

First 5 Commission of San Diego

October 7, 2013

Staff Report

Updates Since Last Report

Health

- KidSTART
 - On Friday September 27th, there was a presentation at the *We Can't Wait* early childhood mental health conference highlighting KidSTART's trans-disciplinary treatment model and use of intensive care coordination services to engage multiple caregivers (biological and foster) in joint treatment to ensure the wellbeing of children.
- Childhood Obesity Initiative
 - Commission staff, in partnership with Public Health Services, presented a poster display at the 7th Biennial Childhood Obesity Conference, June 18th and 19th in Long Beach, California. The poster emphasized a lifespan model, and focused 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
 - The Black Infant Health program has expanded; services are now being provided across the San Diego County.

Learning

- Quality Preschool Initiative
 - Preschool services have begun for the year in the new communities of Fallbrook, Oceanside, Ramona, La Mesa / Spring Valley, and additional areas of Central San Diego. The county office has also launched the new database system across the entire county. This new database will streamline data collection and reporting.

Family

- Targeted Home Visiting Initiative
 - The Targeted Home Visiting Initiative -- "First 5 First Steps" -- 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 in mid-October.
- Family Early Literacy Library Project
 - The San Diego County Library successfully launched the first family early literacy workshop on August 8th at the El Cajon Library. Parents and caregivers who attended the workshop learned how to incorporate early literacy skills into everyday activities for their children. The workshops target children between the ages 0 to 5 and will help to develop their literacy skills. Workshops are funded in part by First 5 San Diego. In addition, the San Diego County Library will implement family early literacy stations within five County branch libraries, add

5,000 books to its circulating "Beginning Reader Collection" and create story-time kits to enhance story-time curriculums for infants, toddlers, and preschoolers.

Community

- **"Healthy Start" Campaign**
 - First 5 San Diego successfully launched its new healthy eating initiative in partnership with Vons on Wednesday, July 10, 2013. Representatives from First 5 San Diego, Vons and Supervisor Ron Roberts attended the official kickoff event at Vons' Mission Hills store located at 515 W. Washington St. The officials unveiled First 5 San Diego-Vons healthy eating window clings and take-home fliers that are now posted in all 58 San Diego County Vons store locations; they even helped bag groceries for Vons customers with reusable First 5 San Diego bags at the checkout stands. Vons customers can now grab a healthy eating flier inside the store to help guide them in making great food choices for their children and families.

- **Community Events**
 - First 5 San Diego has been actively participating in community events throughout San Diego County which include the following:
 - June 29, 2013 – Day of Play at Olivewood Gardens Learning Center (Sponsor and Booth)
 - July - September 2013 – Summer Movies in the Park (Sponsor)
 - July 13, 2013 – WeConnect Health Care Enrollment & Resource Fair at the Jacobs Center for Neighborhood Innovation (Booth)
 - July 20-21, 2013 -- Fiesta del Sol San Diego on Historic Logan Avenue (Sponsor and Booth)
 - September 3, 2013 – Descanso Library Storytime – partnership with First 5 California and Clear Channel Communications
 - September 7, 2013 – Countywide Grandparents Raising Grandchildren Symposium (Sponsor and Planning Committee participation)
 - September 21, 2013 – Kids Care Fest at Briercrest Park (Booth)
 - September 28, 2013 – New Central Library Celebration and Sneak Peek (Booth)
 - September 27-28, 2013 – We Can't Wait Early Childhood Mental Health Conference at Crowne Plaza Hotel (Sponsor)

Administration

- **Contracting**
 - On August 19, 2013 HHS Agency Contract Support (ACS) completed the FY 2013-14 Quality Assurance Review of First 5 Commission of San Diego Contract Management which included the review of contract files (10%) and conducting staff interviews to evaluate contract compliance. ACS stated in a letter dated September 11, 2013 that "all contract monitoring activities were well documented and files were well organized." Additionally, no findings were noted.

 - Contractor Orientation Meetings have been provided for the following new programs: Targeted Home Visiting (HomeStart, Palomar Health Development Inc., South Bay Community Services, and Social Advocates for Youth), KinderSTART (Oceanside School District), Cal-SAFE (San Diego Unified School District), Best Start at Sharp (Sharp HealthCare Foundation) and Reducing Childhood Injury Program (The Children's Initiative).

- As of July 1, 2013 the First 5 Commission of San Diego has fifty active contracts totaling \$69,323,026 for FY 2013-14.
- Evaluation
 - The fourth quarter dashboard is provided in the agenda packet. All measures are on target. ,
 - Harder+Company and First 5 staff held Learning Communities or Data Review Sessions with each of the following projects: Developmental Screening and Enhancement Project (DSEP), Healthcare Access (HCA), Healthy Development Services (HDS), KidSTART, Oral Health Initiative (OHI), and Quality Preschool Initiative (QPI). Contractors reviewed the data results for the previous fiscal year to: discuss trends, add programmatic context to the data and identify promising practices to replicate as well as identify areas where projects might improve.
 - The draft State Annual Report is being presented to the Commission today in a public hearing. The final report will be sent to the State Commission prior to November 1st. This is a legislative requirement to receive Prop 10 funding for San Diego County.
- Finance Committee
 - The Committee met on August 20, 2013. They reviewed the Balance Sheet and the Statement of Revenues and Expenditures as of June 30, 2013, and the Balance Sheet for July 31, 2013.
 - The Committee met again on September 17, 2013. They reviewed the Balance Sheet for August 31, 2013 and the Independent Audit Report for FY 2012-13. They met with the Senior Auditor from Moss, Levy & Hartzheim LLP, who reported that there are no findings on compliance or internal controls over financial reporting. All documents were approved by the Finance Committee to go to the Commission and are included in the 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.
- Best Start at Sharp. Best Start provides funding for approximately 730 nurses to complete breastfeeding education at Sharp Mary Birch Hospital for Women & Newborns, Sharp Chula Vista Medical Center, and Sharp Grossmont Hospital's Women's Health Center. The completed training will enable the nursing staff to provide the necessary support to mothers and newborns residing at the birthing hospitals twenty-four hours per day, as needed.
- 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 Services Maternal, Child and Families Health Services. It leverages federal and local funding through 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.
- Child Injury Prevention Program. The Childhood Injury Prevention Program expands and strengthens efforts in San Diego to educate parents, caregivers and early childhood education (ECE)/childcare staff about childhood injury prevention strategies and provide them with the knowledge, resources and tools they need to make their homes, automobiles and communities safer for children age 0 through 5.
- 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 HHSA Aging & Independence Services, this program utilizes an intergenerational approach to address 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 ages 0 through 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 ages 0 through 5 in San Diego who are fully immunized and to decrease the number of children ages 0 through 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 partnership between First 5 San Diego and Behavioral Health Services – Children, Youth and Families to address children with complex needs. The KidSTART Center provides triage, assessment, referrals and treatment for children with multiple, complex delays and disorders. The KidSTART Clinic provides comprehensive outpatient behavioral and social-emotional clinical treatment in San Diego, Oceanside and Chula Vista. The Clinic utilizes First 5 San Diego 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 was implemented at Laurel Elementary School in the Oceanside Unified School District. It provides a high-quality 5-week early learning opportunity for children preparing to enter kindergarten and needing additional support. The program targets children with no preschool experience and provides them an opportunity to familiarize themselves with kindergarten routines and activities while engaging them in an academic and social emotional curriculum. These activities 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 459,746 Kits have been distributed in San Diego County from January 2002 – October 2013.

- Mi Escuelita. This 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 through 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.
- Targeted Home Visiting Initiative. The Targeted Home Visiting Initiative is a countywide program (North Inland/North Coastal, North Central/Central, East and South) which will be referred to as "First 5 First Steps" in each region. The Countywide Coordinator provides oversight, technical support, and training to these programs that provide home visitation services for expectant parents and parents of newborns to specific high-risk target population families of: teens, military, immigrants, refugees, and low-income households using the *Healthy Families America* (HFA) model and the *Parents as Teachers* (PAT) curriculum.