

First 5 Commission of San Diego

April 4, 2011

Staff Report

Updates Since Last Report

Health

- Fluoridation: City of San Diego
 - Implementation began consecutively at each of the three water treatment facilities beginning in early February with full implementation completed mid-February 2011. The City of San Diego is now fully fluoridated and the project is in the Operations and Maintenance phase for the next 2-years.
- Fluoridation: Other Water Districts:
 - Letters were sent to the remaining five non-optimally fluoridating water districts on March 14, 2011 to inquire about interest in receiving First 5 funds for fluoridation. To date one water district has declined and two water districts have acknowledged that they are considering their response.
- Healthy Developmental Services: Augmentation for developmental services to families in substance abuse treatment:
 - Family Health Centers of San Diego (FHCS) has begun providing developmental services to children at Harmony West and Parent Care Central women's treatment programs. As Parent Care Central is a new program and not yet operating at full capacity, First 5 staff, HHS-ADS and FHCS have identified opportunities to expand these services to include additional neighboring sites to serve families who need these services and meet established targets.

Learning

- Future quality preschool initiative
 - Staff has initiated the planning process for the development of the future quality preschool initiative which includes contracting with a consultant to conduct research to identify local, state and national best practices, facilitate community input and analyze various cost structures.
 - At the March 2011 meeting, TPAC was provided information on the background of quality preschool efforts in San Diego County, an overview of the current Preschool for All Demonstration Project and the planning for the future quality preschool initiative. At a future meeting TPAC will be asked to provide feedback on the recommended core components for the new initiative.
- 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 a Letter of Intent was submitted to First 5 California and an application was submitted on January 14, 2011. Staff is requesting the Commission's approval to release a Request for Proposals (RFP) to provide CARES Plus services at today's meeting.

Family

- Targeted At-Risk Home Visitation
 - Responses to the Request for Proposals (RFP) for the countywide coordinator have been evaluated by the Source Selection Committee (SSC). It is anticipated that the Commission will be asked to approve a contract award at their next meeting for services to begin on July 1, 2011. The RFP for home visiting direct services is scheduled for release on April 7, 2011.

Community

- 211 San Diego.
 - 211 San Diego continues to provide information and referral services to families. Through February 28, 2011, 211 had answered a total of 147,084 calls on the general 211 line, 26,651 of which were cases related to children ages 0 – 5. The Warm Line has answered 1,374 calls in this period. An increase of calls to the Warm Line has been observed following the launch of the Public Education Campaign in late February. 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
 - The third phase of First 5 San Diego's "Good Start" campaign was launched on February 21, 2011. The campaign focuses on oral health and includes radio and television public service announcements, transit shelter displays, and advertisements on buses with routes throughout the county. The current campaign, which is scheduled to run through June 2011, includes over \$1 million in leveraged (added value) media based on a total cost of \$394,626.
 - First 5 San Diego was a participant and co-sponsor of "Latino Voters: Early Learning is a Winning Issue" on February 24, 2011. The briefing, which was attended by approximately 60 local policy makers and community stakeholders, focused on the results of a poll of Latino voters in California regarding the importance of preschool. Executive Director Jimenez and Dr. Denise Meek gave a brief presentation regarding the Commission's investment in quality preschool in San Diego County and the Preschool for All Demonstration Project.
 - On March 4, 2011 Executive Director Jiménez and Rhonda Freeman of HHS Public Health/Maternal Child and Family Health presented to the Catfish Club, providing a general overview of First 5 San Diego's programs and services, and the Commission's support of the Black Infant Health Program.

Administration

- Evaluation.
 - The key process indicators for the second quarter are being provided to the Commission today as part of the quarterly dashboard report.
- Finance Committee. At its March meeting the Committee reviewed the Second Draft of the FY 2011 – 12 Operating Budget and approved it to come forward to the Commission. The Committee also reviewed and approved the 10 Year Financial Spending Plan.

- Fiscal staff is working on submitting the Medi-Cal Administrative Activities invoice for the first quarter of FY 2009 – 10 to the State for reimbursement of authorized expenses.

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 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 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).
- 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 370,080 Kits have been distributed January 2002 through February 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 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.