

## First 5 Commission of San Diego

April 8, 2013

### Parent Education and Family Engagement Activities: Update and Approval

#### Request

The request before the Commission is to approve the implementation of family early literacy stations as part of the Family Library Project to support Parent Education and Family Engagement activities.

#### Background

On September 10, 2012, the Commission authorized funding for Parent Education and Family Engagement strategies for up to \$278,000. The Executive Director was also granted approval to develop activities aimed at promoting the vital role parents play in their child's development and improve their ability to provide a nurturing and supportive home environment.

As proposed at the September meeting, family literacy and positive parenting practices are priorities and the Executive Director is proposing to implement family early literacy stations as an activity. This strategy will provide parents and caregivers with the knowledge, tools and resources they need to incorporate early literacy practices in the home.

The San Diego County Library has been a key partner in First 5 San Diego's parent and public outreach, distributing bookmarks and Kits for New Parents. Offering nearly 4,000 baby, toddler, and preschool story times in FY 2011-12, the San Diego County Library was named "2012 Library of the Year" by Library Journal magazine and Gale, an educational publishing company.

#### 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 strengthen the home environments in which a child begins his or her life, providing a key foundation for social emotional stability so they may succeed in school and in life.

- **Commission History**

November 5, 2012 (Item 3), Commission authorized the Executive Director, or her designee, to purchase "Daddy's Tool Bag" educational DVD's, exclusively created and distributed by El Dorado Media LLC, for up to \$150,000.

- September 10, 2012 (Item 3), Commission authorized the Executive Director to develop activities for Parent Education and Family Engagement through June 30, 2013 for up to \$278,000.

#### Staff Recommendation

- 1) Find that the proposed Family Library Project 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 San Diego County Library for up to \$128,000 as a project length budget for a one-year period from the Parent Education and Family Engagement line in the approved FY 2012-13 budget, and authorize the Executive Director, or her designee, to negotiate and execute a contract for the Family Library Project.

#### Fiscal Impact

Up to \$128,000 will be authorized from the Parent Education and Family Engagement line in the approved FY 2012-13 Operating Budget.