

First 5 Commission of San Diego

March 5, 2012

Staff Report

Updates Since Last Report

Health

- Fluoridation
Staff is working with the California Dental Association and counsel to finalize a contract and statement of work for the Sweetwater Water Authority. A meeting was also held with the Olivenhain Water District staff to review the updated design study.
- KidSTART and Child Welfare projects
A presentation was given at the International Child Maltreatment Conference on the population profile and needs identified through the Commission's in providing developmental services to the Child Welfare population.
- Oral Health Initiative
First 5 San Diego is coordinating efforts to distribute a new oral health kit, *Healthy Teeth, Healthy Me*. The new Sesame Workshop project is a bilingual, multimedia initiative which "leverages the power of the beloved Sesame Street characters to motivate children 2 to 5 years of age, their parents, and their caregivers to care for children's oral health...early."

Learning

- First 5 San Diego Quality Preschool Initiative (QPI) Request for Proposals (RFP)
The RFP for the First 5 San Diego Quality Preschool Initiative (# 4607) was released on October 17, 2011, the due date for proposals was December 1, 2011 and the review of proposals has been completed. Commission approval is being requested today for the Source Selection Committee recommended organization so that the new contract may be effective is July 1, 2012 and services implemented in the fall of 2012.
- 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). First 5 San Diego is part of the state-wide Early Learning Leadership Consortia. The RTT-ELC application documents how the current First 5 San Diego Preschool for All Project (PFA) and proposed First 5 San Diego Quality Preschool Initiative (QPI) are providing a fully integrated, county-wide, high quality Early Childhood Education (ECE) program. In December 2011 the State of California was awarded \$52.6 million in federal funding over a four-year period to improve the quality of the early learning programs in 16 California counties. Having been awarded the RTT-ELC Grant, the next step is to develop a detailed Action Plan and Budget for the project in San Diego County.

Community

- Parent and Public Education
 - Early Years Conference
First 5 San Diego co-sponsored the Early Years Conference presented by the San Diego County Office of Education on January 26, 2012 at Marina Village. The annual conference provides professional development for early education and childcare

providers, teachers and directors in order to serve the whole child. This year's conference focused on learning through the arts.

- Commission on Children, Youth and Families (CCYF) Parenting Conference
On Saturday, March 24, 2012, the Commission on Children, Youth and Families (CCYF) in partnership with First 5 San Diego and Promises2Kids will be hosting its annual Parenting Conference at the Naval Training Center (NTC) Event Center in Point Loma. The conference will focus on educating parents and caregivers on rising parenting issues in the community and building better health for families.
- Day of the Child
First 5 San Diego will sponsor the Chula Vista Community Collaborative's 12th annual Day of the Child event on Saturday, April 21, 2012 at Memorial Park in Chula Vista. The event will feature live entertainment and interactive activities for children and will provide free resources and information to families.
- Head to Toe Festival of Wellness
First 5 San Diego will co-sponsor the Boys and Girls Clubs of East County (BGCEC) "Head to Toe Festival of Wellness" on Saturday May 12, 2012 at the El Cajon Clubhouse in El Cajon. Medical practitioners, physicians, and businesses in the healthcare industry will be on hand to provide information to parents and caregivers, focusing on families in the growing Chaldean refugee community. The Grossmont Healthcare District is also a sponsor of the health fair.
- Positive Parenting Campaign
Communications staff are preparing to launch the second phase of the Positive Parenting Good Start Campaign. The campaign, set to take place during the Spring, will focus on nutrition and building better health to educate parents on positive parenting practices that promote healthy lifestyles. Key messages will include "Eating meals together strengthens families" and "Building better health starts with a good diet and exercise."

Administration

- Board of Supervisors presentation
Executive Director Kim Medeiros and outgoing Executive Director Barbara Jimenez gave a presentation to the County Board of Supervisors on January 24th. The Board commended First 5 for its far-reaching impact in the community and its strong fiscal management.
- Finance Committee
At its February meeting the Committee reviewed a Draft of the FY 2012 – 13 Operating Budget. A second draft is being prepared for Committee review at their March meeting. The Committee also reviewed the draft Financial Spending Plan. Both documents will be reviewed and approved at the March meeting before being brought forward to the Commission in April.
- Evaluation
The FY 2010-11 Annual Evaluation Report has been finalized and posted on the Commission's website. Copies were provided to the Commission and County Supervisors.

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.
- The Black Infant Health (BIH) Program. The BIH program leveraged funding with the California Department of Public Health. This program developed six (6) 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 under the Maternal, Child and Families Health Services (MCFHS) Branch, Public Health Services.
- 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.
- 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 supporting 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.

- 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 which originally targeted the foster child population and has been expanded to include the general 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 400,320 Kits have been distributed from January 2002 through January 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.
- 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 June of 2012.
- Text4Baby. Text4Baby is a free national mobile information service that provides health information via text message to new and expectant mothers from the beginning of their pregnancy through their baby's first year. The Commission has committed \$82,500 for outreach efforts to enroll mothers in the service.