Project. This program provides Early Care Education Learning Foundations training (developed by the California Department of Education [CDE] and provided by the CDE to all state-funded preschool teachers only) to both private center-based and Family Child Care providers who would not otherwise receive professional development opportunities through the CDE. This training provides specific program guidelines and principles that offer early childhood educators a clear understanding of what children should know before they enter kindergarten.
- San Diego Adolescent Pregnancy and Parenting Program (SANDAPP). This program's goals are to improve health outcomes for pregnant and parenting adolescents and their children; increase the rate of high school graduation; enhance parenting skills; prevent child abuse, neglect and family violence; and promote youth development and self-sufficiency. Services include case management, counseling / therapy, parent-child interaction and attunement therapies, and Shaken Baby Syndrome prevention through the Period of PURPLE Crying Program.