

First 5 Commission of San Diego Technical and Professional Advisory Committee

February 18, 2014

Staff Report

Updates Since Last Report

Health

- Healthy Development Services and KidSTART
 - Two programs, Healthy Development Services and KidSTART, presented workshops at the 28th Annual San Diego International Conference on Child and Family Maltreatment in January.

Learning

- Quality Preschool Initiative (QPI)
 - San Diego has been qualified to receive an additional \$2,209,386 in Race to the Top – Early Learning Challenge (RTT-ELC) match funds which will be added to the current RTT funding allocation of \$4,231,800 for a total funding match of \$6,441,186 through 12-31-15. The additional RTT-ELC funding match will enable San Diego to increase the total number of children served through the QPI Program, and increase the total number of preschool sites that receive an RTT-ELC quality rating designation.

Family

- Targeted Home Visiting Initiative
 - The Targeted Home Visiting Initiative is a countywide program with service providers located in the North Inland/North Coastal, North Central/Central, East, and South regions. It is referred to as the “First 5 First Steps” program, and is designed to serve the high-risk target population of women from prenatal up to two weeks post-partum, who are teens, military, immigrants, refugees, and low-income households. Currently, the program has received 300 client referrals and has enrolled 85 families in home visiting services.

Community

- Holiday Food Drive 2013
 - First 5 San Diego partnered with the Jacobs & Cushman San Diego Food Bank and Wells Fargo to host *Holiday Food Drive 2013* from November 1, 2013 to December 31, 2013. The joint effort aimed to help provide meals for San Diego County’s 462,000 people living in poverty—of which 137,000 are children—during the holiday season. Executive Director Kim Medeiros joined the Jacobs & Cushman San Diego Food Bank President and CEO James Floros and other community and business leaders at several press events, including a press conference launch at the Hard Rock Hotel San Diego and on a KUSI weekly morning segment at the VONS Liberty Station. First 5 San Diego staff held their own food drive, raising a total of 230 pounds of food. Food raised was distributed to people in need through 330 partner charities including Stand Up For Kids, Family Care Foundation, Mira Mesa Christian Pre-School and Klassic Kids, which focus on young children and families.
- Media Campaigns
 - In January, First 5 San Diego launched its language development campaign. The campaign educates parents about the importance of actively speaking to their child, recommending

30,000 words each day. Messages include “Talk, read and sing to your child every day” and “30,000 words a day – 29,899 after pat-a-cake”. The campaign is scheduled to run intermittently through June 2014 via TV and radio PSAs, outdoor billboards, bus kings and tails in the North County, and a newly wrapped transit bus.

- We are still running the Healthy Start campaign that focuses on good nutrition and physical activity. Two radio stations (103.7 and 93.3) will be having First 5 San Diego healthy recipe contests.
- Newly Redesigned Website
 - On January 15, 2014, First 5 San Diego launched its newly redesigned website and newsletter. The new site features a fresh new look, easier navigation, and added functionality. New website functions include a live Facebook feed, a Google translate tool, and a more accessible community calendar.
- Social Media
 - First 5 San Diego has been actively expanding its social media channels. Social media channels now include Facebook, YouTube, Instagram @First5SanDiego and Twitter @First5SD. Since November, the number of followers to Facebook has increased from less than 1,000 to more than 3,150 followers.
- Community Events
 - First 5 San Diego has been participating in community events throughout San Diego County including:
 - November 9, 2013 - Sharp Women’s Health Conference at the Sheraton San Diego Hotel & Marina (Sponsor)
 - December 7-8, 2013 - CDA Cares San Diego at the Del Mar Fairgrounds (Sponsor)
 - January 25, 2013 - Jackie Robinson Family YMCA Open House (Booth)

Administration

- Contracting
 - On January 22, 2014, Commission Vice-Chair Carol Skiljan participated in the groundbreaking of the Murphy Canyon Child Development Center. The child development center (CDC) is one of two U.S. Navy Capital projects to support military families and is scheduled to be completed in Fall 2014. Once completed, the CDC will serve a minimum of 114 children ages zero through five.
- Evaluation
 - The dashboard for quarter 1 will be presented at today’s Commission meeting.
- Finance Committee
 - The Committee met on January 14, 2014. The Committee members reviewed the December 2013 Balance Sheet and the Statement of Revenues and Expenditures including the 2nd Quarter Budget Projection for the quarter ending December 31, 2013. Both documents were approved to go to the Commission.

Background on First 5 Commission Current Projects

2-1-1 San Diego

2-1-1 San Diego is a free 24-hour phone service and online database that connects people with community resources. 2-1-1 also operates a First 5 San Diego Warm Line that assists parents of children ages zero through five with locating services and resources for their families.

Best Start

Best Start provides breastfeeding education to nurses at three Sharp hospitals. The training will enable the nursing staff to provide support to mothers and newborns receiving services at these birthing hospitals.

Black Infant Health Program (BIH)

BIH focuses on reducing preterm births, low birth weight babies and other poor birth outcomes in the African American community. Prenatal care, breastfeeding, immunizations, smoking cessation and nutrition are all part of the BIH program to help women achieve healthy pregnancies and healthy births.

California School Aged Families Education (Cal-SAFE)

The Cal-SAFE program, located in six school districts, helps expectant and parenting teens successfully graduate from high school and improve their parenting skills while providing a quality child care and development program for their children.

Capital Project

A Child Development Center is currently under construction that will serve military families in the Murphy Canyon area.

Child Injury Prevention Program

The Childhood Injury Prevention Program educates parents, caregivers and early childhood education staff about childhood injury prevention strategies to make homes, automobiles and communities safer for children ages zero through five.

Childhood Obesity Initiative (COI)

COI is a public-private partnership whose mission is to reduce and prevent childhood obesity in the County by creating healthy environments for all children and families through advocacy, education, policy development and environmental change.

Community Transformation Grant (CTG)

CTG leverages funding from the Centers for Disease Control and Prevention with a goal to increase the number of hospitals, businesses, and schools that adopt policies which support breastfeeding and lactation accommodations. The program also provides training for Public Health Nurse home visitors.

Community Water Fluoridation

Community Water Fluoridation supports three sub-optimally fluoridated water districts – the City of San Diego, Olivenhain Municipal and Sweetwater Authority to improve the oral health of children and families.

Developmental Screening & Enhancement Program (DSEP)

DSEP provides developmental screenings, care coordination and caregiver coaching for children in the child welfare system. It also provides expanded training and support for staff at the Polinsky Children's Center that care for young children who have been removed from their homes.

Family Early Literacy Library Project

The Family Early Literacy Library Project is a partnership 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 zero through five. The project provides family early literacy workshops, enhances story-time curriculums, and increases Beginner Reading Collections.

First 5 First Steps (F5FS)

First 5 First Steps provides countywide home visitation services to specific high-risk target populations including pregnant and parenting teens, military, refugee/immigrant, and low-income families using the Healthy Families America (HFA) model and the Parents as Teachers (PAT) curriculum.

Five and Fit Pilot Project

Five and Fit is an intergenerational project coordinated by HHSA Aging and Independence Services where older adults work with early childhood educators and parents to address childhood obesity in children ages zero through five.

Healthcare Access (HCA)

HCA provides families with assistance in enrolling and maintaining their enrollment in public health insurance programs. HCA staff also work with families, promoting preventive care and assisting them in utilizing 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. Activities include speech and language services, developmental and behavioral services, as well as parent education and behavioral health coaching services to early education teachers.

Immunizations for San Diego Kids

Immunizations for San Diego Kids goals are to increase the number of children ages zero through five who are fully immunized and to link more physicians to the San Diego Immunization Registry. A particular focus of the program is engaging families with personal belief concerns and questions on immunizations.

KinderStart

KinderStart is a Kindergarten summer-school readiness pilot program at Laurel Elementary School in Oceanside. 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.

KidSTART

KidSTART is a partnership between First 5 San Diego and HHSA Behavioral Health Services to support children with complex needs. The KidSTART Center performs triage, assessment, referrals and treatment for children with multiple, complex delays, and disorders. The KidSTART Clinic provides comprehensive behavioral and social-emotional clinical treatment.

Kit for New Parents (Kit)

The Kit is a free, comprehensive resource from First 5 California for new and expecting parents emphasizing the importance of a child's early years. Kits are distributed countywide and are available in English, Spanish, Vietnamese, Cantonese, Korean and Mandarin.

Maternity Shelter Program (MSP)

MSP provides safe, secure and supportive housing with intensive case management services for pregnant and parenting young women between 18 and 24 years old, and their dependent children. MSP assists these young women who are homeless or at risk of becoming homeless develop the skills necessary to live independently while providing a safe and stable home for themselves and their children.

Mi Escuelita Therapeutic Preschool

Mi Escuelita 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 one through five and pregnant women with the goal of improving oral health, promoting positive oral health practices and increasing provider capacity.

Parent and Community Education

Parent and community education campaigns connect children to needed services and promote practices that strengthen families and improve children's health and development.

Quality Preschool Initiative (QPI)

QPI provides high quality preschool services in public and private center-based and home-based early childhood programs in high-need communities in San Diego County.

Reach Out and Read San Diego (RORS)

RORS partners with over 73 pediatric medical offices throughout San Diego County to train and support pediatricians in their efforts to promote early literacy by providing children 6 months through 5 years old with a new book and parents with read aloud advice at regular pediatric checkups.

San Diego Adolescent Pregnancy and Parenting Program (SANDAPP)

SANDAPP improves health outcomes for pregnant and parenting adolescents and their children through case management, counseling and parent-child therapy. Its goals are to promote high school graduation, effective parenting skills, youth development and self-sufficiency.