

First 5 Commission of San Diego

January 28, 2013

Staff Report

Updates Since Last Report

Health

- Healthy Development Services
 - The pilot project to provide Healthy Development Services (HDS) at County women's recovery centers has been fully implemented into HDS.
 - The American Academy of Pediatrics, San Diego Chapter, made a presentation on the HDS project at the national Zero to Three Conference held in November 2012. More details are provided in the Evaluation section.
- Immunization Project
 - The immunization project through Rady Children's Hospital, San Diego has been implemented.
- Community Water Fluoridation
 - The project with Olivenhain Municipal Water District is in the construction phase.
 - The project with the Sweetwater Authority is in the design phase.

Learning

- California's Race to the Top - Early Learning Challenge Grant
 - The California Department of Education (CDE) has been awarded \$52.6 million for the federal Race to the Top – Early Learning Challenge Grant (RTT-ELC). The RTT-ELC funding is designed to improve the overall quality of Early Childhood Education programs in 16 California counties including San Diego County over the four-year period from January, 2012 through December, 2015. First 5 San Diego received approval to participate in the RTT-ELC program. First 5 San Diego could draw down approximately \$4.2 million in match funding from the CDE over the four-year period.

Community

- Executive Director Media Interviews
 - Executive Director Kimberly Medeiros conducted three media interviews regarding First 5 San Diego programs and services:
 - On December 3, 2012 Medeiros spoke with Channel 93.3 about the importance of a child's healthy development.
 - On December 20, 2012 Medeiros was featured on a live segment of CW6's San Diego Living and spoke about the need for parents to know and understand developmental milestones in children ages 0 through 5 and services available throughout the county.
 - On January 13, 2012 an interview about First 5 San Diego's key programs and services and available resources aired on Clearchannel Radio. The interview was carried on several Clearchannel radio stations including KGB-FM 101.5, Rock 105, KOGO AM 600, Star 94.1, and XTRA Sports 1360am.

Administration

- **Contracting**
 - The Request for Proposals (RFP) 4606 for the First 5 San Diego Direct Services: Targeted At-Risk Home Visiting Initiative was released on November 19, 2012. The proposal due date was January 10, 2013. Proposal evaluations are currently in process.
- **Evaluation**
 - The national Zero to Three Conference, held in November 2012 in Los Angeles, featured two presentations on First 5 San Diego projects:
 1. *Measuring Developmental Gains in Children with Mild to Moderate Concerns* (HDS)
 2. *An Innovative Model to Address the Developmental and Mental Health Needs of Young Children Involved in Child Welfare* (KidSTART & DSEP).
 - In addition, there were two poster presentations concerning First 5 San Diego programs:
 1. *Implementing a Framework for a Comprehensive Developmental System of Care* (HDS); and
 2. *Suzie's Story: Trauma Response or Autism?* (KidSTART).
 - Evaluations were designed for the Targeted Home Visiting Initiative and the six recently-approved Emerging Critical Needs projects.
 - The KidSTART Clinic is presenting a case study at the upcoming Childhood Maltreatment Conference in January, 2013. The case highlights the challenges of determining whether a child's presenting symptoms could be arising due to autism or due to trauma exposure.
- **Finance Committee**
 - The Committee met on January 15th. They reviewed the current fiscal year Balance Sheet as of December 31, 2012 and the 2nd Quarter Comparative Statement of Revenues and expenditures. Both documents were approved to go to the Commission.
- **Governor's proposed FY 2013 – 14 Budget**
 - The Governor has released his proposed budget for fiscal year 2013 – 14. The First 5 Commissions in California were not included as a revenue source in the budget.

Background on First 5 Commission Current Projects

- 2-1-1 San Diego. 2-1-1 San Diego is a key resource for parents of young children, assisting them in connecting with First 5 San Diego programs and locating other community resources. In addition to general 2-1-1 calls, the First 5 San Diego Warm Line, 1-888-5-FIRST5, is answered by 2-1-1 information and referral specialists with specialized training on First 5 services.
- Black Infant Health Program (BIH). BIH uses six practice interventions (prenatal care outreach and follow-up; case management; health behavior modification; social support and empowerment; prevention; and role of men) to improve the birth outcomes of African-American infants. The program is administered by Public Health Maternal, Child and Families Health Services. It leverages funding with the California Department of Public Health.
- California School Aged Families Education (Cal-SAFE). The Cal-SAFE Program offers a comprehensive, integrated, community-linked, school-based program that improves the educational experiences for expectant and parenting students. The program's goal is to increase the availability of support services necessary for enrolled expectant/parenting students to improve academic achievement and parenting skills and to provide a quality child care/development program for their children.
- Capital Projects. In 2004, First 5 San Diego invested approximately \$60 million for new construction, renovation and/or equipment to support programs for children 0-5 and their families. Forty-eight programs received funding, and as of December 2011 forty-seven projects have been completed.
- Childhood Obesity Initiative. This initiative is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development and environmental change.
- Community Transformation Grant (CTG). This program leverages funding by the Centers for Disease Control and Prevention by increasing access to environments that support breastfeeding. It will increase the number of hospitals, businesses, and schools that adopt policies which support breastfeeding and lactation accommodation. The program will also train PHS nursing staff on how to use the PIPE curriculum during home visits. The PIPE curriculum will be integrated into the Maternal Child Health (MCH) and Nurse-Family Partnership (NFP) Public Health Nurse (PHN) home visitation models.
- Developmental Screening & Enhancement Program (DSEP). The goal of this program is to enhance existing services for young children at Polinsky Children's Center (PCC). The program provides expanded training and support for 25 full-time PCC staff that care for young children, follow-up developmental assessments and care coordination services for children who have been released from PCC via the expansion of DSEP, and expanded case management services for young children who bypass PCC and are directly placed with foster/relative caregivers.
- Five and Fit Pilot Project. In collaboration with HHS Aging & Independence Services, this program utilizes an intergenerational approach to addressing the issue of early childhood obesity prevention. It brings together older community residents, Early Childhood Education staff, parents and preschool aged children (2-5) to learn about effective strategies relating to healthy eating, physical activity, as well as other behaviors associated with early childhood obesity prevention.
- Fluoridation. The Commission has partnered with The California Endowment to support water fluoridation in three sub-optimally fluoridated local water districts – the City of San Diego, Olivenhain and Sweetwater.
- Healthcare Access (HCA). HCA provides outreach and application enrollment assistance for public health insurance, followed by case management, to support retention of insurance and appropriate

utilization of health services. The goal is to meet American Academy of Pediatrics and American Academy of Pediatric Dentists guidelines for well child and dental exams and reduce inappropriate use of emergency departments.

- Healthy Development Services (HDS). HDS is an array of services for early identification and treatment of children with mild to moderate developmental delays. HDS also promotes positive family practices to reduce the need for more complex services. Activities include speech and language, developmental and behavioral services, as well as parent education and behavioral health coaching services to early education providers. These services are also provided at women's recovery centers across the county.
- Immunizations for San Diego Kids. The goals of this program are to increase the number of children 0-5 in San Diego who are fully immunized and to decrease the number of children 0-5 not immunized because of Personal Belief Exemptions (PBE). Parent and physician education tools are being developed and physicians will be linked to the San Diego Immunization Registry.
- KidSTART. This program is a multi-agency project between First 5, Child Welfare Services and Children's Mental Health to address high need children needing complex services. The KidSTART Center performs triage, assessment, referrals and treatment for children with multiple, complex delays and disorders. The KidSTART Clinic focuses on providing behavioral and social-emotional clinical treatment in three areas of the county. The Clinic utilizing First 5 funding to leverage Early Periodic Screening, Diagnosis and Treatment (EPSDT) funds. The KidSTART pilot project originally targeted the foster child population and has been expanded to include the general population.
- Kit for New Parents (Kit). The Kit is a free (\$75.00 value) comprehensive resource from First 5 California for new and expecting parents emphasizing the importance of a child's early years. The contractor partners with more than 600 organizations to enhance the delivery of the Kit countywide. The Kit is available in English, Spanish, Vietnamese, Cantonese, Korean and Mandarin. A total of 434,595 Kits have been distributed from January 2002 - December 2012.
- Mi Escuelita. The program provides a therapeutic preschool experience for young children in the South Bay who have been exposed to domestic violence and abuse.
- Maternity Shelter Program (MSP). The MSP program was established to meet a compelling need for young homeless mothers (ages 18-24) with children under age 5 for housing that provides a safe, stable and healthy environment. Securing safe, stable housing is the first step to self-sufficiency and overall family well being. The target population served by the program is homeless pregnant and/or parenting mothers ages 18 to 24 and their children ages birth through 5 years old. This year the program expects to serve 21 women and 24 children.
- Oral Health Initiative (OHI). OHI provides oral health services, care coordination and preventative education to children ages 1 - 5 and pregnant women with the goal of improving oral health, promoting positive oral health practices and increasing provider capacity.
- Parent and Public Education. Targeted parent and community education campaigns that connect children to needed services and promote practices that strengthen families and that improve children's health and development thus reducing the need for direct services.
- Quality Preschool Initiative (QPI). The goal of the Quality Preschool Initiative (QPI) is to use a multi-tiered service delivery model to provide high quality preschool services in both existing and in new public and private center-based and home-based early childhood programs in twelve high need communities in San Diego County.
- Random Digit Dial Immunization Project (RDD). The goal of this project is to determine the estimated immunization coverage rate of 19-35-month old children living in San Diego County.

The program will conduct a minimum of 550 surveys in English and Spanish during 2013. The data will be analyzed and a final report of the results prepared by December 31, 2013.

- San Diego Adolescent Pregnancy and Parenting Program (SANDAPP). This program's goals are to improve health outcomes for pregnant and parenting adolescents and their children; increase the rate of high school graduation; enhance parenting skills; prevent child abuse, neglect and family violence; and promote youth development and self-sufficiency. Services include case management, counseling / therapy, parent-child interaction and attunement therapies, and Shaken Baby Syndrome prevention through the Period of PURPLE Crying Program.