

First 5 Commission of San Diego

June 17, 2013

Staff Report

Updates Since Last Report

Health

- Community Water Fluoridation
 - Olivenhain Municipal Water District will begin adding fluoride to its water supply on July 1, 2013. Nearly 7,000 young children will benefit from this service.
- Healthy Development Services
 - In honor of Mental Health Month (May 2013), the First 5 Commission sponsored the American Academy of Pediatrics - California Chapter 3 (AAP-CA3) report titled "*The Commitment to Early Childhood Mental Health Services in San Diego County: Dedication, Vision, Innovation.*" The purpose of the report is to describe the framework for early childhood mental health services in San Diego County, to analyze the strengths and challenges of the current system and to make recommendations on how to improve it. For a copy of the report, visit <http://www.aapca3.org/>.
- Healthcare Access
 - In support of the County's *Live Well, San Diego!* initiative, HCA will extend its services to include CalFresh outreach to those being assisted.
- Oral Health Initiative
 - The Council of Community Clinics held its 8th Annual Oral Health initiative conference at the Jacobs Center on May 23, 2013. Over 100 oral health practitioners and professionals participated. They learned about the Affordable Care Act's impact on dental care for 2014 and Pediatric Integrative Health Home.
- Childhood Obesity Initiative
 - Commission staff, in partnership with Public Health Services, will present a poster display at the 7th Biennial Childhood Obesity Conference, June 18th and 19th in Long Beach, California. The poster emphasizes a lifespan model, and focuses on the critical period of early childhood by showcasing the collaborative cross-system efforts to address childhood obesity in San Diego County.
- Black Infant Health
 - Black Infant Health had a 20 year anniversary celebration on May 22, 2013. Guest speakers and program participants discussed program outcomes, and First 5 was thanked several times during the ceremony. The video shown is available on the County News- *BIH a BIG help for Young Moms*.

Learning

- Quality Preschool Initiative
 - During the second year of the Quality Preschool Initiative (July 1, 2013 to June 30, 2014) the San Diego County Office of Education will expand the delivery of high-quality preschool services by a minimum of 20% throughout San Diego County to target 12,000 high-needs children by implementing the program in the new communities of La Mesa/Spring Valley, Fallbrook, Oceanside, Ramona, San Marcos and additional areas of Central San Diego.

Family

- **Targeted Home Visiting Initiative**
 - This program will be called the Targeted Home Visiting Initiative. The regional programs will be referred to as “First 5 First Steps” and will provide home visitation services to the specific high-risk target populations of: teen mothers, military families, refugee households and low-income families using the *Healthy Families America* (HFA) model and the *Parents as Teachers* (PAT) curriculum. The four contractors that have been selected to provide direct services are: *Palomar Health* in the North Regions; *Social Advocates for Youth* (SAY) in the Central Regions; *Home Start, Inc.* in East Region; and, *South Bay Community Services* in the South Region. Services are set to begin on July 1, 2013.
- **Family Early Literacy Library Project**
 - Effective June 1, 2013, First 5 San Diego has contracted with the San Diego County Library to implement family early literacy stations within five County branch libraries (El Cajon, Imperial Beach, San Marcos, Spring Valley, and Vista). Each station will serve as the focus of activities aimed at providing caregivers with the knowledge, tools and resources they need to incorporate key research-based family early literacy practices – reading, talking, singing, writing and playing – in the home (identified in the *Every Child Ready to Read, 2nd ed. Manual*). Each station will include parent education materials, coloring activities, and age-appropriate shelving, books, seating and furnishings. In addition, the San Diego County Library will add 5,000 books to its circulating “Beginning Reader Collection”; create story-time kits to enhance story-time curriculums for infants, toddlers, and preschoolers; and provide family early literacy workshops.

Community

- **“Healthy Start” Campaign**
 - First 5 San Diego wrapped up its “Healthy Start” Campaign, which ran from the beginning of April through the end of May 2013. The campaign focused on educating parents and caregivers about the importance of adopting healthy habits at home. First 5 San Diego featured messages from the San Diego County Childhood Obesity Initiative’s *5-2-1-0 Every Day!* campaign (5 servings of fruits and vegetables, 2 hours or less of screen time, 1 hour of physical activity, and 0 sugary drinks) sharing them on the First 5 San Diego website, social media, flyers and water bottles. For the first time, First 5 San Diego wrapped a bus traveling Central San Diego routes and launched a “Healthy Start” section on the website. The campaign also utilized traditional media such as TV, radio, billboards, and transit shelters.
- **Spring Community Events**
 - First 5 San Diego has been actively participating in community events throughout San Diego County which include the following:
 - April 20, 2013 – Day of the Child Chula Vista at Memorial Park (Sponsor and booth)
 - April 27, 2013 – Healthy Kids Day YMCA Jackie Robinson (Sponsor and booth)
 - April 27, 2013 – Healthy Kids Day YMCA South Bay (Sponsor)
 - April 27, 2013 – Kids First Fair at Camp Pendleton (Booth)
 - May 1, 2013 – Marriage, Family and Relationship Expo at MCAS Miramar (Booth)
 - May 18, 2013 – Children’s Health & Well-Being Expo in City Heights (Booth)
 - May 18, 2013 – County of San Diego Mental Health Awareness Day Resource Fair at Heritage Park in partnership with the American Academy of Pediatrics San Diego, Chapter 3 (Booth)
 - May 19, 2013 – YMCA Childcare Resource Services Childcare Provider Appreciation Day at PETCO Park (Sponsor)

- Executive Director Medeiros was a featured guest at the Healthy Kids Day YMCA Jackie Robinson event. She was also recognized on field (pre-game) at the Childcare Provider Appreciation Day at PETCO Park.

Administration

- Contracting
 - The Request for Proposals (RFP) 4606 for the First 5 San Diego Direct Services: Targeted At-Risk Home Visiting Initiative was released on November 19, 2012 and the Commission approved contract awards at their April 8, 2013 meeting. All negotiations meetings have been completed and Commission staff is finalizing all contract documents so that all contracts will be effective on July 1, 2013.
 - At the regular Commission meeting on April 8, 2013, the Commission approved Emerging Critical Needs for the following programs (and organizations):
 - Best Start at Sharp to provide breast feeding education for nursing staff at all Sharp birthing hospitals (Sharp HealthCare Foundation);
 - Cal-SAFE to provide support services for pregnant/parenting teens at targeted schools in the district (San Diego Unified School District);
 - KinderSTART to provide a 5-week high quality learning program for children preparing to enter kindergarten with no preschool experience in Oceanside (Oceanside Unified School District); and
 - Reducing Childhood Injury Program to provide education to parents/caregivers/early child education staff to improve childhood safety for children 0-5 (The Children's Initiative).
 - Negotiation meetings have been completed and contracts are being finalized.
- Evaluation
 - The third quarter dashboard is provided in the agenda packet. All measures, with the exception of one for the Oral Health Initiative that is at 149%, are on target.
 - The video version of the annual report has been well received by contractors and other First 5 Commissions around the state.
 - Staff are participating in an effort to examine how local Commissions report to the State First 5 Commission to more accurately show the impact of First 5 projects across California.
 - An article will be published in an upcoming edition of the journal Child and Youth Care Forum. The article examines a learning collaborative approach to implementing evidence-informed engagement strategies to increase attendance in four Rady Children's Hospital programs that receive funding from First 5 San Diego.
- Finance Committee
 - The Committee met on April 16, 2013. They reviewed the current fiscal year Balance Sheet as of March 31, 2013 and the 3rd Quarter Statement of Revenues and Expenditures including budget projections. The documents were approved to go to the Commission and are included in the June agenda packet.

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 San Diego 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.
- Community Transformation Grant (CTG). This program leverages funding from the Centers for Disease Control and Prevention by increasing access to environments that support breastfeeding. It will increase the number of hospitals, businesses, and schools that adopt policies which support breastfeeding and lactation accommodation. The program will also train Public Health Maternal, Child and Families Health Services nursing staff on how to use the PIPE curriculum during home visits. The PIPE curriculum will be integrated into the Maternal Child Health (MCH) and Nurse-Family Partnership (NFP) Public Health Nurse (PHN) home visitation models.
- Developmental Screening & Enhancement Program (DSEP). The goal of this program is to provide developmental and social-emotional screenings for all children ages birth through 5 who enter in to the foster care system. Foster children with special needs receive follow-up developmental assessments and expanded case management services whether they are placed with foster families or relative caregivers. The project also supports 25 full-time staff at the Polinsky Children's Center (PCC) and special training for PCC staff that care for young children.
- Family Early Literacy Library Project. The Commission has partnered with the San Diego County Library to provide family early literacy stations at County branch libraries in high-need communities with a high population of children ages 0 through 5. The project aims to educate parents about the importance of shared reading during the early years by providing access to reading and learning resources for children ages 5 and under. The project also provides family early literacy workshops, enhances story-time curriculums, and increases the Beginner Reading Collection.
- Five and Fit Pilot Project. In collaboration with HHS Aging & Independence Services, this program utilizes an intergenerational approach to addressing the issue of early childhood obesity prevention. It brings together older community residents, Early Childhood Education staff, parents and preschool aged children (2-5) to learn about effective strategies relating to healthy eating, physical activity, as well as other behaviors associated with early childhood obesity prevention.

- Fluoridation. The Commission has partnered with The California Endowment to support water fluoridation in three sub-optimally fluoridated local water districts – the City of San Diego, Olivenhain and Sweetwater.
- Healthcare Access (HCA). HCA provides outreach and application assistance for public health insurance, followed by case management to support retention of insurance coverage. The goal is to increase enrollment of children 0-5 and pregnant women in health insurance and improve access to needed health services.
- Healthy Development Services (HDS). HDS is an array of services for early identification and treatment of 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. These services are also provided at women's recovery centers across the county.
- Immunizations for San Diego Kids. The goals of this program are to increase the number of children 0-5 in San Diego who are fully immunized and to decrease the number of children 0-5 not immunized because of Personal Belief Exemptions (PBE). Parent and physician education tools are being developed and physicians will be linked to the San Diego Immunization Registry.
- KidSTART. This program is a multi-agency project between First 5 and Behavioral Health Services – Children, Youth and Families to address children with complex needs. The KidSTART Center provides triage, assessments, referrals and treatment for children with multiple / complex delays and disorders. The KidSTART Clinic focuses on providing behavioral and social-emotional clinical treatment in San Diego, Oceanside and Chula Vista. The Clinic utilizes First 5 funding to leverage Early Periodic Screening, Diagnosis and Treatment (EPSDT) funds. The KidSTART project originally served children in out-of-home placement and has been expanded to include the general population.
- KinderStart. KinderStart is a Kindergarten summer-school readiness pilot program that will be implemented at Laurel Elementary School in the Oceanside Unified School District. It will provide a high-quality 5-week early learning opportunity for children preparing to enter kindergarten and needing additional support. The program will target children with no preschool experience and provide them an opportunity to familiarize themselves with kindergarten routines and activities while engaging them in an academic and social emotional curriculum. These activities will support children entering kindergarten ready to be active learners.
- Kit for New Parents (Kit). The Kit is a free (\$75.00 value) comprehensive resource from First 5 California for new and expecting parents and caregivers 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 4449,424 Kits have been distributed in San Diego County from January 2002 – May 2013.
- 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.
- Maternity Shelter Program (MSP). The 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 young children.
- Oral Health Initiative (OHI). OHI provides oral health services, care coordination, and preventative education to children ages 1 - 5 and pregnant women with the goal of improving oral health, promoting positive oral health practices, and increasing provider capacity.

- Parent and Public Education. Through community awareness campaigns, participation and/or sponsorships of community events and professional education symposia, and other strategies, the goal of parent and public education efforts is to connect families with children ages 0 to 5 to needed services, as well as promote practices that improve children's early learning and healthy development.
- Quality Preschool Initiative (QPI). The goal of the Quality Preschool Initiative (QPI) is to use a multi-tiered service delivery model to provide high quality preschool services in both existing and new public and private center-based and home-based early childhood programs in seventeen high need communities in San Diego County.
- Random Digit Dial Immunization Project (RDD). The goal of this project is to determine the estimated immunization coverage rate of 19-35-month old children living in San Diego County. The program will conduct a minimum of 550 surveys in English and Spanish during 2013. The data will be analyzed and a final report of the results prepared by December 31, 2013.
- 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.