

First 5 Commission of San Diego

April 21, 2014

Staff Report

Updates Since Last Report

Health

- Oral Health Initiative and Community Water Fluoridation
 - Supervisor Ron Roberts and Executive Director Kim Medeiros accepted an *Oral Health Policy Champion Award* for the Commission's work with fluoridation. The award was presented at the San Diego County Oral Health Forum in March.
- Healthy Development Services
 - The American Academy of Pediatrics California Chapter 3 received the 2013 Outstanding Chapter Award among medium-sized chapters from the national American Academy of Pediatrics. They were recognized for excellence in programs that promote the health and welfare of children. The Chapter provides countywide coordination for Healthy Development Services and the Targeted Home Visiting Initiative. They also serve as the lead agency for Reach Out and Read San Diego.

Learning

- Quality Preschool Initiative (QPI)
 - The San Diego QPI Program is on track to serve more than 12,000 children during FY 2013-14 and will increase by 40% over FY 2012-13 the total number of preschool sites that receive a quality rating (QRIS) 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 a little over 500 client referrals, screened 285 who are eligible for home visiting services, have enrolled 169 into First Steps, and have referred 86 families to other home visiting services.

Community

- New Children's Museum Partnership
 - On March 7, 2014, First 5 San Diego and the New Children's Museum launched First 5 First Fridays, a monthly program geared toward children ages four and under. The first Friday of every month, First 5 San Diego is sponsoring a facilitated toddler workshop designed to support the whole child with music, movement, and social play. The workshops also engage participating caretakers through fun activities that can be performed at home. The events will be held at the museum located at 200 West Island Ave. in downtown San Diego.

- Healthy Start Recipe Contest
 - First 5 San Diego held a Healthy Recipe Contest on Energy 103.7's AJ in the Morning throughout the month of February 2014. Families were asked to submit a healthy recipe. Each week, a winner was chosen. Chef Jeff Rossman from Terra American Bistro, a farm to table restaurant located in El Cajon, prepared the dishes alongside AJ in a video posted on Energy 103.7's website. The four winning families received a \$250 gift card to Vons, dinner at Terra American Bistro, and a 6-month membership to the YMCA. On March 8, 2014, the families were invited to a Farm to Table teaching experience with Chef Jeff at Morse High School. The event was hosted by AJ and attendees included Vons and First 5 San Diego representatives. The event was filmed in a finale video also posted on Energy 103.7's website.

- Vons Partnership Expansion with *Live Well San Diego*
 - On March 18, 2014, First 5 San Diego and Vons grocery stores announced extending their Healthy Start partnership with the County of San Diego's *Live Well San Diego* campaign. The First 5 San Diego-Vons partnership began in July 2013 in an effort to encourage healthy eating among families. With the expanded partnership, healthy eating messages will also share the messages of *Live Well San Diego*. Supervisor Greg Cox, County of San Diego HHS Director Nick Macchione, First 5 San Diego Executive Director Kim Medeiros, Vons Vice President of Operations Andy Barker, and Vons Public Affairs Director Carlos Illingworth officially kicked off the partnership at Vons Otay Ranch. Supervisor Cox proclaimed March 18 Vons-*Live Well San Diego* Day.

- Proposition 10 15th Anniversary
 - On March 19, 2014, more than 20 First 5 Commissions from around the State celebrated 15 years at a Proposition 10 15th Anniversary Reception at the State Capitol hosted by Assembly Speaker John Perez. Executive Director Kim Medeiros and Community Engagement Manager Naomi Chavez attended the event alongside other County Commission Executive Directors, Commissioners, and staff. Nearly a dozen legislators joined Speaker Perez at the reception, thanking First 5 for their dedication.

- Award Nominations
 - STARS Award
First 5 San Diego was nominated for the 2014 STARS Award presented by the Child Abuse Prevention Coordinating Council. The award honors the efforts of individuals or organizations to prevent child abuse in San Diego County. Nominees were celebrated at a STARS Awards Breakfast on March 20, 2014 at the Jacobs Center, Celebration Hall featuring keynote speaker Antwone Fisher, former foster youth, author of Finding Fish and the award winning movie *Antwon Fisher*. Assistant Executive Director Gloria Corral attended the event.

 - Public Health Championship Award
First 5 San Diego was selected as a Director's Award Recipient of the 2014 *Live Well San Diego* Public Health Championship Award in recognition of First 5 San Diego's extraordinary achievement in protecting and promoting the health of residents in San Diego County.

- Community Events
 - First 5 San Diego has been participating in community events throughout San Diego County including:
 - January 25, 2014 – Jackie Robinson YMCA Open House in Chula Vista (Booth)
 - March 22, 2014 – Read and Romp at Liberty Station (Booth)
 - March 29, 2014 – Multicultural Fiesta at El Cajon Library (Booth)
 - March 29, 2014 - Healthcare Affordable Act Resource Fair at Normal Heights Community Center (Booth)
 - April 19, 2014 - Day of the Child Chula Vista at Memorial Park (Booth and Sponsor)

Administration

- Contracting
 - Contracting staff have initiated activities for all required contract amendments for FY 2014-15.
- Evaluation
 - The dashboard for quarter 2 will be presented at today's Commission meeting.
- Finance Committee
 - The Committee met on March 11, and April 15, 2014. The FY 2014 – 15 Operating Budget and a revised Financial Spending Plan were reviewed in addition to the Balance Sheet as of March 31, 2014 and the 3rd Quarter Budget Projection for FY 2013 – 14. All documents were approved 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 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 was created to address health issues specific to African American women and infants. Prenatal care, breastfeeding, immunizations, smoking cessation and education on proper nutrition are all part of the BIH program that helps women achieve a healthy pregnancy which improves healthy outcomes for babies.

California School Age 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.

Childhood 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. Services include assessment and treatment for developmental (including speech and language) and behavioral concerns, parent education, behavioral health coaching services to early education providers and Care Coordination to all families receiving HDS services.

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.

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.

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.

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 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 throughout San Diego County.

Reach Out and Read San Diego (RORSDD)

RORSDD 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.