

First 5 Commission of San Diego

April 21, 2014

Parent Education and Family Engagement Activities

Request

The request before the Commission is to approve the implementation of *Pathways to Play* nature-based stations (play pockets) at the Tijuana River Valley Regional Park (TRVRP).

Background

On April 8, 2013, the Commission authorized funding for Parent Education and Family Engagement strategies for up to \$275,000 for FY 2013-14.

In San Diego County 1 in 4 children ages 0 through 5 are overweight or obese. As a key partner in the Childhood Obesity Initiative, the 5210 Every Day! campaign, and Live Well San Diego, First 5 San Diego is continuously seeking opportunities to encourage outside play and physical activity for healthier lifestyles. Unfortunately, quality natural play spaces are sometimes unavailable to today's urban and suburban children. The Executive Director is proposing to integrate play into community pathways and trails at the Tijuana River Valley Regional Park (TRVRP) by enhancing them with stations (play pockets) that provide opportunities for physical activity, educational experiences and family engagement for children ages 0 through 5. The goal for this project is to provide quality, nature-based settings that will motivate children and families and engage in healthy outdoor physical activity together.

The TRVRP, located in the southwest corner of San Diego County, consists of approximately 1,800 acres of natural areas, agricultural lands, and developed components such as a community garden, sports fields, and staging areas, and has enough space to provide an ideal canvas to incorporate nature-based *Pathways to Play* strategies in the existing park trail. The location currently serves over 10,000 community members each year for sports related activities, in an area that has a growing population of children 0 through 5.

The County of San Diego Department of Parks and Recreation has been a key partner in First 5 San Diego's parent and public outreach, showcasing First 5 San Diego's public service announcements at more than 120 Summer Movies in the Park events throughout the County over the past two years.

Link to the Strategic Plan

The services support the following Strategic Plan Objectives:

- Increase the number of households with children ages 0 through 5 that regularly engage in age-appropriate parent-child activities that promote early learning.
- Increase the use of positive parenting practices to promote the healthy social emotional development of children ages 0 through 5.

Link to Live Well San Diego

These services support the County's *Live Well San Diego* plan to provide healthy, safe and thriving communities as they promote opportunities to increase active and meaningful living, including improving avenues for physical activity for San Diego's youngest residents.

Commission History

- April 8, 2013 (Item 1), Commission authorized the Executive Director to develop activities for Parent Education and Family Engagement from July 1, 2013 through June 30, 2014 for up to \$275,000.

Staff Recommendation

- 1) Find that the proposed *Pathways to Play* allocation is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Award a contract and approve funding to the County of San Diego Department of Parks and Recreation for up to \$200,000 as a project length budget for a twenty-five month period (June 1,

2014 to June 30, 2016) from the Parent Education and Family Engagement line in the approved FY 2013-14 budget, and authorize the Executive Director, or her designee, to negotiate and execute a contract for the *Pathways to Play* project to begin June 1, 2014.

Fiscal Impact

Up to \$200,000 will be authorized from the Parent Education and Family Engagement line in the approved FY 2013-14 Operating Budget.