

## First 5 Commission of San Diego

April 8, 2013

### Staff Report

## Updates Since Last Report

### Health

- Healthcare Access
  - Vista Community Clinic and SAY San Diego staff members were recognized for excellent achievements in administering the Healthcare Access program application assistance in 2012 at the annual San Diego Certified Application Assistants and Community Partners Coalition forum.
- Oral Health Initiative
  - Dental Care Directors from First 5's Oral Health Initiative are meeting with the Foster Care Parent Association and smaller groups to provide trainings for foster parents. Sessions include education on the importance of oral health and how to access prevention and treatment services at community clinics.

### Learning

- California's Race to the Top - Early Learning Challenge Grant
  - In March, representatives from American Institutes for Research (AIR) and RAND Corporation interviewed local Early Childhood Education (ECE) stakeholders, ECE providers, and Commission staff about the Quality Preschool Initiative (QPI) Program in San Diego County to identify best practices and how the QPI Program integrates elements from the Race to the Top and the First 5 California Child Signature Program into the implementation of local ECE service delivery.

### Community

- People's Produce Farmer's Market
  - On February 1, 2013, First 5 San Diego held its activity booth (coloring stations, beanbag tossing game, hula hoops, myPlate activity) at the People's Produce Farmer's Market in Southeastern San Diego. Presented by Project New Village, the market provides a venue for economic opportunities for neighborhood growers and entrepreneurs, with free health screenings, education and referrals.
- Marriage, Family and Relationship Expo
  - On February 28, 2013, First 5 San Diego held an information booth at the Marriage, Family and Relationship Expo at Camp Pendleton. More than 3,200 marines, sailors and spouses attended the event, with the goal of strengthening their families. First 5 San Diego gave away Daddy's Tool Bag DVDs and Kits for New Parents.
- Read and Romp
  - First 5 San Diego sponsored the 4<sup>th</sup> annual Read and Romp on March 2, 2013 held at the McMillin Event Center at Liberty Station. The event, hosted by the American Academy of Pediatrics Chapter 3 Reach Out and Read San Diego program, aims to raise awareness of early literacy and support for Reach Out and Read San Diego. More than 300 participants

attended the event, which featured early literacy activities and an appearance by Clifford the Big Red Dog.

- San Diego Cherry Blossom Festival
  - First 5 San Diego joined the 2013 First 5 California Hands-on Health Express Tour at the 8<sup>th</sup> annual Cherry Blossom Festival at the Japanese Friendship Gardens on March 9, 2013, engaging with more than 950 visitors. The Hands-on Health Express is a bilingual children's exhibit that travels across California to inspire families to eat right and stay physically active. First 5 San Diego gave away brochures, Potter the Otter books, and Healthy Development magnets.

## **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. A Source Selection Committee was convened to review proposals in January 2013. Commission staff is recommending Commission approval for award at today's meeting. The implementation date for all contracts is targeted for July 1, 2013.
- Evaluation
  - The second quarter dashboard is provided in the agenda packet. All measures except one are on target.
  - The DSEP project was one of 10 national projects to win a Hospital Charitable Service Award through Jackson Healthcare. There were 141 applicants from around the nation. The Hospital Charitable Service Awards recognizes hospitals that demonstrate excellence in at least one of the following five criteria areas: community impact, innovation, collaboration, transferability and best practice.
- Finance Committee
  - The Committee met on March 12, 2013. They reviewed the current fiscal year Balance Sheet as of February 28, 2013 and the FY 2013 – 14 Budget and revised Financial Spending Plan. All three documents were approved to go to the Commission.

## 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 San Diego 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 from 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 Public Health Maternal, Child and Families Health Services 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). This goal of this program is to provide developmental and social-emotional screenings for all children ages birth through 5 who enter in to the foster care system. Foster children with special needs receive follow-up developmental assessments and expanded case management services whether they are placed with foster families or relative caregivers. The project also supports 25 full-time staff at the Polinsky Children's Center (PCC) and special training for PCC staff that care for young children.
- 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 and Children's Mental Health to address "high need children" needing complex services. The KidSTART Center performs triage, assessments, and 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 and caregivers 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 439,340 Kits have been distributed in San Diego County from January 2002 – February 2013.
- 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 provides maternity shelter services and case management designed specifically for homeless or at-risk of homelessness pregnant and parenting young women ages 18-24 and their young 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. Through community awareness campaigns, participation and/or sponsorships of community events and professional education symposia, and other strategies, the goal of parent and public education efforts is to connect families with children ages 0 to 5 to needed services, as well as promote practices that improve children's early learning and healthy development.
- 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 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.