

First 5 Commission of San Diego

November 7, 2011

Staff Report

Updates Since Last Report

Health

- Fluoridation:
On October 27, 2011 the Commission Chair sent a letter to the Sweetwater Authority Water Board offering funds to provide fluoridation to the Sweetwater water district. The Water Board's General Manager is working to have the offer reviewed by their Operations Committee and docketed on the next available Board meeting scheduled for November 9, 2011.

Learning

- First 5 San Diego Quality Preschool Initiative (QPI):
The Request for Proposals (RFP) for the First 5 San Diego Quality Preschool Initiative was released on October 17, 2011 and the pre-proposal meeting was on November 1, 2011. The due date for proposals is December 1, 2011 to accommodate a contract effective 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 has submitted an application for the federal Race to the Top – Early Learning Challenge Grant. California has the opportunity to be awarded up to \$100 million in federal funding over a four-year period to improve the quality of early learning programs. First 5 San Diego (was asked to participate in the application process) indicated our intent to participate as part of the Early Learning Leadership Consortia, and shared how the Preschool for All Demonstration Project and the Quality Preschool Initiative are leading the way in implementing a county-wide integrated system of high quality ECE programs, and a structured quality improvement system.

Community

- Parent and Public Education
 - Hope in the Park
On October 8, 2011, First 5 San Diego participated in Hope in the Park presented by the San Diego Domestic Violence Council and the San Diego County Commission for Children, Youth and Families. This is the second year First 5 San Diego sponsored and participated in the annual event. The event was held at Balboa Park in an effort to prevent domestic violence and promote safe and healthy families and communities. Families enjoyed a full day of live entertainment and activities. An entire section was designated the "First 5 San Diego Play Area".
 - Positive Parenting Campaign
First 5 San Diego launched its positive parenting campaign on November 1, 2011. Supervisor and Chairwoman Pam Slater-Price kicked off the campaign at the North County Serenity House Child Development Center, a First 5 San Diego Preschool for All (PFA) site, and read to children. Supervisor Slater-Price will also issue a proclamation at the November 8th Board of Supervisors Meeting to recognize Family Literacy Month and announce the positive parenting campaign. The campaign is the fourth and last phase of

the First 5 San Diego “Good Start” campaign. The goal is to educate parents and caregivers of children 0-5 about positive parenting practices that support a child’s social-emotional healthy development. In the first part of the campaign, First 5 San Diego is partnering with the American Academy of Pediatrics San Diego, through its Reach Out and Read program to celebrate November as Family Literacy Month and encourage parents and caregivers to read aloud to their children. The second part of the campaign will take place next Spring and will focus on the importance of families eating together.

Administration

- Finance Committee
The Committee met on October 18, 2011. They reviewed the Balance Sheet and Statement of Revenue and Expenditures including the 1st Quarter Budget Projection for the quarter ending September 30, 2011. All documents were approved to go forward to the Commission.
- Evaluation
The FY 2010-11 State Annual Report, data and report reviewed and approved by the Commission in October, were provided to First 5 California prior to the deadline of November 1, 2011. Harder+Company and First 5 San Diego staff are preparing for the publication of the more comprehensive local annual report. The Commission will receive the Quarter 1 Dashboard for FY 2011-12 at its next meeting in January 2012.

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.
- 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.
- 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 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.
- 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. This project will end on January 31, 2012.
- 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 391,456 Kits have been distributed January 2002 through September 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 June of 2012.