

First 5 Commission of San Diego

February 9, 2015

Staff Report

Updates Since Last Report

Health

- Healthy Development Services (HDS)
 - As a recipient of the prestigious designation as a *Bright Idea* from the Harvard Kennedy School Ash Center for Democratic Governance and Innovation, HDS received national recognition and visibility for the program's innovative approaches to treating children with mild to moderate developmental and behavioral concerns. The Bright Idea initiative recognizes and promotes innovative and promising government programs and practices. The official press release will be made from the Ash Center on February 10, 2015 and information about HDS will be posted on the Government Innovators Network website.
 - The American Academy of Pediatrics California Chapter 3, countywide coordinator for HDS, presented at two national conferences – Zero to Three National Training Institute and the Association of Maternal and Child Health Services Programs conference.

Learning

- There are no significant updates to report since the November 3 Commission meeting.

Family

- Targeted Home Visiting Initiative – First 5 First Steps
 - The new year of 2015 is already off to a bang for the First 5 First Steps program. Thus far in fiscal year 2014-2015, the program has approximately 564 families who have accepted services. The countywide coordinator and Central Administration for our Healthy Families America, multi-site system, American Academy of Pediatrics, local Chapter 3, continued to carry out its duties in training, quality assurance, and technical assistance as we strive to make this the first HFA County multi-system in the nation to get accreditation in 2016. The countywide coordinator has also continued their effort in making connections and collaborations with other home visiting program providers (Nurse Family Partnership, Maternal Child Health, Black Infant Health, HeadStart, Project Concern International, Perinatal Care Network, and Fleet and Family Services) since the Home Visiting Summit they put on last year. North County has now started its own North County Home Visiting Collaborative where attendees from NFP, MCH, and F5FS are meeting to better their process in referrals, outreach, common indicators, and outcomes.

Community

- Parent Engagement & Early Literacy Campaign

First 5 San Diego launched its parent engagement and early literacy campaign in January 2015. The campaign encourages parents and caregivers to talk, read and sing to their baby, recommending 30,000 words each day and focuses on language milestones. Campaign elements include broadcast

television and radio, digital radio, billboards, bus and transit shelters. The campaign will run intermittently through June 2015.

- San Diego Food Bank Holiday Food Drive and Good Start for Women + Children Program
Last November and December, First 5 San Diego partnered with the Jacobs & Cushman San Diego Food Bank for Holiday Food Drive 2014, along with VONS, Wells Fargo, and Fox 5 San Diego. Executive Director Kim Medeiros appeared in the San Diego Food Bank's Holiday Food Drive public service announcement and held a number of television appearances on the Fox 5 San Diego morning news segment to encourage food donations. On December 10, 2014, she joined Jim Floros, president and CEO of the Jacobs & Cushman San Diego Food Bank and Fox 5 Morning News' Raoul Martinez and Shally Zomorodi at the VONS in Murphy Canyon to promote the food drive and introduce the Good Start for Women + Children Program, an expansion of the partnership to provide low-income pregnant women and families with children ages 0 through 5 with a monthly package that includes parent education materials.
- Website Award
First5sandiego.org received the Web Marketing Association's 2014 Award for Outstanding Achievement in Web Development. Since 1997, the Web Marketing Association's annual competition has been setting the standard of excellence for website development. The award is the premier award recognition program for Web developers and marketers worldwide.
- Sponsorship/Community Events
First 5 San Diego sponsored and held a booth at the Fresh Start Healthy Lifestyles Fair, hosted by the C5 Athletics Foundation. The healthy lifestyles event held on January 10, 2015 at the County of San Diego Waterfront Park, provided resources for health, fitness and nutrition to families.

Administration

- Contracting
 - In coordination with the County Department of Purchasing & Contracting, the Commission released RFP #6606 for Independent Data Evaluation Services. The Pre-Proposal Conference was held on October 31, 2014 and the proposals were due on January 8, 2015. Additionally, RFP #6607 for KidSTART Center and Clinic Services was released on December 19, 2014. This is a joint RFP with HHS Behavioral Health Services-Children, Youth and Families. The Pre-Proposal Conference was held on January 15, 2015 and the due date for proposals is February 19, 2015.
- Evaluation
 - The dashboard for quarter 1 is presented at today's Commission meeting.
- Finance Committee
 - The Committee met on January 13, 2015. They reviewed:
 - The Balance Sheet for December 31, 2014;
 - The 2nd Quarter Statement of Revenues and Expenditures for FY 2014-15; and
 - The preliminary Financial Spending Plan for FY 2015-16.
 - The December Balance Sheet and the 2nd Quarter Statement of Revenues and Expenditures were approved by the Finance Committee to go to the Commission and are included in the agenda packet for today's meeting.

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 within the San Diego Unified School District, 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

The San Diego County Childhood Obesity Initiative is a public-private partnership with the mission of reducing and preventing childhood obesity through policy, systems, and environmental change.

Community Transformation Grant (CTG)

The goal of the Community Transformation Grant is to increase the number of community health clinics, businesses, and schools that adopt policies which support breastfeeding and lactation accommodations. The program also provided training for Public Health Nurse home visitors.

Community Water Fluoridation

Community water fluoridation supports Sweetwater Authority to become optimally fluoridated to improve the oral health of children and families. With First 5 San Diego investments, optimal fluoridation was also reached for the City of San Diego and Olivenhain Municipal water districts.

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.

First 5 First Steps (F5FS)

First 5 First Steps provides county-wide 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 & Fit Pilot Project

Five & Fit mobilizes volunteers ages 50 and older to prevent early childhood obesity by teaching children to make healthy food choices and engage in regular exercise while supporting parents and educators to build healthy habits.

Good Start for Women + Children

The Good Start for Women + Children Program is a partnership between First 5 San Diego and the Jacobs & Cushman San Diego Food Bank to provide pregnant women, and children ages 5 and under in high-need communities, with a monthly food package and First 5 San Diego parent education materials.

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 goal is to increase the number of children ages zero through five who are fully immunized. 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 and at Joyner Elementary School in City Heights, San Diego. It provides a high-quality multi-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 expectant parents emphasizing the importance of a child's early years. Kits are distributed county-wide 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.

Pathways to Play

The Pathways to Play Project is a partnership between First 5 San Diego and County of San Diego Parks and Recreation to create nature-based play areas (play pockets) for children ages 0 through 5 at the Tijuana River Valley Regional Park, providing opportunities for physical activity, educational experiences and family engagement.

Quality Preschool Initiative (QPI)

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

Reach Out and Read San Diego

Reach Out and Read San Diego partners with 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.