

First 5 Commission of San Diego

April 2, 2012

Staff Report

Updates Since Last Report

Health

- Fluoridation
Staff is working with the California Dental Association and County Counsel to finalize a contract and statement of work for the Sweetwater Water Authority. On March 15, 2012, the Olivenhain Board of Directors considered the offer of funds from First 5 San Diego. After deliberation, the Board decided to carry the issue until April to allow staff to research and provide technical information.
- Healthy Development Services and KidSTART
The KidSTART Clinic and the Healthy Development Services Behavioral Workgroup are meeting to establish a process to facilitate appropriate and timely referrals between agencies in order to efficiently meet the needs of infants and young children with complex mental health needs.
- Oral Health Initiative
First 5 San Diego received 10,000 bilingual oral health kits from the Sesame Workshop project. The *Healthy Teeth, Healthy Me* kits are being distributed to parents via early education providers, oral health providers and at community events.
- Oral Health Conference
The 7th Annual Oral Health Conference is scheduled for May 8, 2012. The program for dental and medical personnel working with young children and pregnant women will focus on cultural competency in oral health.

Learning

- 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). The State of California was subsequently awarded \$52.6 million in federal funding over a four-year period designed to improve the overall quality of early learning programs in 16 California counties including San Diego County. 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.
- First 5 California Child Signature Program
On February 24, 2012 First 5 California released the RFA for their *Child Signature Program* (CSP). This is the new state-wide Early Childhood Education Program which incorporates the best practices that have been developed during the First 5 California Power of Preschool (PoP) Program which San Diego participated in from 2006 through FY 2011 - 12. First 5 San Diego staff is preparing a response to the First 5 California RFA which is due on April 16, 2012 and presents the potential to draw down \$3,354,625 annually for three years for a total of \$10,063,875. Staff will keep the Commission informed regarding the results.

Community

- Parent and Public Education
 - Heckman Livestream Event

On March 8, 2012, First 5 San Diego hosted a livestream from Monterey County of ***“Building a Productive Workforce and Strong Economy from Birth”*** - a presentation by Nobel Laureate economist and University of Chicago Professor James Heckman. Heckman, whose latest research focuses on the economics of early childhood, addressed the fiscal responsibility of investing in early childhood development to gain a more productive and valuable workforce for generations.
 - Parenting Conference

On Saturday, March 24, 2012, the Commission on Children, Youth and Families hosted a parenting conference titled “Positive Parenting in a Changing World” at Liberty Station. The conference focused on educating parents and caregivers on rising parenting issues in the community and building better health for families. First 5 San Diego, HHSA and Promises2Kids were event sponsors.
 - Upcoming Community Events

First 5 San Diego is planning to participate in several community events throughout the month of April including Chula Vista Day of the Child, El Cajon Library Multicultural Fiesta, Camp Pendleton Kids First Fair, County of San Diego Grand Parenting Conference, and the San Diego Children’s Museum “Day of the Child”.
 - Positive Parenting Campaign

This month, First 5 San Diego will launch the second phase of the Positive Parenting Good Start Campaign. The campaign will run through June and will 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

- Finance Committee

At its March meeting the Committee reviewed the 2nd Draft of the FY 2012 – 13 Operating Budget and the Financial Spending Plan. They approved both to be brought to the Commission.

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.
- 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.
- 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 support 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 406,186 Kits have been distributed from January 2002 - February 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.
- 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.