

FIRST 5 COMMISSION OF SAN DIEGO
Technical and Professional Advisory Committee
1495 Pacific Highway, Suite 201 MS A-211
San Diego, CA 92101-2417
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Members Present:

Karma Bass, Vice-Chair
Robert Yarris
Nedra Bickel
Aimee Zeitz
Dr. Philip Ziring
Elizabeth Marucheau

Members Excused

Carol Skiljan, Chairwoman
Jo Ann Leone
Lindsey Wade

Staff Present:

Kimberly Medeiros, Executive Director
Gloria Corral-Terrazas, Assistant Deputy Director
Lynn Eldred, Program & Evaluation Manager
Grace Young, Contracting and Early Learning Programs Manager
Martin Cherry, Operations Manager
David Smith, Sr. Deputy County Counsel

Minutes for March 12, 2012

Call to Order

Vice-Chair Bass called the meeting to order at 9:31 a.m.

Approval of TPAC Meeting Minutes – February 14, 2012

ON MOTION OF TPAC member Ziring, seconded by TPAC member Yarris, TPAC approved the minutes of February 14, 2012.

AYES: Bass, Bickel, Marucheau, Yarris, Zeitz, Ziring
ABSENT: Skiljan, Leone, Wade
ABSTAIN: None
NOES: None

Opportunity for Public Comments

No public comments were received

TPAC Member Recusal Reminder

Vice-Chair Bass reminded the TPAC members to recuse themselves from voting on any agenda item that has a real or perceived conflict of interest.

1. Annual Review of the 2010-15 First 5 San Diego Strategic Plan

Annamarie Martinez, registered nurse, asked TPAC to take a closer look at the Strategic Plan and study the possibilities to initiate future funding for the At-Risk Home Visiting and Smoking Cessation projects. She urged TPAC to advocate for all programs including the Emerging Critical Needs funding.

Executive Director Medeiros reported that this item is a follow-up to the Strategic Plan presentation made at the February TPAC meeting. She noted that the report included an overview of the planning process as well as steps that have been taken to date in implementing the Strategic Plan. As part of this year's review, staff identified the need to address *Live Well, San Diego!* and make necessary changes for a more narrowed focus on leveraging. TPAC's recommendation will be presented to the Commission at their April meeting.

Andy Pendoley reviewed and discussed the strategic plan with TPAC. He reported that Commission staff is recommending changing the fourth Core Function to read: "Building community and organizational capacity to support families and integrate with *Live Well, San Diego!* – the County's 10-year plan to achieve the vision for healthy, safe, and thriving communities."

Staff is also recommending deleting under the evaluation framework the following text: "The percentage of the charitable investments that promote and support prevention and early intervention services for children ages 0 through 5".

ON MOTION OF TPAC member Yarris, seconded by TPAC member Bickel, TPAC approved the recommendation to change the fourth core function to read: “Building community and organizational capacity to support families and integrate with *Live Well, San Diego!* – the County’s 10-year plan to achieve the vision for healthy, safe, and thriving communities.”

AYES: Bass, Bickel, Marucheau, Yarris, Zeitz, Ziring
ABSENT: Skiljan, Leone, Wade
ABSTAIN: None
NOES: None

TPAC member Yarris recommended changing the language of Objective 8 to read: Increase the public’s commitment to investing in services that support the healthy development of, and/or promote and support prevention and early intervention for, children ages 0 through 5.

ON MOTION OF TPAC member Yarris, seconded by TPAC member Ziring, TPAC

- 1) Approved the recommendation to delete the indicator that reads “The percentage of charitable investments that promote and support prevention and early intervention services for children ages 0 through 5”.**
- 2) Approved the recommendation to change the language of Objective 8 to read: Increase the public’s commitment to investing in services that support the healthy development of, and/or promote and support prevention and early intervention for, children ages 0 through 5.**

AYES: Bass, Bickel, Marucheau, Yarris, Zeitz, Ziring
ABSENT: Skiljan, Leone, Wade
ABSTAIN: None
NOES: None

2. Leveraging Opportunities: – Community Transformation Grant (CTG)

Executive Director Medeiros reported that in November the Commission authorized the Executive Director to develop a plan that supports joint leveraging efforts with Health and Human Services Agency which could include leveraging the Community Transformation Grant (CTG) funds. The CTG award is over \$3 million and has the potential to bring in over \$15 million to the County of San Diego over the next five years.

Staff explored areas that have the greatest impact on children 0-5. Using the same “narrow and deep” approach that guides our Strategic Plan, staff identified the following areas as potential leveraging opportunities: “*Worksite Breastfeeding/Lactation Policy*,” “*Farm to Institution*” and “*Nurse Family Partnership*.”

Dr. Amethyst Cureg, Chief, Maternal Child and Family Health Services (HHSA), reported that Public Health is working closely with the Centers for Disease Control (CDC) to finalize San Diego’s implementation plan. She noted that they are making adjustments to streamline the project plan, align more closely with existing efforts, and leverage additional resources to maximize project impact. She stated that they are looking forward to working with First 5 in leveraging any areas identified.

TPAC discussed the interventions and activities for some of the CTG strategic directions and asked staff to explore the area of smoke-free policies for multi-unit housing.

ON MOTION OF TPAC member Marucheau, seconded by TPAC member Zeitz, TPAC supported staff recommendation and recommended adding “Smoke-free Multi-unit Housing Policies” as a fourth area.

AYES: Bass, Bickel, Marucheau, Yarris, Zeitz, Ziring
ABSENT: Skiljan, Leone, Wade
ABSTAIN: None
NOES: None

3. *Live Well, San Diego!* – Living Safely

Executive Director Medeiros gave a presentation on the second tier of *Live Well San Diego!* – Living Safely. The presentation highlighted the goals for prevention, protection, and response.

TPAC is interested in having the Director of HHSA give a presentation on *Live Well San Diego!* at a future meeting.

4. **Contracts Update**

Staff member Grace Young provided an overview of pending projects, the Kit for New Parents, and capital projects.

Executive Director Medeiros reported that staff is working on a communication strategy to promote the projects that the Commission is funding.

5. **Finance Committee Report**

Staff member Cherry reviewed and discussed the Balance sheet as of January 31, 2012 and the 2nd Quarter Statement of Revenues & Expenditures and Budget Projections as of December 31, 2011.

Executive Director Medeiros reported that the Commission will be discussing how to reallocate the AB 99 funds into our Financial Plan in the next couple of months.

6. **Executive Director Update**

Executive Director Medeiros introduced Gloria Corral-Terrazas as the new Assistant Deputy Director for First 5 San Diego. She also introduced Naomi Chávez as the Community Engagement and Planning Manager. Executive Director Medeiros also acknowledged staff for their hard work.

Executive Director Medeiros reported the following:

Child Signature Program

First 5 CA released the Child Signature Program Request For Applications (RFA) on February 17, 2012. San Diego is one of eight eligible counties to apply due to the participation in the Power of Preschool. It is estimated that by participating in the Child Signature Program we can augment our early learning programs by about \$3.4 million a year over a three year period for a total of about \$10.3 million.

KidSTART

The KidSTART program was highlighted at the International Child Maltreatment conference as an innovative program that provides developmental services to the child welfare population.

Positive Parenting Campaign

The Commission is launching the second phase of the Positive Parenting campaign. This campaign focuses on nutrition, health, and educating parents on positive parenting practices that promote a healthy lifestyle. Key messages will include "Eating meals together strengthens families" and "Building better health starts with a good diet and exercise." First 5 San Diego is participating in many community events in an effort to re-enforce this message in the community and its ties with the County of San Diego *Live Well San Diego!*

Dashboard

All contracts are performing to the Dashboard targets. This is an improvement from last year when a few contractors were struggling until the end of the year to meet their targets. This shows that all contractors understand the important of these measures. Commission staff is reviewing any measure that exceeds 120% of their target to see if we need to reevaluate the criteria.

7. **Future Agenda Items**

- Presentation on the 2011 San Diego County Report Card
- FY 2012-13 Budget and Program Update

8. **Adjournment**

The meeting was adjourned at 11:30 a.m. to reconvene on May 24, 2012.

Notes by: Rosa Lemus