

First 5 Commission of San Diego

May 9, 2011

Staff Report

Updates Since Last Report

Health

- Fluoridation: Other Water Districts:
 - Letters were sent to the remaining five non-optimally fluoridating water districts on March 14, 2011 to inquire about interest in receiving First 5 funds for fluoridation. To date Olivenhain water district has acknowledged interest, Oceanside, San Dieguito and Sweetwater water districts have all declined. The Poway water district has not responded to the letter.
- Oral Health Initiative
 - The Council of Community Clinics held their 6th annual Oral Health Initiative Conference on May 5, 2011. The focus this year is on medical and dental integration, as well as communicating with low health literacy and low English proficiency patients.

Learning

- Future Quality Preschool Initiative
 - On May 11, 2011 a Quality Preschool Initiative Community Forum is planned to share information regarding quality preschool best practice models and gather input from stakeholders for use in developing the Request for Proposals (RFP) for this initiative. Additionally, key stakeholder interviews have been initiated.
 - At the January 2011 First 5 California meeting, First 5 California authorized \$19 million to continue funding the Power of Preschool (POP) Bridge Project for FY 2011-12 in eight participating counties, which includes San Diego. San Diego's continued participation in the First 5 California PoP match program allows us to draw down approximately 20% of the funds that have been allocated to our Preschool for All /POP Demonstration Project, which is in alignment with First 5 California PoP program requirements. In FY 2010-11 San Diego anticipates drawing down approximately \$2.5 million dollars in match funds.
- CARES Plus (Comprehensive Approaches to Raising Educational Standards)
 - The CARES Plus program is a First 5 California statewide professional development program for early educators designed to improve the quality of early learning programs by focusing on increasing the quality, effectiveness, and retention of early childhood educators. On December 13, 2010 a Letter of Intent was submitted to First 5 California and an application was submitted on January 14, 2011. A list of Qualified Organizations has been developed and the release of a Request for Proposals (RFP) is pending the direction from the Commission at their May 9th meeting at which time the Commission will consider options for current and future funding of programs and services.

Family

- Targeted At-Risk Home Visitation

The request for Commission approval of a contractor for countywide coordination and the release of the Request for Proposals (RFP) for direct services are pending Commission action in response to AB 99's reduction in fund balance.

Community

- 211 San Diego.

- The First 5 San Diego Warm Line, answered by 211, had a significant increase in call volume in March as compared to the preceding several months, from an average of 140 calls per month between October 2010 and February 2011 to 382 for the March 2011. The increase of calls to the Warm Line appears to be due to the Public Education Campaign which launched in late February.

- Average call wait times and abandonment rates continue to be lower than the rates for last fiscal year for both the general line and the Warm Line, and Warm Line performance pay points are being met each month.

- Through March 31, 2011, 211 had answered a total of 147,084 calls on the general 211 line, 30,009 of which were cases related to children ages 0 – 5.

- Parent and Public Education

- As part of the “Good Start” campaign, 10,000 First 5 San Diego bookmarks with tips for parents on the importance of reading with their children along with recommended books for young children has been produced and distributed through the County Libraries.

- Executive Director Jimenez participated as a panel speaker for the League of Women Voters luncheon forum entitled “Closing the Achievement Gap” on April 29, 2011. The presentation focused on First 5 San Diego’s investment in early education through the Preschool for All Demonstration Project and the future Quality Preschool Initiative.

- First 5 San Diego staff participated in the Chula Vista Community Collaborative’s Day of the Child event and the Kids First Fair at Camp Pendleton on Saturday April 30, 2011.

Administration

- Finance Committee. At its April meeting the Committee reviewed the Balance Sheet as of March 31, 2011. The Committee also reviewed the 3rd Quarter FY 2010 – 11 Statement of Revenues and Expenditures including fund balance projections and approved both documents to go forward to the Commission.

- Fiscal staff is working on submitting the Medi-Cal Administrative Activities invoice for the last three quarters of FY 2009 – 10 to the State for reimbursement of authorized expenses.

Background on First 5 Commission Current Projects

- 211 San Diego. 211 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 211 calls, the First 5 San Diego Warm Line, 1-888-5-FIRST5, is answered by 211 information and referral specialists with specialized training on First 5 services.
- 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 current project is with the City of San Diego (City).
- 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.
- Horn of Africa Families Together Program. This program serves the East African families, providing case management services for pregnant women and families with young children to promote and support parent-child interaction and bonding, nutrition, health care and overall family well-being.
- KidSTART. This program is a multi-agency project to coordinate, simplify and improve the county system of developmental services for all children. Child Welfare Services, First 5 and Children's Mental Health have come together to launch a KidSTART Center pilot project targeting the foster child population. This innovative project will leverage First 5 funds with Medi-Cal funds through Early Periodic Screening, Diagnosis and Treatment (EPSDT).
- 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 373,873 Kits have been distributed January 2002 through March 2011.
- 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, 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 CA 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 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.
- San Diego County 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 March 2012.
- School Readiness (SR). The objective of this statewide effort is to focus on strategies that address the "whole child" and facilitate quality approaches to child development, improve family functioning, improve children's health and improve systems of care to ensure that young children enter kindergarten ready to learn. Four school districts in San Diego County that serve low-income, low API communities are participating in the last year of the First 5 California supported program. First 5 California funds a 50% match for these services.
- Special Needs Project (SNP). This program provides access to early developmental screenings for children in low-income Chula Vista communities and intensive case management and support services for children who have been identified as "at risk" through a comprehensive health and developmental screening process.