

First 5 Commission of San Diego

November 3, 2014

Staff Report

Updates Since Last Report

Health

- Healthy Development Services (HDS) and KidSTART
 - HDS and KidSTART were highlighted during the American Academy of Child & Adolescent Psychiatry Annual Meeting in October. The full-day practicum titled "Early Childhood Mental Health: Identifying and Treating Developmental and Social and Emotional Problems before the age of 5" was coordinated by Rady Children's Hospital San Diego and welcomed psychiatrists from across the nation to come and learn about the innovative treatments provided by these programs.

Learning

- There are no significant updates to report since the October 6 Commission meeting.

Family

- There are no significant updates to report since the October 6 Commission meeting.

Community

- Public Relations Society of America (PRSA) Recognition
 - On October 15, 2014, First 5 San Diego was recognized with two Edward L. Bernays Mark of Excellence Awards from the San Diego and Imperial Counties Chapter of the Public Relations Society of America (PRSA). First 5 was recognized for its Social Media and Annual Report projects.
- Pathways to Play Project Launch
 - First 5 San Diego and the County of San Diego Department of Parks and Recreation celebrated the Pathways to Play project kickoff event at the Tijuana River Valley Sports Park on Saturday, October 18, 2014. As kids played games and competed in the whiffle ball home run derby, parents checked out design ideas for the nature-based play pockets that will be installed around the perimeter of the sports park. The project is the first of its kind for County parks and will serve as a model for other parks in the region. Construction is expected to start in the fall of 2015 and be completed in the spring of 2016.
- First 5 San Diego Parent Summit
 - First 5 San Diego hosted its inaugural Parent Summit on Saturday, October 25, 2014 at Liberty Station. The event provided parents and caregivers of children ages 0 through 5 with new tools and techniques to help them with their child's healthy development. Families also enjoyed a resource fair with information from community partners, a Kids Zone, and entertainment. Supervisor Greg Cox, Commission Chair, launched the expo and Fred Becker, Technical Professional Advisory Committee member, was the keynote speaker.

- Community Events
 - First 5 San Diego has been participating in community events throughout San Diego County including:

Date/s	Name of Event	Hosting Organization	Type of First 5 San Diego Participation
10/11/14	Vista Health Fair	San Diego County Library	Booth
10/11/14	Fall Family Fair	The Doula Initiative	Sponsor
10/19/14	Waterfront Pumpkin Patch	Department of Parks and Recreation	Sponsor
10/21/14	Live Well San Diego Summit	County of San Diego Health and Human Services Agency	Booth
10/22/14	The Raising of America-Early Childhood and the Future of Our Nation Documentary Premiere and Panel Discussion Event	League of Women Voters San Diego	Sponsor
10/30/14	2014 Meeting of the Minds Conference and Exhibits	Mental Health of America of San Diego County	Sponsor

Administration

- Contracting
 - Commission contracting staff is finalizing documents for the Independent Evaluation Services RFP targeted to be released in mid-Fall 2014 and a joint RFP with HHSA Child Welfare Services for KidSTART targeted to be released in December 2014.
- Evaluation
 - The FY 2013 – 14 Annual Evaluation Report to the Community is included in the Commission agenda packet for the November 3, 2014 meeting.
- Finance Committee
 - The Committee met on October 14, 2014. They reviewed:
 - The Balance Sheet for September 30, 2014;
 - The 1st Quarter Statement of Revenues and Expenditures for FY 2014-15; and
 - The FY 2014-15 Sustainability Fund Budget.
 - All documents were approved by the Finance Committee to go to the Commission and are included in the agenda packet for the November 3, 2014 meeting.

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.

Best Start

Best Start provides breastfeeding education to nurses at three Sharp hospitals. The training will enable the nursing staff to provide support to mothers and newborns receiving services at these birthing hospitals.

Black Infant Health Program (BIH)

BIH was created to address health issues specific to African American women and infants. Prenatal care, breastfeeding, immunizations, smoking cessation and education on proper nutrition are all part of the BIH program that helps women achieve a healthy pregnancy which improves healthy outcomes for babies.

California School Age Families Education (Cal-SAFE)

The Cal-SAFE program, located within the San Diego Unified School District, helps expectant and parenting teens successfully graduate from high school and improve their parenting skills while providing a quality child care and development program for their children.

Capital Project

A Child Development Center is currently under construction that will serve military families in the Murphy Canyon area.

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.

Childhood Obesity Initiative

The San Diego County Childhood Obesity Initiative is a public-private partnership with the mission of reducing and preventing childhood obesity through policy, systems, and environmental change.

Community Transformation Grant (CTG)

The goal of the Community Transformation Grant is to increase the number of community health clinics, businesses, and schools that adopt policies which support breastfeeding and lactation accommodations. The program also provided training for Public Health Nurse home visitors.

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.

Developmental Screening & Enhancement Program (DSEP)

DSEP provides developmental screenings, care coordination and caregiver coaching for children in the child welfare system. It also provides expanded training and support for staff at the Polinsky Children's Center that care for young children who have been removed from their homes.

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 50 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 between First 5 San Diego and 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. The program also provides emergency infant formula to County of San Diego Family Resource Centers.

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, behavioral health coaching services to early education providers and Care Coordination to all families receiving HDS services.

Immunizations for San Diego Kids

Immunizations for San Diego Kids goal is to increase the number of children ages zero through five who are fully immunized. A particular focus of the program is engaging families with personal belief concerns and questions on immunizations.

KidSTART

KidSTART is a partnership between First 5 San Diego and HHSA 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.

KinderStart

KinderStart is a Kindergarten summer-school readiness pilot program at Laurel Elementary School in Oceanside and at Joyner Elementary School in City Heights, San Diego. 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 expecting 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 one 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 between First 5 San Diego and County of San Diego Parks and Recreation to create nature-based play areas (play pockets) for children ages 0 through 5 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 and home-based early childhood programs in high-need communities throughout San Diego County.

Reach Out and Read San Diego

Reach Out and Read San Diego partners with medical offices throughout San Diego County to train and support pediatricians in their efforts to promote early literacy by providing children 6 months through 5 years old with a new book, and parents with read aloud advice at regular pediatric checkups.

San Diego Adolescent Pregnancy and Parenting Program (SANDAPP)

SANDAPP improves health outcomes for pregnant and parenting adolescents and their children through case management, counseling and parent-child therapy. Its goals are to promote high school graduation, effective parenting skills, youth development and self-sufficiency.