

First 5 Commission of San Diego

May 7, 2012
Staff Report

Updates Since Last Report

Health

- Fluoridation
On April 18, 2012, the Olivenhain Board of Directors voted to accept funding from First 5 San Diego and from the California Dental Association to implement community water fluoridation. The California Dental Association provided \$110,000 in additional funding for this project. In addition, staff continues to work to finalize a contract and statement of work with the Sweetwater Water Authority.
- KidSTART
 - Today the Commission will determine whether to migrate the KidSTART contract from Child Welfare Services to First 5. This will facilitate offering KidSTART services to the general population and integrating KidSTART into the system of developmental and behavioral services for children.
 - In addition, HHSA Children's Mental Health Services is providing \$100,000 in additional funding for the KidSTART Clinic contract beginning in FY 12-13 to address the high need in the community and mitigate the long wait lists for children needed behavioral treatment services. Forty additional treatment clients will be served with the increased funding.
- Oral Health Conference
The 7th Annual Oral Health Conference is scheduled for May 8, 2012. The conference reaches dental and medical personnel working with young children and pregnant women. It will be held at the Jacob Center in San Diego and focus on cultural competency in oral health.
- Black Infant Health
The Black Infant Health Program in National City held a grand opening on April 11, 2012 for its new Baby Boutique, where women can spend "baby dollars" earned by attending prenatal and postpartum classes and by getting regular prenatal checkups.

Learning

- First 5 California Child Signature Program
On February 24, 2012 First 5 California (First 5 CA) released the RFA for their *Child Signature Program* (CSP). This new state-wide Early Childhood Education Program incorporates the best practices that have been developed during the First 5 CA Power of Preschool (PoP) Program which San Diego participated in from 2006 through FY 2011-12. Staff submitted a response to the First 5 CA Commission on April 12, 2012. First 5 CA's target to release Notices of Intent to Award is May 7, 2012. If awarded, San Diego could draw down up to \$3.3 million annually for three years.
- 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 that is designed to improve the

overall quality of early learning programs in 16 California counties including San Diego County. Staff submitted an application to the CDE on May 4th. If approved, we could draw down approximately \$4.2 million from the CDE over this four-year period (FY 2012-13 through FY 2015-16).

Community

- Parent and Public Education
 - Positive Parenting Campaign

On April 16, 2012, First 5 San Diego launched the second phase of the Positive Parenting Good Start Campaign. The campaign will educate parents on positive parenting practices such as eating healthy meals together and increasing physical activity as a family. When parents and caregivers call the First 5 San Diego Warmline (answered by 2-1-1) because of the ads, 2-1-1 San Diego will help connect them to the First 5 San Diego Parenting Workshops. Media tactics include radio and television, billboards, bus stops, bus tails in the North County, and murals at three major YMCA facilities. The campaign will run through the end of June 2012.
 - San Diego County Library Día del Niños

First 5 San Diego donated 2,000 Potter the Otter books to the County Library as they celebrated Día del Niños for the month of April. The book promotes family literacy and the importance of choosing water as a preferred beverage of choice.
 - Community Events

In April, First 5 San Diego participated with a booth at the Chula Vista Day of the Child, Grandparents Raising Grandchildren Conference, and Escondido Day of the Child. On April 28, 2012, First 5 San Diego joined with the First 5 California Hands-on Health Express, a traveling health exhibit, during the Camp Pendleton Kids First Fair.

Administration

- Finance Committee
 - At its April meeting the Committee reviewed the Balance Sheet as of March 31, 2012. The Committee also reviewed the 3rd Quarter FY 2011–12 Statement of Revenues and Expenditures including fund balance projections and approved both documents to go forward to the Commission.

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 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. 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 as well as parent education and behavioral health coaching services to early education providers.
- 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 406,263 Kits have been distributed from January 2002 - March 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.