

First 5 Commission of San Diego

February 7, 2011

Staff Report

Updates Since Last Report

Health

- KidSTART
 - Staff continues to work with Child Welfare Service and Behavioral Health on the ramp-up of this complex project.
- Fluoridation: City of San Diego
 - Construction and testing were completed at all three City of San Diego water treatment facilities. Some safety issues were identified as part of the project training that slowed down the expected implementation date. Implementation is scheduled to begin consecutively at each of the three water treatment facilities beginning in early February with full implementation planned for mid-February 2011.

Learning

- 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 (Item 5), the Commission approved staff to submit an application to First 5 California to participate in the CARES Plus program. First 5 San Diego submitted a proposal on January 14, 2011. First 5 California will post awardees on their website on February 15, 2011.

Family

- Targeted At-Risk Home Visitation
 - The Request for Proposals (RFP) for the countywide coordinator was released on January 14, 2011. It is anticipated that the procurement process will be completed and a contract for coordination services will be in place by July 1, 2011. The RFP for home visiting services will follow approximately three months later.

Community

- 211 San Diego.
 - 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.
- Parent and Public Education
 - On January 10, 2010, Executive Director Jimenez was interviewed regarding the importance of parent and community involvement in early learning for Univision's "Despierta San Diego" program. The segment is part of a monthly series on the

importance of quality preschool that features various PFA sites. This particular segment was filmed at the Chicano Federation's Child Development Center in San Ysidro.

- First 5 San Diego is a co-sponsor, and staff participated on the planning team for the parenting conference coordinated by the Commission on Children, Youth and Families to be held on February 5, 2011.
- The launch of the First 5 San Diego's "Good Start" campaign that will focus on oral health is scheduled for February 21, 2011. Staff has been working with the Oral Health Initiative contractor and 211 to prepare for the launch of the campaign, including conducting training on the Oral Health Initiative for 211 staff prior to the campaign launch.
- First 5 San Diego is participating as a co-sponsor of "Latino Voters: Early Learning is a Winning Issue" on February 24, 2011. Preschool California is coordinating the briefing to inform local leaders about the results of a poll of Latino voters in California regarding the importance of preschool. Executive Director Jimenez will provide brief remarks about the Commission's investment in quality preschool in San Diego County.

Administration

- Evaluation.
 - The FY 2009-10 Annual Evaluation Report is undergoing final edits to incorporate the feedback of the Commission and will soon be distributed.
 - Second quarter data have been submitted and are being verified. The key process indicators of the Commission's investments will be provided next month as part of the quarterly dashboard report.
- Finance Committee. At its January meeting, the Committee reviewed the Second Quarter financial statements and budget projections. The Committee also held a discussion on filling the current vacancies.
- FY 2011-12 Operating Budget. Fiscal staff is currently preparing the Commission's budget for next fiscal year. The initial draft will be presented to the Finance Committee at its February 2011 meeting.

- **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 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 23 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).
- Foster Parent Respite Support Services. First 5 San Diego provides funding for HHS Child Welfare Services (CWS) respite care services for foster parents who care for young children, who often have complex needs and challenging behaviors, when the foster parents are temporarily unable to care for their foster child, due to medical appointments or the need to attend required trainings or support groups. The program goal is to ensure stability of CWS placements by reducing stress for foster parents.
- 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 365,298 Kits have been distributed January 2002 through December 2010.

- 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 participate 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.