

First 5 Commission of San Diego

October 17, 2016

Staff Report

Updates Since Last Report

Health

- Oral Health Initiative (OHI)
In the last quarter of fiscal year 2015-16, OHI subcontractor La Maestra Community Health Centers, provided offsite dental services to students at Farragut School AKA Head Start in El Cajon. This included dental screenings, exams, treatment and care coordination. La Maestra also provided oral health education to the childrens' parents and to the Head Start staff. Health Quality Partners and La Maestra are working on implementing the offsite dental services to more Quality Preschool Initiative sites in targeted zip codes of Lemon Grove, College Area, and El Cajon during the 2016-17 program year.
- Healthy Development Services (HDS)
In the past few months, First 5 San Diego saw increased interest and requests for information from both public and private agencies on the implementation and operation of the program. The Packard Foundation came to the First 5 offices for a two-day visit; and recently Alameda County put out an Request for Proposal (RFP) for services which was closely based on the our HDS system. The American Academy of Pediatrics Chapter 3 (AAP-CA3) has begun compiling an implementation guide for future use for agencies looking to replicate our system of care.

Learning

- First 5 San Diego was awarded an IMPACT grant from First 5 California in the amount of \$6.9 million over 5 years. The purpose of First 5 IMPACT is to support system improvement efforts. IMPACT Grants cannot be used to fund direct services, and instead must fund networks of local quality improvement systems across the state to better coordinate, assess, and improve the quality of early learning settings. The First 5 San Diego submission was the culmination of several months of planning and meetings with community partners to develop a strong application for San Diego County that is aligned to First 5 San Diego's Strategic Plan. The funding will support First 5 San Diego to continue investing in quality preschool, expand developmental screenings and referrals, enhance home visiting supports in quality child care and preschool settings, and promote breastfeeding-friendly child care.
- First 5 San Diego was also awarded an IMPACT Technical Assistance (TA) Hub grant from First 5 California in the amount of \$1.6 million over 5 years. The IMPACT TA Hub funding is intended to support coordination, project management, and systems-building activities for early learning Quality Rating and Improvement Systems. IMPACT TA Hubs provide specialized support for classroom assessment, enhancement of teacher-child interactions, strengthening families, and other quality systems efforts.
- First 5 San Diego and the American Academy of Pediatrics Chapter 3 (AAP-CA3) presented at the national early learning Quality Rating and Improvement System BUILD Conference on San Diego County's robust system for conducting developmental and behavioral screenings and referrals with emphasis on the connections between early childhood education and developmental and behavioral service providers.

Family

- First 5 First Steps regions completed the Healthy Families America (HFA) site visits in May 2016 as part of the multi-site accreditation process. The site visits were successful as regions were found to be in adherence to HFA quality standards and, in many cases, exceeded them. First 5 First Steps received acknowledgement that the program has embraced the evidence based model and that performance is ahead of other sites that are being accredited for the first time. In December 2016, AAP-CA3 will go before the HFA panel for the final step of accreditation for the system. In addition, First 5 First Steps Program Director Kim Thomas (AAP-CA3) won HFA's 2016 State Leader Service Excellence Award for her contribution in helping build the first County HFA multi-site system.

Community

- First 5 San Diego Won a 2016 EAR Award from the San Diego Broadcasters Association
First 5 San Diego was one of seven local organizations that were recipients of the 2016 EAR (Effective Advertising on Radio) Awards – an honor bestowed on businesses that have effectively used the radio medium to convey their message to listeners. The San Diego Radio Broadcasters Association (SDRBA) recognized five English and two Spanish commercials from among the nominations which were evaluated primarily for measurable results and secondarily for creative, writing and production values. First 5 San Diego was recognized for its "30,000 Words a Day" public service announcement (PSA) that encourages parents to engage in meaningful conversations with their children.
- Target Recognized as a *Live Well San Diego* Partner
On June 15, 2016, the County of San Diego announced its *Live Well San Diego* recognized partnership with Target, the nationwide retailer with 23 San Diego County locations. Target was recognized for its commitment to providing San Diego County residents with healthy food options, including the Simply Balanced wellness grocery brand that includes organic and wholesome ingredients. In addition to its healthy food options, Target was honored for its caring for communities through giving back and volunteerism. Target team members in San Diego County volunteered more than 15,000 hours in San Diego communities in 2015 and are on track to volunteer more than 16,500 in San Diego communities in 2016. Additionally, Target has partnered with Feeding America in the fight to end hunger in the United States by donating millions of pounds of food each year to families in need. Following the partnership announcement at the Target location on Sports Arena Blvd, San Diego County Supervisor Ron Roberts presented a proclamation to Target Store Team Leader Matthew D. Johnson declaring June 15th to be "Target *Live Well San Diego* Day" across San Diego County. A fitness flash mob entertained shoppers and showcased Target's active apparel.
- First 5 San Diego and the City of El Cajon Opened New Playground at Renette Park
First 5 San Diego and the City of El Cajon joined at Renette Park on September 9, 2016 to celebrate the grand opening of a new playground funded by First 5 San Diego. Supervisor Dianne Jacob and City of El Cajon Mayor Bill Wells were in attendance to celebrate the occasion. The new playground provides opportunities for physical activity, educational experiences and family engagement for children ages zero through five and immigrant populations. The project also includes new sidewalk activity panels on the path leading to the playground that will motivate children and families to engage in educational activities. Prior to the ribbon cutting ceremony, there was a beautification project where volunteers in the community helped build benches, planter boxes, and painted various areas of the park.
- Community Engagement and Event Sponsorships
First 5 San Diego is proud to have sponsored or participated in the following community events:
 - Day of the Child with Chula Vista Community Collaborative – April 23rd (Sponsored + Participated)
 - March for Babies / March of Dimes – April 23rd (Sponsored + Participated)
 - Miracle Babies 5K – May 1st (Sponsored + Participated)
 - Parent Summit 2016 with HHSA – Child Welfare Services – May 7th (Participated)
 - Philippine Independence Day Celebration – June 10th (Participated)
 - Day of Play at Olivewood Gardens – June 25th (Sponsored + Participated)

- Summer Movies in the Park 2016 – July 1st – September 30th (Sponsored)
- *Live Well San Diego* 5K – July 30th (Sponsored + Participated)
- Marine Corps CLB-15 Battalion & Family Beach Bash – September 9th (Participated)
- Let's Connect Expo – September 10th (Participated)
- We Can't Wait: Where Nature and Nurture Meet – September 22nd – 24th (Sponsored)
- Solana Beach Sunset 5K Run/Walk – October 1st (Sponsored + Participated)

Administration

- Evaluation
 - The dashboard for the 4th Quarter FY 2015-16 is included in the Executive Director's report at today's Commission meeting as item 6-2.
- Finance Committee
 - The Committee met September 13, 2016. They reviewed the Balance Sheet for August 31, 2016 and the Independent Audit Report for FY 2015-16. They met with the Senior Auditor from Christy White Associates who reported that there are no findings on compliance or internal controls over financial reporting. All documents were approved by the Finance Committee to go to the Commission and are included in the agenda packet.

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.

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.

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.

First 5 Discovery Zone Expansion Project

The Discovery Zone Expansion Project is a partnership with the San Diego County Library to implement family early literacy stations (First 5 San Diego Discovery Zone) at the new Alpine Library and Imperial Beach Library, designed to provide a child's first teacher, the primary caregiver with the tools and resources they need to incorporate research-based family early literacy practices in the home.

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 55 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 with 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, and Care Coordination to all families receiving HDS services.

IMPACT Family Connections

IMPACT Family Connections is a partnership with the YMCA Childcare Resource Service (CRS) that assists Family Child Care Home (FCCH) providers to implement developmental screenings and clearly articulated referral pathways for services. The program will also provide training and technical assistance to home visitors across San Diego County to enhance families' knowledge about quality early childhood education settings.

IMPACT Lactation Supportive Environments for Childcare Facilities

Through IMPACT funding, the goal of this program is to increase access to environments that support the initiation and duration of breastfeeding. Specifically, services will work to increase the

number of baby-friendly childcare facilities helping them adopt and implement policies supportive of breastfeeding and lactation accommodation.

KidSTART

KidSTART is an integrated program within First 5 San Diego and HHS 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. (First 5 San Diego funding supports the Center only.)

KinderStart

KinderStart is a Kindergarten summer-school readiness pilot program at Laurel Elementary School in Oceanside. 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 birth 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 with the County of San Diego Department of Parks and Recreation to create nature-based play areas (play nodes) for children ages zero through five 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.

Renette Park Project

The Renette Park Project is a partnership with the City of El Cajon to enhance Renette Park with a new playground that provides opportunities for physical activity, educational experiences and family engagement for children ages zero through five and immigrant populations.