



# Improving the Lives of Children Ages 0 through 5



FIRST 5 SAN DIEGO  
ANNUAL REPORT 2015-2016

# Message from The Executive Director

## DEAR COMMUNITY MEMBERS,

I am pleased to share the First 5 San Diego Annual Report for Fiscal Year (FY) 2015-16. This year, we invested \$37.5 million in direct services for young children and their families and served more than 57,000 children, parents, caregivers and providers. In addition, First 5 San Diego partners leveraged \$13.6 million in cash and in-kind support with public and private entities. This was the first year of a new fiscal reality for First 5 San Diego, in which we are operating under a significantly reduced budget, as our Proposition 10 revenues have declined and our reserves continue to be spent down. It was also the first year of our 2015-2020 Strategic Plan, which focuses on multi-objective investments and initiatives that deliver services and fill gaps in areas of greatest need, implements systems change that improves service delivery, and leverages partners' investments to strengthen the collective impact and enhance sustainability.<sup>1</sup>

Even with scarce resources, we continue to strive for excellence in the work we do. First 5 San Diego was honored to be the recipient of several awards and distinctions this year. I was named a "Healthcare Champion" by the San Diego Business Journal, which honors individuals in the San Diego community who have demonstrated exceptional leadership and innovation in the rapidly changing healthcare industry. Additionally, First 5 San Diego's staff member Jennifer Wheeler was named San Diego Breastfeeding Coalition's 2015 "Breastfeeding Champion of the Year" for her role in continued support of establishing lactation rooms in schools, worksites and community health centers. We also received an Effective Advertising on Radio (EAR) Award from the San Diego Broadcaster's Association for our "30,000 Words a Day" public service announcement (PSA) that encourages parents to engage in meaningful conversations with their children.

For this year, I am proud to report the following achievements for each of our program areas:

### HEALTH

- Screened 21,637 children and 4,809 pregnant women for oral health services and provided treatment for 14,533 children and 3,401 pregnant women
- Screened 19,348 children for developmental delays and treated 6,770 children with developmental concerns
- Screened 10,828 children for behavioral delays and provided treatment for 2,977 children with behavioral concerns

### LEARNING

- Provided high-quality early education for 15,735 children
- Achieved a high-quality ranking for 97% of participating preschool sites
- Provided professional development to nearly 1,500 early childhood education teachers

### FAMILY

- Served 629 primary caregivers and 578 children with intensive home visits
- Provided care coordination to more than 20,000 children, parents and caregivers
- Provided 5,137 parents and caregivers with parent education services

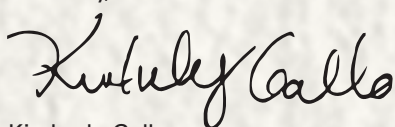
### COMMUNITY

- Sponsored or participated in community events that reached over 95,000 San Diegans
- Conducted a community awareness campaign that achieved more than 78.5 million gross impressions
- Provided 56,424 health and social service referrals for families

Finally, for the second time, First 5 San Diego was awarded the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association for our Comprehensive Annual Financial Report for FY 2014-15.

In this report, we celebrate the highlights of another productive year working to improve the lives of children ages zero through five and their families. Thank you to our Commissioners, First 5 San Diego staff and each of our community partners, who have made these achievements possible.

Sincerely,



Kimberly Gallo



# First 5 San Diego Projects for FY 2015-16

## **2-1-1 Information and Referral**

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 enables the nursing staff to provide breastfeeding support to mothers and newborns receiving services at these birthing hospitals.

## **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 (COI)**

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.

## **Discovery Zone Expansion Project**

The Discovery Zone Expansion Project is a partnership with the San Diego County Library to implement family early literacy stations (First 5 San Diego Discovery Zone) at the new Alpine Library and Imperial Beach Library, designed to provide a child's first teacher, their primary caregiver, with the tools and resources they need to incorporate research-based family early literacy practices in the home.

## **First 5 First Steps (F5FS)**

First 5 First Steps provides countywide 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**

Five & Fit mobilizes volunteers ages 55 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 with the Jacobs & Cushman San Diego Food Bank to provide pregnant women and children ages five and under in high-need communities with a monthly food package and First 5 San Diego parent education materials.

## **Healthy Development Services (HDS)**

Healthy Development Services 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 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 an integrated program within 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. (First 5 San Diego funding supports the Center only.)

### **KinderStart**

KinderStart is a Kindergarten summer-school readiness pilot program at Laurel Elementary School in Oceanside and Joyner Elementary School in City Heights. 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 for New Parents is a free, comprehensive resource from First 5 California for new and expectant parents emphasizing the importance of a child's early years. Kits are distributed countywide and are available in English, Spanish, Vietnamese, Cantonese, Korean and Mandarin.

### **Maternity Shelter Program (MSP)**

Maternity Shelter Program 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 to 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)**

The Oral Health Initiative provides oral health services, care coordination and preventative education to children ages zero through five and pregnant women with the goal of improving oral health, promoting positive oral health practices and increasing provider capacity.

### **Pathways to Play**

The Pathways to Play project is a partnership with the County of San Diego Department of Parks and Recreation to create nature-based play areas (play nodes) for children ages zero through five at the Tijuana River Valley Regional Park, providing opportunities for physical activity, educational experiences and family engagement.

### **Quality Preschool Initiative (QPI)**

The Quality Preschool Initiative provides high quality preschool services in public and private center-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 six months through five years old with a new book and parents with read aloud advice at regular pediatric checkups.

### **Renette Park Project**

The Renette Park Project is a partnership with the City of El Cajon to enhance Renette Park with a new playground that provides opportunities for physical activity, educational experiences and family engagement for children ages zero through five and immigrant populations.

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## Interactive Guide



This Annual Report offers you great digital experiences using the **LAYAR APP**.

Download for free at the APP STORE or get it on GOOGLE PLAY, then find this symbol and scan the page by tapping on the image (iphone users please turn on ringer to hear audio).



# Introduction

## WHAT IS FIRST 5 SAN DIEGO?

The First 5 Commission of San Diego County (First 5 San Diego) promotes the health and well-being of young children during their most critical years of development, from the prenatal stage through five years of age. Our ultimate goal is that all children ages zero through five are healthy, are loved and nurtured, and enter school as active learners. First 5 San Diego is a key contributor to improving the system of care for our county's youngest children by providing them with developmental checkups and services, dental care, quality preschool, early education and literacy programs, obesity prevention services and family support services while building the community and organizational capacity to support families. First 5 San Diego programs and services are funded through San Diego County's portion of California's Proposition 10 tobacco tax revenues.

## WHY THE FIRST 5 YEARS?

The first five years of a child's life are critical to a child's development, shaping his/her success in school and in life. High-quality early childhood programs have been shown to reduce crime, raise earnings and promote education and better health.<sup>2</sup> First 5 San Diego focuses its resources to give young children the opportunities they need to reach their highest potential and enter school healthy and ready to succeed.

## FOUR PROGRAM AREAS

The overarching goal of the First 5 San Diego Strategic Plan 2015-2020 is to strengthen the relationships essential for the healthy development of young children. These relationships are threaded across four key areas:

- **HEALTH:** Promote each child's healthy physical, social and emotional development.
- **LEARNING:** Support each child's development of communication, problem-solving, physical, social-emotional and behavioral abilities, building on their natural readiness to learn.
- **FAMILY:** Strengthen each family's ability to provide nurturing, safe and stable environments.
- **COMMUNITY:** Build each community's capacity to sustain healthy social relationships and support families and children.

## VISION

The vision of First 5 San Diego's work is that all children ages zero through five are healthy, are loved and nurtured, and enter school as active learners.

## MISSION

First 5 San Diego leads the San Diego community in promoting the vital importance of the first five years of life to the well-being of children, families and society.



# Number of San Diegans who Received First 5 Services

Children	35,506
Parents or Caregivers	20,333
Providers	1,679
<b>Total</b>	<b>57,518</b>

Figure 1.1

## Gender of Children Served

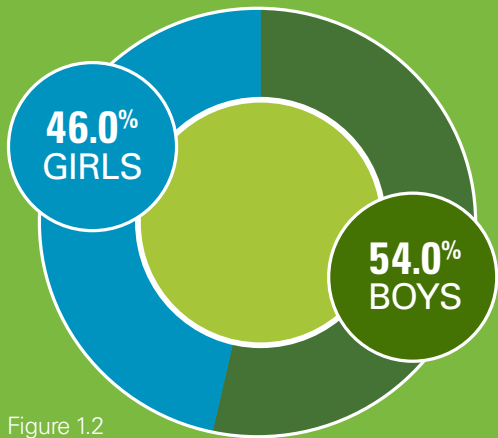


Figure 1.2

## Ages of Children Served

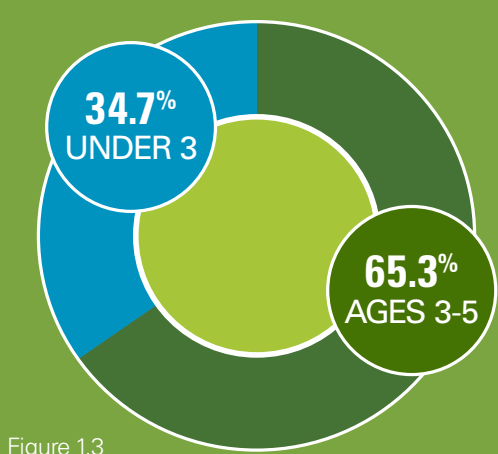


Figure 1.3

# The Reach of First 5 San Diego

## WHO DID FIRST 5 SAN DIEGO SERVE?

During FY 2015-16, a total of 57,518 San Diegans received direct services via First 5 San Diego programs (Figure 1.1). These include health and dental services, quality preschool, parenting classes and much more. Over 35,000 children from birth through age five were served. Thousands of additional young children and their parents benefited from community-wide services such as the Kit for New Parents, a parent warm line, community health screenings and media messages. First 5 San Diego programs served slightly more boys (54.0%) than girls (46.0%) (Figure 1.2). More children between the ages of three and five (65.3%) were served relative to children under age three (34.7%) (Figure 1.3).

## WHAT WERE THE ETHNICITIES AND LANGUAGES OF CHILDREN AND PARENTS SERVED?

The majority of children (65.8%) and parents (62.9%) served by First 5 San Diego programs were Hispanic/Latino. First 5 San Diego served smaller percentages of children and adults in the White (non-Hispanic), Asian/Pacific Islander and African-American/Black categories (Figures 1.4 and 1.5).<sup>3</sup> Over 50 percent of children (51.9%) and parents (54.6%) spoke English as their primary language and the next largest proportion of children (42.9%) and parents (40.0%) spoke Spanish. Other languages spoken were Arabic, Korean, Mandarin, Somali, Tagalog and Vietnamese; all at less than 1%.

## Ethnicity of Children Served by First 5 San Diego

Compared to San Diego County Under 6 Population

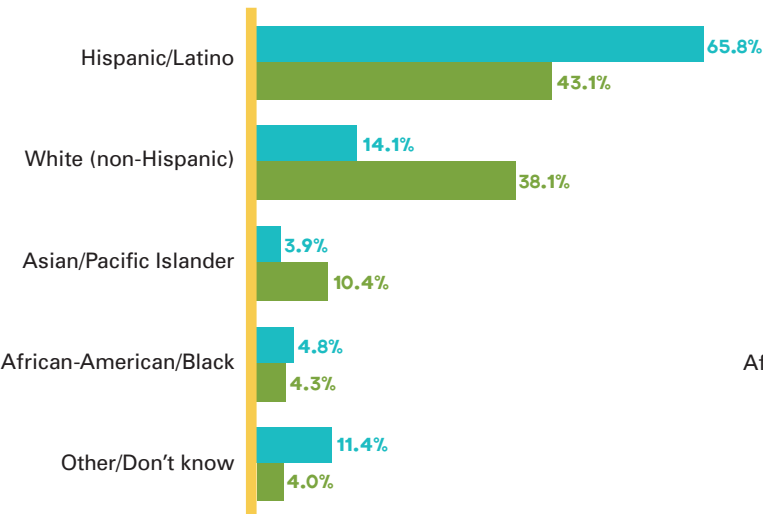


Figure 1.4

## Ethnicity of Parents/Caregivers Served by First 5 San Diego

Compared to San Diego County Adult Population

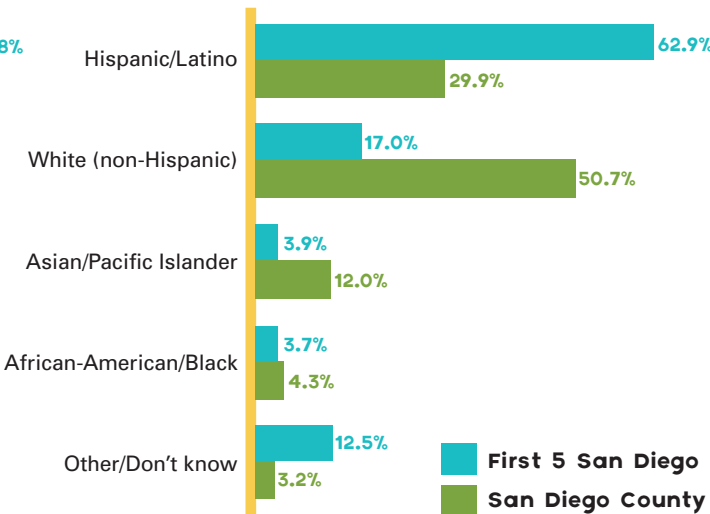


Figure 1.5





Health

*I know I am a good father, but these classes are helping me become a great man and a better father to my girls. -Patrick\**

**FUNDING:** \$15,840,951

#### NUMBERS SERVED

- 47,113 children
- 19,307 parents
- 803 providers

#### HIGHLIGHTS

- 87.5% of high-risk children and 87.9% of high-risk pregnant women identified with dental disease received treatment
- 95.8% of children receiving treatment for a developmental concern showed gains
- 88.2% of children receiving treatment for a behavioral concern showed gains

#### HEALTH SYSTEM NAVIGATION

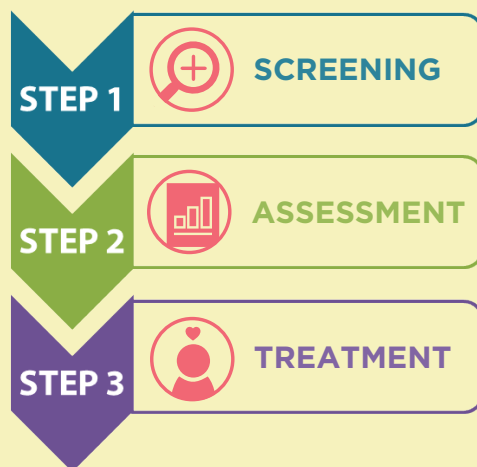


Figure 2.1

#### WHY IS HEALTH IMPORTANT?

Ninety percent of a child's brain develops in the first five years of life.<sup>4</sup> A child's health in their earliest years lays the foundation for a lifetime of well-being and enhances his or her capacity to develop the competencies necessary to become a contributing member of society.<sup>5</sup> Developmental and social-emotional delays experienced during this early stage of life are likely to have a negative influence on learning abilities, language capabilities and overall social development. Numerous research findings indicate that early interventions can modify a child's developmental pathway and lead to positive life-long results.<sup>5,6</sup>

#### WHAT DOES FIRST 5 SAN DIEGO DO?

First 5 San Diego programs support healthy child development by providing developmental, behavioral, home visiting and dental services to children ages zero through five and their families.

#### WHAT DOES FIRST 5 SAN DIEGO FUND?

First 5 San Diego funds three health initiatives: Healthy Development Services (HDS), KidSTART and the Oral Health Initiative (OHI). Each initiative provides a unique contribution to improving health outcomes for San Diego's youngest children. Other First 5 San Diego programs that play an important role in addressing health needs include: First 5 First Steps (F5FS), Maternity Shelter Program (MSP), Mi Escuelita Therapeutic Preschool (Mi Escuelita) and the Quality Preschool Initiative (QPI).

#### HOW DO FAMILIES GET CONNECTED TO SERVICES?

First 5 San Diego health initiatives provide multiple levels of support for children and families through a comprehensive system of care (Figure 2.1). Often, the first service a child receives from a First 5 San Diego program is a developmental or behavioral "checkup" or screening (Step 1). These screenings provide parents with a snapshot of how their child is developing in key areas such as speech, cognition, fine and gross motor skills and social-emotional development. When screening results indicate a concern in an area, service providers follow up with families to conduct a more comprehensive assessment and determine the level of care needed (Step 2). Providers use assessment results to customize treatment or offer an appropriate service referral to address the child's specific needs (Step 3).



\*Names have been changed to protect confidentiality.

# Ensuring Good Oral Health

## WHY IS ORAL HEALTH IMPORTANT?

Tooth decay is one of the most common, yet preventable, chronic diseases among children in the United States.<sup>7</sup> Ensuring good oral health in early childhood is critical to prevent the onset and progression of dental disease. Early dental intervention can also reduce the number of dental procedures a child receives throughout his or her life, contributing to long-term cost savings.<sup>8</sup> If not treated, tooth decay can affect a child's health and well-being by interrupting sleep, impairing speech and language development and inhibiting social interaction.<sup>9</sup> In addition, children with poor oral health are more likely to miss or perform poorly in school.<sup>10</sup> Despite these risks, the most recent data show that an estimated 18.8% of San Diego County children between the ages of one and five have never visited a dentist.<sup>11</sup> By the time they enter kindergarten, more than half of children in the United States have already experienced dental decay, nearly one-third have untreated decay and almost one-fifth have severe decay.<sup>12</sup> Oral health care is also vital for pregnant women because it contributes to the overall health of both the mother and baby.<sup>13</sup> Dental disease during pregnancy is linked to increased risk of preterm delivery, low birth weight infants and the transfer of dental disease between mother and child.<sup>14</sup>

## WHAT DOES FIRST 5 SAN DIEGO DO?

Oral health services funded by First 5 San Diego include:

- Dental screening, examination and treatment services for pregnant women and children ages zero through five;
- Care coordination services for pregnant women and children identified as high-risk for dental disease (risk factors include intermittent oral hygiene and care, frequent consumption of sweetened beverages and food and a family history of dental disease);
- Oral health education for parents, primary caregivers and early childhood education providers at community-based organizations and in clinical settings;
- Training for prenatal care providers, general and pediatric dentists, primary care providers and ancillary staff; and
- Mobile dental services at one of the preschool sites in order to provide a dental home for children.

## WHO DID FIRST 5 SAN DIEGO SERVE?

This year, OHI providers screened 21,637 children and 4,809 pregnant women for oral health needs and performed dental exams for 15,343 children and 4,054 pregnant women. A total of 14,533 children and 3,401 pregnant women received treatment for identified oral health needs, including those considered high-risk for dental disease (Figures 2.2 and 2.3). Among those who were identified as high-risk patients with dental disease, 87.5% of children and 87.9% of pregnant women received treatment (Figure 2.4). This year, for the first time, OHI provided mobile dental services at a QPI site where 122 children were screened, 36 children were given an exam and 32 were treated (Figure 2.5). Additionally, oral health education was provided in a clinic or community setting for 9,176 parents of children ages zero through five and pregnant women.

## Number of Children who Received Oral Health Screenings and/or Services

Screenings	21,637
Exams	15,343
Treatment	14,533

Figure 2.2

## Number of Pregnant Women who Received Oral Health Screenings and/or Services

Screenings	4,809
Exams	4,054
Treatment	3,401

Figure 2.3

## Percentage of High Risk Clients with dental disease who received treatment

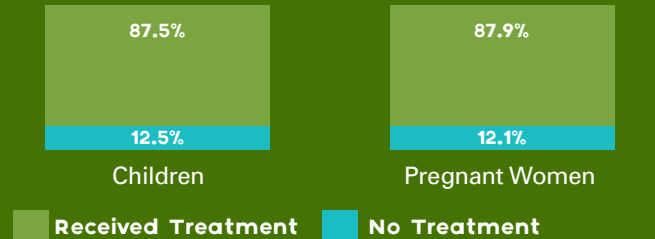


Figure 2.4

## Number of Children who Received Mobile Dental Screenings and/or Services

Screenings	122
Exams	36
Treatment	32

Figure 2.5



## Number of Children who Received Developmental Screenings and/or Services

Children Screened	19,348
Children Identified with Developmental Concerns	3,980
Children who Received Developmental Treatment*	6,770

\*Includes children referred from providers outside of First 5 San Diego  
Figure 2.6

## Change in Average Percent Delay for Children with Mild to Moderate Developmental Concerns\*

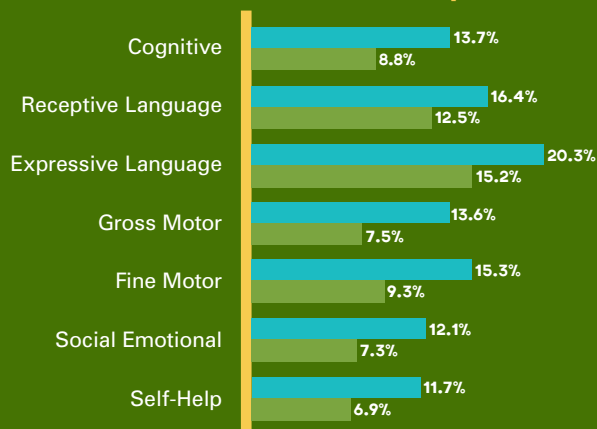
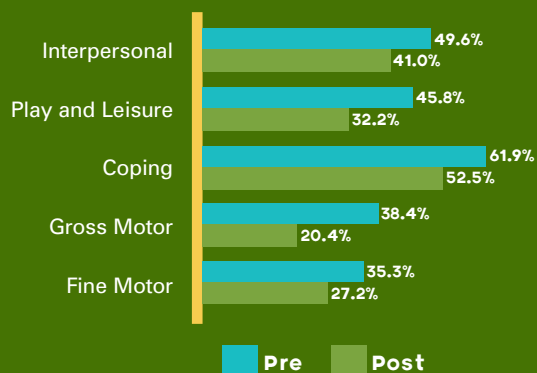


Figure 2.7

## for Children with Complex Developmental Concerns\*



\*All domains are statistically significant;  $p < .05$

\*A p-value, a measure of statistical significance, is provided in many of the figures presented in this report. When a p-value is less than .05, the finding is referred to as "statistically significant." Statistical significance means that the changes between the data points are likely not due to random chance. Therefore, a statistically significant finding means the change is a real difference.

Figure 2.8

## Early Identification and Intervention for Developmental Concerns

### WHY IS EARLY INTERVENTION FOR DEVELOPMENTAL CONCERNS IMPORTANT?

Early identification of and treatment for developmental concerns are essential for young children to enter school ready to learn and to prevent the need for more intensive services later in life. Annually in the United States, it is projected that approximately 12 – 16% of children demonstrate developmental and/or behavioral delays, yet only 2% of zero through two-year-olds and 5% of three through five-year-olds with delays receive treatment.<sup>15</sup> Many children with developmental concerns do not receive their first screening or treatment until after they enter school, when interventions tend to be less effective and more expensive.

### WHAT DOES FIRST 5 SAN DIEGO DO?

Many First 5 San Diego programs offer developmental screenings, assessments and treatment services (such as occupational, physical and speech and language therapies) to address the developmental needs of young children. Specialized classes and one-on-one coaching for parents are offered to teach families how to support their child's healthy development at home.

It is First 5 San Diego's goal to expand screenings across multiple settings to ensure that all children in San Diego County have regular developmental checkups before entering kindergarten. HDS, KidSTART, F5FS, QPI, MSP and Mi Escuelita all provide these essential screenings. In total, First 5 San Diego providers screened 19,348 children and identified 3,980 with developmental concerns. Developmental treatment was provided through HDS, QPI and KidSTART to 6,770 children, including those who were referred to First 5 San Diego programs for treatment by other providers (Figure 2.6).

### ARE CHILDREN WITH DEVELOPMENTAL CONCERNS IMPROVING?

Developmental assessment and treatment services are provided through HDS and KidSTART for children with mild, moderate and complex needs. Children identified with a developmental concern receive treatment to support and monitor their growth in cognitive, language, motor, social-emotional and self-help domains. Children served through HDS and KidSTART are assessed both at the beginning (pre) and end (post) of treatment. The average percent delays for children at both of these time points are presented for children with mild to moderate needs in Figure 2.7 and for children with complex needs in Figure 2.8. Overall, 95.8% of children with concerns receiving developmental treatment through HDS or KidSTART demonstrated gains in at least one developmental domain.

## Early Identification and Intervention for Behavioral and Social-Emotional Concerns

### WHY IS EARLY INTERVENTION FOR BEHAVIORAL AND SOCIAL-EMOTIONAL CONCERNS IMPORTANT?

An estimated 13 – 17% of children between the ages of zero and five experience social-emotional problems that negatively impact their functioning, development and school readiness.<sup>16</sup> Treating behavioral concerns before the age of five is likely to prevent the onset of mental health disorders, reduce future behavior concerns and increase a child's ability to manage his or her emotions and function in his or her daily life.<sup>16, 17, 18</sup>

### WHAT DOES FIRST 5 SAN DIEGO DO?

First 5 San Diego funds programs that provide screening, assessment and treatment services that are designed to meet the behavioral and social-emotional needs of children ages zero through five. Specialized classes and one-on-one coaching with parents are also offered to promote a comprehensive approach to well-being. Family-based programs are effective at preventing or reducing children's behavioral problems while promoting social skills and academic performance.<sup>19</sup> Through HDS, QPI, KidSTART and F5FS, First 5 San Diego providers screened 10,828 children, identified 2,003 children with behavioral concerns and provided behavioral treatment for 2,977 children, including those who were referred to First 5 San Diego programs for treatment by other providers (Figure 2.9).

### ARE CHILDREN'S BEHAVIORS AND PROTECTIVE FACTORS IMPROVING?

The behavioral treatment services offered by First 5 San Diego are customized to meet each child's unique needs. This year, 2,977 children received treatment aimed at increasing protective factors and improving internalizing behaviors (such as anxious or depressive symptoms) and externalizing behaviors (such as aggressive and hyperactive symptoms).

- Overall, 88.2% of children who were identified with behavioral concerns and received behavioral treatment showed improvement
- Of those children receiving clinical treatment through HDS, 87.4% reduced their total behavioral concerns (Figure 2.10)

Protective factors are strengths children possess that can positively influence their resilience, such as their abilities to form relationships, have their needs met, regulate strong emotions and explore their surroundings with confidence. This year's results showed that children's protective factors increased after receiving HDS behavioral treatment (Figure 2.11). Specifically, children improved in the following areas: initiative (using independent thought and action to meet needs), self-regulation (expressing feelings through socially appropriate words and actions) and attachment/relationships (mutual, strong, long-lasting relationships with significant adults).

- Overall, 84.9% of children who participated in group classes or whose parents received one-on-one consultations through HDS demonstrated an increase in protective factors

### Number of Children who Received Behavioral Screenings and/or Services

Children Screened	10,828
Children Identified with Behavioral Concerns	2,003
Children who Received Behavioral Treatment*	2,977

*\*Includes children referred from providers outside of First 5 San Diego*

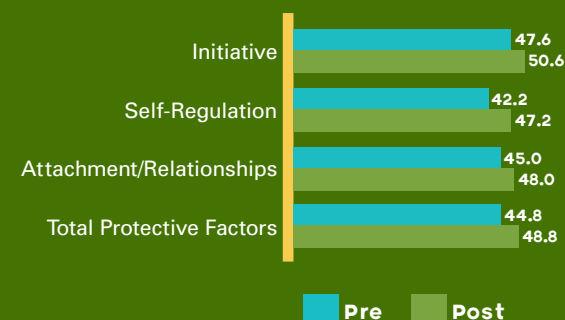
Figure 2.9

### Percentage of Children who Made Behavioral Gains after Treatment

Internalizing Behaviors	86.0%
Externalizing Behaviors	87.6%
Total Behaviors	87.4%

Figure 2.10

### Change in Protective Factor Mean Scores for Children in Behavioral Services\*



*\*All domains are statistically significant;  $p < .05$*

\*A p-value, a measure of statistical significance, is provided in many of the figures presented in this report. When a p-value is less than .05, the finding is referred to as "statistically significant." Statistical significance means that the changes between the data points are likely not due to random chance. Therefore, a statistically significant finding means the change is a real difference.

Figure 2.11



# Family Stories: The Positive Impact of First 5 San Diego Services

## IMPROVING FELIPE'S FAMILY INTERACTIONS

Three-year-old Felipe\* was referred to HDS by his pediatrician due to concerns with his communication, gross motor skills and behavior. Felipe's mother, Karla\*, reported that he would bite and hit others, throw tantrums and refuse to eat. She also shared that Felipe had a new baby sibling and that Felipe's father was no longer involved in their lives. Following a behavioral consultation, Felipe and Karla were referred to Home Start for Parent Child Interaction Therapy (PCIT). Additionally, they began receiving care coordination services to help with coordinating their preschool classes with their PCIT sessions and to address their transportation needs. After participating in ten sessions, Karla reported high success in implementing the strategies she learned from the behavior therapist and that Felipe had made great progress in his preschool classes. She also reported that he was more well-behaved, independent, flexible and able to interact with adults and children using complete sentences. Felipe and Karla are continuing with their services and are very pleased with the impact that First 5 San Diego has had on Felipe's behavior and their interactions with one another.

*When we started [HDS] services my son was quick to hit when upset or throw objects to express his emotions. But after implementing the behavior strategies offered to us, my son has stopped throwing and hitting. He now will tell me he is sad or mad. With baby brother on the way I'm very pleased these sessions have helped us. -Patty\**

## IMPROVING ABIGAIL'S ORAL HEALTH

As a first time mom, Abigail\* was unaware of the importance of good oral health during pregnancy. When she met with the OHI Care Coordinator, she was introduced to the OHI program and was so grateful it was available to provide her with dental services during her pregnancy. Abigail and the Care Coordinator discussed some of the services available to her including exams, treatment and x-rays. Abigail was a little nervous about getting an x-ray while she was pregnant but the Care Coordinator assured her that it was completely safe to take a dental x-ray after 20 weeks gestation and that the dental staff would take extra precautions to make sure she and her baby were safe. Abigail was grateful for the services and the support and felt better prepared to meet and take care of her baby.

\*Names have been changed to protect confidentiality.





Learning

### Number of Children who Received Quality Early Education Services

Quality Preschool Initiative	15,500
Mi Escuelita	105
KinderStart	130
<b>Total</b>	<b>15,735</b>

Figure 3.1

**FUNDING:** \$12,553,421

**NUMBERS SERVED:**

- 15,735 children
- 1,494 teachers and staff

**HIGHLIGHTS:**

- 96.6% of QPI classrooms were rated as high-quality
- 91.3% of QPI children made gains in at least five developmental domains as measured by the state-wide Desired Results Developmental Profile 2015 assessment tool
- Over half (52.2%) of QPI lead teachers have a bachelor’s degree or higher

*QPI has given our preschool staff a great sense of accomplishment and pride. The coaching they’ve received from QPI has broadened their skills and translated into quality services for our children! Thumbs Up!!!*  
 -Amelia\*, QPI Director

\*Names have been changed to protect confidentiality.

### WHY ARE HIGH-QUALITY PRESCHOOL AND EARLY LEARNING IMPORTANT?

Research shows that a child’s brain undergoes rapid development during their first five years of life. It is during this time of great cognitive and social-emotional growth that high-quality early learning environments have been shown to have positive and lasting effects on academic achievement and other important child outcomes.<sup>20</sup> In particular, children who participate in high-quality learning environments are not only better prepared for kindergarten, but also have greater success in elementary school and are more likely to graduate from high school and thrive in adulthood.<sup>21, 22</sup>

A high-quality preschool program is one that implements evidence-based practices that are nationally recognized as important for ensuring program quality. This includes employing highly qualified teachers, instructional assistants and program directors and ensuring their ongoing professional development, providing low child-to-teacher ratios and small class sizes, ensuring health screenings are conducted and referrals to services are provided, creating supportive learning environments and high-quality teacher-child interactions, supporting family involvement in their child’s education and more.<sup>23, 24, 25, 26</sup> Multiple studies find that children in high-quality preschool programs tend to show larger gains in their development (e.g. early literacy, improved cognitive abilities, greater motivation for learning) and are more likely to sustain those gains beyond preschool.<sup>27</sup> The benefits of high-quality early education programs have been shown to outweigh the costs for children of all ethnic and socioeconomic backgrounds and are more cost-effective than other educational interventions.<sup>27, 28, 29</sup>

### WHAT DOES FIRST 5 SAN DIEGO DO?

To ensure that San Diego’s children enter kindergarten ready to succeed, First 5 San Diego dedicates significant resources to increasing children’s access to high-quality early learning environments, enhancing the quality of preschool classrooms, supporting the professional development of early childhood education (ECE) staff and strengthening parenting skills and knowledge of child development.

### WHAT DOES FIRST 5 SAN DIEGO FUND?

Drawing on recommendations from early education research and emerging best practices, First 5 San Diego funds three key early learning programs: Quality Preschool Initiative (QPI), Mi Escuelita Therapeutic Preschool (Mi Escuelita) and KinderStart. In total, 15,735 children in San Diego County received high-quality early education through these three programs in FY 2015-16 (Figure 3.1).

- QPI supports and enhances quality in center-based preschools serving children across San Diego County. QPI provides intensive coaching and professional development for administrators and teachers to reach improvement goals in key areas of early learning quality, supports preschool staff to identify and address developmental and social-emotional concerns and enhances family engagement and parent education.
- Mi Escuelita is a single-site therapeutic preschool for children affected by family violence.
- KinderStart is a five-week intensive summer program offered in an elementary school setting to prepare children for successful entry into kindergarten. Summer pre-kindergarten bridge programs such as KinderStart have been shown to be effective in preparing children who did not attend preschool for the transition to kindergarten.<sup>30</sup>

Percentage Of QPI Sites at Each Quality Rating Tier



Figure 3.2

Number of Degrees Earned by QPI Administrators and Teachers

Associate's Degrees	5
Bachelor's Degrees	20
Graduate Degrees	5
Total	30

Figure 3.3

Average CLASS Scores

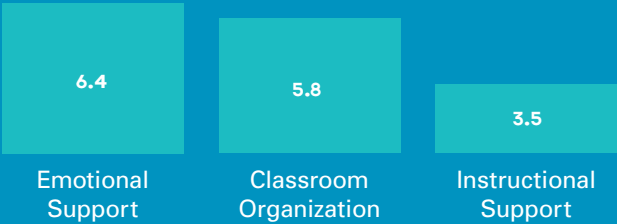


Figure 3.4

## Building High-Quality Preschools

### HOW IS QUALITY MEASURED IN PRESCHOOL?

Key elements of high-quality preschools include continual assessment of learning and development through child observation, screenings for early detection of health challenges and developmental or social-emotional delays, qualified teachers and preschool site directors, effective child-teacher interactions, low child-to-teacher ratios and smaller class sizes and safe and engaging program environments.<sup>31, 32, 33</sup> These elements are assessed and rated as part of the San Diego County Quality Rating and Improvement System (QRIS). San Diego's QRIS was developed over 11 years of quality preschool program implementation. Every QPI site receives points using the San Diego QRIS matrix based on its performance in the rated elements described above. Each site receives an overall rating from 1 (lowest) to 5 (highest) based on these points. This year, 96.6% of rated QPI sites earned a high-quality tier rating (tiers 4 or 5; Figure 3.2).

Two of the seven rated elements focus on the qualifications of staff, and greater points are assigned for greater education achievement. Research suggests that preschool teachers with college-level education in child development and early childhood education are more effective, nurturing and engaging, and provide richer language and cognitive experiences for children.<sup>21, 34, 35, 36</sup> Overall, more than half (52.2%) of QPI lead teachers have a bachelor's degree or higher.

## Professional Development for Early Childhood Education Providers

### WHY IS PROFESSIONAL DEVELOPMENT IMPORTANT?

Professional development for preschool teachers is important for the growth and maintenance of the knowledge and skills required to offer high-quality instruction and promote student learning and achievement.<sup>37, 38, 39</sup> Professional development further ensures that teachers have the knowledge and aptitude to detect and support a child's learning challenges, which is particularly important in preschool when early intervention to address a child's developmental and behavioral concerns can significantly impact future academic success.

### WHAT DOES FIRST 5 SAN DIEGO DO?

First 5 San Diego funds several professional development opportunities for QPI preschool teachers and administrators. Nearly 1,500 teachers and site directors received support to develop customized professional development plans, accessed robust and systematic coaching aligned to their professional development plans from experienced coaches using classroom observations and other data, and participated in professional development workshops and learning communities to achieve their goals. First 5 San Diego also provides incentives to site directors and lead teachers to advance their level of education. This year, 30 administrators and teachers earned a college degree (Figure 3.3).

### WHAT IS THE IMPACT OF PROFESSIONAL DEVELOPMENT?

First 5 San Diego's investment in the professional development of ECE staff aims to enhance the effectiveness of QPI teachers. QPI utilizes the Classroom Assessment Scoring System (CLASS) as one way to measure teacher effectiveness. CLASS is a quality assessment tool administered by a reliable, independent observer who rates teacher-child interactions across three domains: emotional support (e.g., teacher sensitivity), classroom organization (e.g., behavior management) and instructional support (e.g., modeling language for students). This year, average QPI CLASS scores ranged from 3.5 to 6.4 out of 7 across the three domains, indicating a high level of classroom quality and effective instruction (Figure 3.4).

## Benefits of High-Quality Preschool

### IS HIGH-QUALITY PRESCHOOL HELPING CHILDREN?

Overall, children attending high-quality preschool programs funded by First 5 San Diego made gains in every developmental domain on which they were assessed, using the Desired Results Developmental Profile 2015 (DRDP 2015) tool (Figure 3.5). Furthermore, children who attended QPI for two years demonstrated greater developmental gains by the end of preschool than their counterparts who only attended for one year (Figure 3.6). Overall, 91.3% of children with room for improvement made gains in at least five of the developmental domains assessed. The DRDP 2015 includes seven domains for all children and one additional domain for dual language learners.

### IS HIGH-QUALITY PRESCHOOL HELPING TO SUPPORT CHILDREN WITH SPECIAL NEEDS?

Children with special needs are more likely to succeed in the education system and beyond when their needs are identified early and addressed before entering kindergarten. The Quality Preschool Initiative supports early screening to identify strengths and concerns that may require focused intervention, referral and/or further assessment for individual children. This year, over 13,500 screenings were completed in collaboration with parents. During the year, 395 children were determined to be eligible for special education and related services under the Individuals with Disability Education Act (IDEA) and had Individual Education Plans (IEPs) developed to support their individual learning needs. In addition, nearly 1,000 children with IEPs upon enrollment received continued, individualized learning support during the year.

### Percentage of QPI Children who Made Developmental Gains

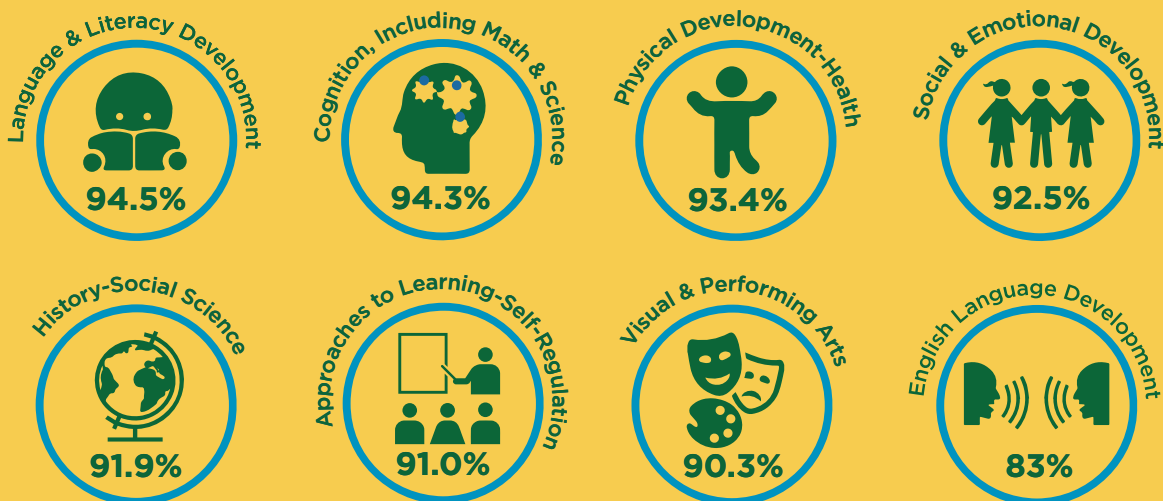


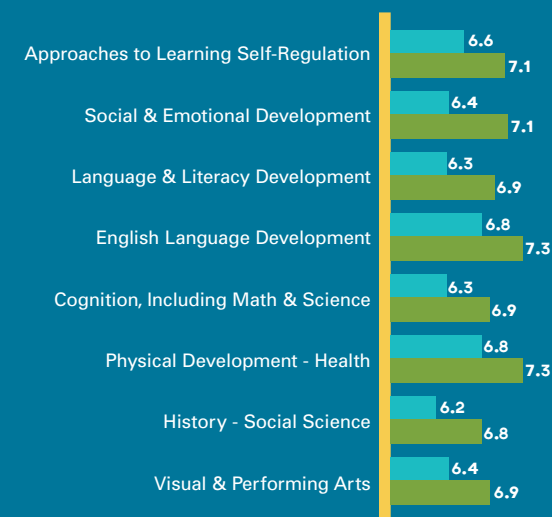
Figure 3.5

*Our amazing Early Education Fair with over 700 people attending was a fabulous success! QPI truly helped build family engagement and empowerment for our agency, staff, family and community.*

-Daniel\*, QPI teacher

*\*Names have been changed to protect confidentiality.*

### Mean DRDP 2015 Domain Scores of 4 year old children in QPI\*



One Year of QPI Two Years of QPI

*\*All domains are statistically significant;  $p < .05$*   
Figure 3.6



# Family Stories: The Positive Impact of First 5 San Diego Services

It is always heartwarming to hear from parents the changes early education has made in their lives. A parent came up to share how, after participating in Positive Solutions classes, she was able to heal some of her own upbringing struggles and now is able to be a better parent to her children and approach discipline in a positive way.

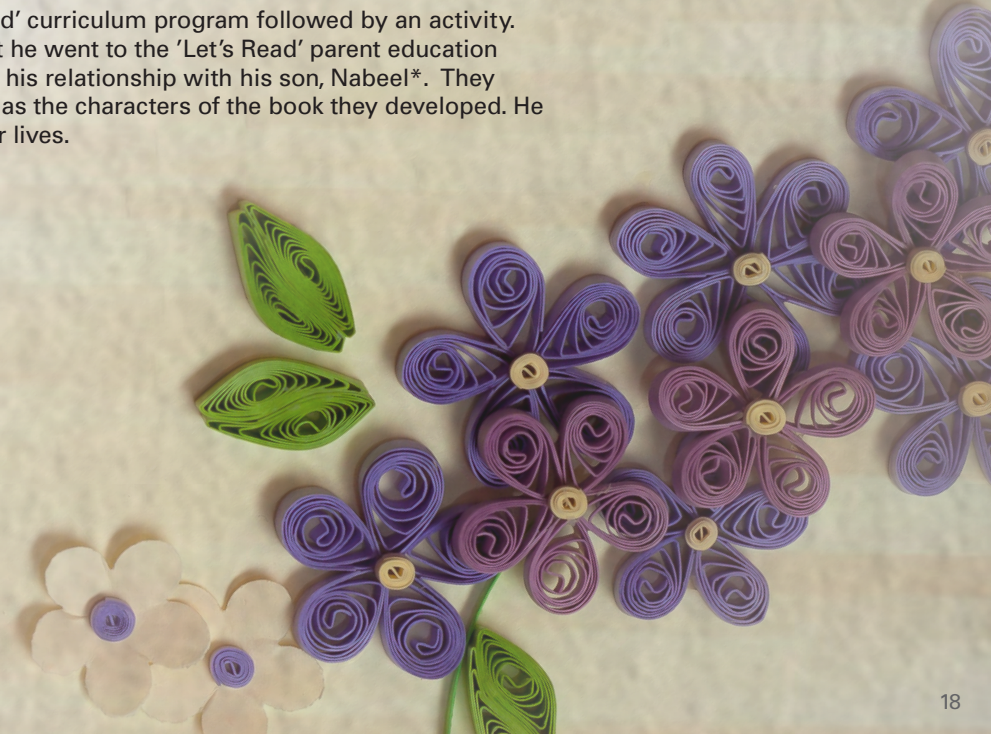
*-Gregory\*, QPI Director*

This year we had a little girl, Olivia\*, graduating from our preschool who has had an amazing transformation from when she started. She has transformed into a girl with self-esteem who speaks up and can make friends. She has truly changed into a little girl that will succeed in Kindergarten. *-Scarlett\*, QPI Teacher*

At our preschool advisory committee meeting we shared the 'Let's Read' curriculum program followed by an activity. A father, Hamid\*, came up to both the teacher and director to share that he went to the 'Let's Read' parent education sessions at his child's QPI site. He shared that this experience changed his relationship with his son, Nabeel\*. They read the book every night together and even dressed up for Halloween as the characters of the book they developed. He was so pleased with the change the program helped them make in their lives.

*-Santiago\*, QPI Teacher*

*\*Names have been changed to protect confidentiality.*



# Family

A full-page photograph of a family of four lying on their stomachs in a circle, smiling and looking at the camera. The mother is on the left, the father on the right, and a young child and a baby in the center. They are wearing colorful striped clothing. The word "Family" is written in a large, white, cursive font in the top left corner.

**FUNDING:** \$3,656,766

#### NUMBERS SERVED

- 13,553 children
- 14,050 parents

#### HIGHLIGHTS

- 96.6% of QPI and HDS caregivers tell stories or sing songs to their child
- 80.8% of HDS parents know more about age appropriate child development
- 70.1% of QPI, HDS and F5FS parents regularly read to their child three or more days a week
- 10 school districts, 30 businesses and six community health centers adopted lactation policies through CTG
- Over 23,000 Kits for New Parents were distributed

*The First 5 First Steps program has changed my entire family. Not only am I a better parent to my baby, Alice\*, but I'm also more involved with my five-year-old, Lisa's\*, and my ten-year-old, David's\*, education. Our whole family now reads together in the evening, something we never did before. My kids are doing so much better in school. -Helen\**

#### WHY IS FAMILY IMPORTANT?

Children blossom when raised in safe, loving and stimulating environments.<sup>40</sup> Positive family relationships and interactions can improve a child's cognitive and social-emotional development, school readiness and overall academic achievement.<sup>41, 42</sup> When parents and caregivers engage in positive behaviors such as routinely talking, reading and singing to infants and young children, they are actively supporting the development of social and language skills and preparing their child to succeed in school.<sup>43</sup>

#### WHAT DOES FIRST 5 SAN DIEGO DO?

First 5 San Diego supports families by providing parents and caregivers with intensive home visitation services, care coordination and parent education services, as well as parenting resources to promote children's optimal development and school readiness.

#### WHAT DOES FIRST 5 SAN DIEGO FUND?

First 5 San Diego supports families through the following programs: First 5 First Steps (F5FS), Healthy Development Services (HDS), KidSTART, Maternity Shelter Program (MSP), Oral Health Initiative (OHI), Quality Preschool Initiative (QPI), and Community Transformation Grant (CTG). In addition, general parenting information and resources are provided to the community through the Kit for New Parents (Kit) and the First 5 San Diego Good Start Newsletter.

#### WHY ARE SERVICES TO FAMILIES IMPORTANT?

Raising a young child can be stressful, confusing and overwhelming for even the most composed mother or father. When you add additional life stressors such as single parenthood, unemployment, housing instability or raising a child with special needs, having allies to support and empower parents can be critical to the well-being of all family members.<sup>44</sup> An effective parent support program can be one such ally, resulting in better physical, cognitive and emotional development in children, positive parent-child bonding, increased praising of positive behaviors, and decreased rates of child abuse and neglect.<sup>45, 46</sup> First 5 San Diego's programs offer services that support the whole family, recognizing that good parenting can be learned and enhanced skills will benefit children throughout their lives.



# Supporting Families through Home Visitation

## WHAT SERVICES DOES FIRST 5 SAN DIEGO OFFER FOR FAMILIES?

Evidence-based home visitation programs promote positive outcomes, particularly for high-risk populations including low-income families, immigrant families and families otherwise lacking social support.<sup>47, 48, 49</sup> F5FS provides intensive home visitation services for families in San Diego County and supports families by:

- Helping families to develop healthy, attached relationships;
- Promoting positive parenting practices such as reading to a child and advocating for a child's well-being in school or at the doctor's office;
- Supporting healthy and safe living environments for families; and
- Connecting families to community resources, including medical and social service providers.

## WHO DID FIRST 5 SAN DIEGO SERVE?

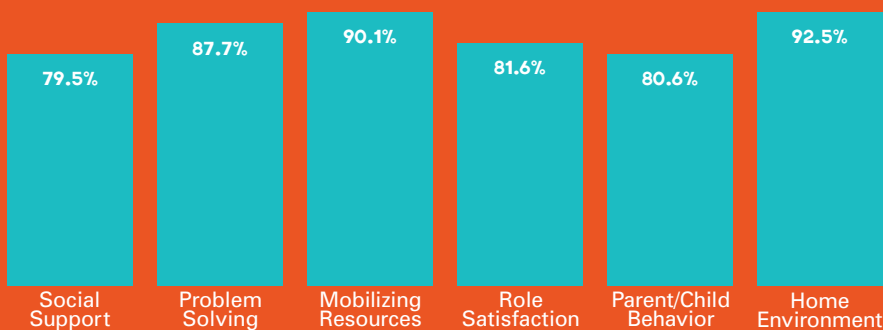
F5FS serves high-risk families, including pregnant and parenting teens, military, immigrant, refugee and low-income families. This year, 629 pregnant women or caregivers and 578 children received F5FS services.

## WHAT IS THE IMPACT OF SERVICES FOR FAMILIES?

As part of home visitation services, home visitors routinely assess parents and caregivers on development of their parenting skills. High percentages of parents enrolled in F5FS demonstrate competence in these skills, including in their development of social support networks, ability to problem-solve, ability to mobilize resources, satisfaction with their role as parents, interactions with their child(ren) and overall safety and developmental appropriateness of the home environment (Figure 4.1). Additionally, families who receive home visiting from First 5 San Diego demonstrate these excellent medical outcomes, which benefit their physical and emotional health:

- 96.5% of mothers and 83.8% of fathers or other primary caregivers were linked to a medical home within 90 days of enrollment in F5FS.
- 99.0% of children were linked to a medical home within 90 days of enrollment in F5FS, which is higher than the national rate (54.4%).<sup>50</sup>
- 68.6% of mothers reported breastfeeding when their babies were 6 months old, which is higher than the National (51.8%) and State of California (58.5%) breastfeeding rates.<sup>51</sup>
- 92.1% of F5FS children were up-to-date with their Well Baby Checks at 12 months of age.
- 91.1% of parents reported their children were up-to-date with their immunizations at 12 months of age, a rate higher than San Diego County as a whole at 69.7%.<sup>52</sup>

## Percentage of Primary Caregivers Demonstrating Parenting Competence



*The First 5 First Steps Program taught me how to read to my baby, Susan\*, and that reading could help to teach her to talk. –Sally\**

*\*Names have been changed to protect confidentiality.*

Figure 4.1





# Supporting Families through Parent Education

## WHAT SERVICES DOES FIRST 5 SAN DIEGO OFFER FOR PARENTS AND CAREGIVERS?

Parent education programs help parents learn the essential parenting and problem-solving skills necessary to build a healthy family and reduce childhood injuries and maltreatment.<sup>46, 53</sup> First 5 San Diego offers a variety of parent education services in the form of workshops, classes and trainings through HDS, KidSTART, OHI, QPI and F5FS. These programs focus on providing parents with skills and resources to be strong role models and advocates for their families by:

- Encouraging and supporting parents’ involvement in their child’s development;
- Empowering parents to become active participants in their child’s treatment;
- Supporting parents in advocating for their child’s needs; and
- Linking parents to available tools and community resources, including medical and social services.

In addition to the parent education services, First 5 San Diego also supported the distribution of 23,550 Kits for New Parents (Kit) this year. The Kit, a free parenting resource available to all new and expectant parents, includes advice and useful tips to prepare parents for the joys and challenges of parenting. The Kit is available countywide in six languages (English, Spanish, Mandarin, Vietnamese, Cantonese and Korean).

## WHO RECEIVED PARENT EDUCATION FROM FIRST 5 SAN DIEGO?

This year, 5,137 parents and caregivers received parent education services focusing on supporting their child’s health, the importance of play, healthy social-emotional development and how to access important community resources through HDS, QPI, Mi Escuela and MSP. F5FS also provided education to 629 primary caregivers during regular home visits.

## WHAT IS THE IMPACT OF PARENT EDUCATION?

First 5 San Diego parents who participated in parent education or home visitation services demonstrated the following positive outcomes:

- 94.2% of parents who participated in HDS and KidSTART parenting classes reported knowing how to advocate for their child (Figure 4.2).
- 80.8% of parents who participated in HDS parenting programs reported an increase in their knowledge of age appropriate child development.
- 70.1% of caregivers receiving F5FS home visits and of QPI and HDS parents who participated in parenting classes reported reading to their child three or more days per week.
- F5FS caregivers improved in confidence, competence and knowledge of child development (Figure 4.3).

## CARE COORDINATION

Children served by First 5 San Diego programs HDS, KidSTART and OHI are likely to have multiple appointments and more than one service provider working with their families to best meet the child’s needs. Care Coordinators are critical partners for families in these situations, working hand-in-hand with them to monitor progress and help families overcome barriers (e.g., arranging transportation) to treatment plan completion.

More than 20,000 children, parents and caregivers received care coordination services through First 5 San Diego programs during FY 2015-16, including:

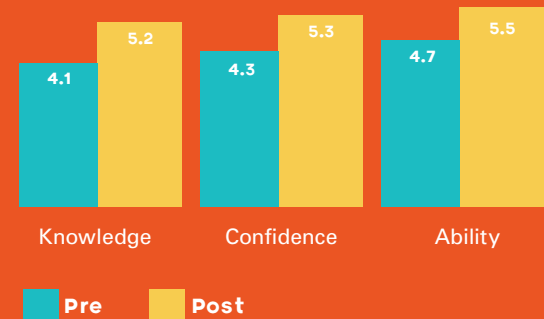
- 244 children and 334 parents in KidSTART;
- 6,624 children and 6,561 parents in HDS; and
- 4,759 children and 1,734 pregnant women in OHI.

## Percentage of Parents with Improved Knowledge of How to Support their Child (HDS and KidSTART)

Know how to advocate for my child	94.2%
Understand my child’s needs	94.2%
Help my child learn and develop	93.6%
Know where to turn for resources	86.9%

Figure 4.2

## Change in Average Parenting Practice Scores for Caregivers Who Received Home Visitation\*



\*All domains are statistically significant;  $p < .05$

\*A p-value, a measure of statistical significance, is provided in many of the figures presented in this report. When a p-value is less than .05, the finding is referred to as “statistically significant.” Statistical significance means that the changes between the data points are likely not due to random chance. Therefore, a statistically significant finding means the change is a real difference.

Figure 4.3

# Family Stories: The Positive Impact of First 5 San Diego Services

## A FRESH START WITH A NEW BABY

Barbara\* is a military spouse with three children (ages four, three and two years) who was referred to First 5 First Steps Program when she was seven months pregnant. Her husband was due to be deployed to Iraq and Barbara needed support. Shortly after the birth of her son, Jay\*, on September 1, 2014, her husband left for his nine month deployment. Barbara actively engaged in weekly visits and actively embraced all of the parent-child activities. During the course of services, Barbara, who had been previously reluctant to acknowledge that her three year old was not meeting his developmental milestones, began to confide in her Family Support Worker about the child's possible delays. She finally accepted a referral to HDS and was then referred to San Diego Regional Center. Barbara has now become a parent that is able to advocate for her children's needs and credits the First Steps Program in teaching her how to be a better parent for all of her children.

*I would recommend this First 5 workshop to others because it's an all-around great experience for young, new parents, such as me. The class has great tips and is an excellent way to help make you a great parent. -Diego\**

\*Names have been changed to protect confidentiality.





# Community



**FUNDING:** \$5,461,120

**NUMBERS SERVED:** 54,609 Children and Parents

#### **HIGHLIGHTS**

- First 5 San Diego partnered with the Jacobs & Cushman San Diego Food Bank to collect over 864,000 pounds of food for hundreds of thousands of the most vulnerable people in San Diego County for the 2015 Holiday Food Drive
- First 5 San Diego providers made 13,868 health and social service referrals

#### **WHY IS COMMUNITY IMPORTANT?**

Thriving and healthy communities offer a foundation for children and their families to develop and prosper. Good living conditions, including quality air, food options and places to play and exercise are fundamental to promoting well-being and a healthy lifestyle among children and families who live in San Diego County.

#### **WHAT DOES FIRST 5 SAN DIEGO DO?**

First 5 San Diego invests in countywide services to promote an efficient, family-centered network that prioritizes continuity of care and service quality. By building community and organizational capacities, First 5 San Diego integrates its efforts with *Live Well San Diego*, the County of San Diego's vision to achieve healthy, safe and thriving communities.

#### **WHAT DOES FIRST 5 SAN DIEGO FUND?**

First 5 San Diego is committed to supporting healthy, vibrant communities for children and their families by funding projects that build knowledge, infrastructure and capacity. Through broad-reaching investments, such as 2-1-1, Parent and Community Education, the San Diego County Childhood Obesity Initiative, Summer Movies in the Park and Best Start, First 5 San Diego strengthens the community's capacity to support the healthy development of children ages zero through five.

# Building a Healthy and Thriving Community

## HOW IS FIRST 5 SAN DIEGO SUPPORTING COMMUNITY AWARENESS?

First 5 San Diego invests in public awareness campaigns with the goal of educating parents on the importance of the first five years and raising awareness about the many programs it funds. This year's campaign promoted early childhood literacy and encouraged parents to "Talk, Read & Sing" to their children. Even before a child is able to speak, words play an important role in brain development. By the time children reach three months of age, words have a bigger impact on their brain development than other sounds, including music. Studies show that the more words a child hears from parents or caregivers before the age of three, the greater their vocabulary and the greater likelihood of performing well academically.<sup>54</sup> Campaign messaging was broadcasted via television, radio, digital media and outdoor advertisements. The campaign achieved more than 78.5 million gross impressions and the use of First 5 San Diego's website averaged 9,000 page views per month and 2,400 new visitors each month.

## HOW IS FIRST 5 SAN DIEGO CONNECTING FAMILIES TO SERVICES?

Children and parents who receive services through one of First 5 San Diego's funded programs often receive referrals to other First 5 San Diego providers or other community agencies to help ensure that all of their family's needs are addressed. This year, First 5 San Diego-funded programs made 13,868 of these health and social service referrals.

First 5 San Diego also supports referrals for the broader San Diego community through 2-1-1 San Diego and the First 5 San Diego Warm Line (1-888-5 FIRST 5). By dialing either of these numbers, any family in San Diego County can be connected to health and social services near them. This year, 2-1-1 San Diego made 42,556 referrals for families with children ages zero through five.

## HOW IS FIRST 5 SAN DIEGO IMPROVING COMMUNITIES?

First 5 San Diego is committed to building the community's capacity to promote health and learning in the first five years of life. Several First 5 San Diego initiatives focus on affecting system-level change that is crucial to supporting early childhood development in San Diego County. First 5 San Diego projects like Healthy Development Services (HDS), First 5 First Steps (F5FS), the Quality Preschool Initiative (QPI) and the Oral Health Initiative (OHI) play an important role in creating and improving countywide and regional networks that provide services for young children and their families.

Additionally, this year, First 5 San Diego proudly supported Sharp Mary Birch Hospital for Women and Newborns through its path to become a Baby-Friendly designated birthing facility. The Baby-Friendly Hospital Initiative, a global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF), recognizes hospitals and birthing centers that provide breastfeeding mothers with an exceptional level of support, information, confidence and skills needed to successfully breastfeed. Sharp Mary Birch received this designation in partnership with First 5 San Diego, who helped provide the grant funds needed to fulfill the staff training hours required for the designation. Sharp Mary Birch is among only 312 hospitals to receive this award nationwide.

Outdoor play contributes to the healthy development of children, and children and families need safe places to be active outdoors. The Pathways to Play Project is a partnership with the County of San Diego Department of Parks and Recreation to create nature-based play areas for children ages zero through five at the Tijuana River Valley Regional Park, providing opportunities for physical activity, educational experiences and family engagement. Nature-based mini playgrounds were installed around the perimeter of the sports park to encourage learning opportunities for children as they explore the park with their families. The project is the first of its kind in San Diego County and will serve as a model for other parks in the region.

Similarly, the Renette Park Project is a partnership with the City of El Cajon to enhance Renette Park with a new playground that provides opportunities for physical activity, educational experiences and family engagement for children. Renette Park is now a welcoming and inclusive environment for the community's immigrant families that supports First 5 San Diego's priority to develop parent education and family engagement activities to encourage healthier lifestyles in an effort to reduce childhood obesity for San Diego's youngest residents.







## Co-Sponsored Community Events

First 5 San Diego sponsored and participated in local community events that reached over 95,000 San Diegans. Some of the many events sponsored by First 5 San Diego this year included:

### SUMMER MOVIES IN THE PARK

Summer Movies in the Park, a series of free outdoor movie events in park facilities, is a collaboration between the County of San Diego Department of Parks and Recreation and local parks. The program brings families together to encourage quality time and offer a safe, free, age-appropriate event. As a partner, First 5 San Diego used the Summer Movies in the Park platform to screen public service announcements on the importance of healthy eating, physical activity and literacy. Summer Movies in the Park gives an opportunity to interact with thousands of San Diego families to educate and support them with these types of important messages.

### JACOBS & CUSHMAN SAN DIEGO FOOD BANK HOLIDAY FOOD DRIVE 2015

This is the third consecutive year that First 5 San Diego partners with the Jacobs & Cushman San Diego Food Bank for the Holiday Food Drive, a collaboration to provide food for hundreds of thousands of the most vulnerable people in San Diego County, including chronically hungry school children living in poverty. The partnership helped collect over 864,000 pounds of food.

### GIVE KIDS A SMILE

First 5 San Diego co-sponsored the American Dental Association's national "Give Kids a Smile" program, offering low-income children between one and 18 years of age oral screenings, dental sealants and fluoride varnish applications at no cost within a dental clinic setting. This multi-site, countywide event is jointly coordinated by the San Diego County Dental Health Foundation (SDCDHF), County of San Diego Health and Human Service Agency's Dental Health Initiative-Share the Care (DHI-STC) program, and First 5 San Diego.

### MARCH OF DIMES

First 5 San Diego was proud to support the March of Dimes Foundation at its 2016 March for Babies San Diego walk. Nearly 7,000 participants gathered in Balboa Park in April 2016 to share in March of Dimes' mission to improve the health of babies by preventing birth defects, premature birth and infant mortality through research, education, community service and advocacy.

### WE CAN'T WAIT 2015: EARLY CHILDHOOD MENTAL CONFERENCE

First 5 San Diego was pleased to sponsor this trauma-informed care conference which aimed to educate, encourage and support the development of knowledge and skills for working with children with developmental and social-emotional difficulties and their caregivers.

## Live Well San Diego in Action

*Live Well San Diego* empowers all members of the San Diego community, from government and local businesses, to schools, faith-based organizations and individual residents, to become agents of change in Building Better Health, Living Safely and Thriving. Each one of the First 5 San Diego funded programs embodies this *Live Well San Diego* vision with the services they provide in support of our region's young children and families. Here are just a few additional activities that demonstrate our commitment to building healthy, safe and thriving communities:

### TARGET RECOGNIZED AS LIVE WELL SAN DIEGO PARTNER

On June 15, 2016, the County of San Diego announced its *Live Well San Diego* partnership with Target, the nationwide retailer with 23 San Diego County locations. Target was recognized for its commitment to providing San Diego County residents with healthy food options, including the Simply Balanced wellness grocery brand. Designed to offer customers easy options for eating well, the products include wholesome ingredients, and more than 40% of the assortment is organic.

In addition to its healthy food options, Target was honored for its caring for communities through giving back and volunteerism. Since 1946, Target has given 5% of its profit back to communities every week. Today, that equals \$4 million per week. Target team members in San Diego County volunteered more than 15,000 hours in San Diego communities in 2015 and are on track to volunteer more than 16,500 in 2016. Additionally, Target has partnered with Feeding America in the fight to end hunger in the United States by donating millions of pounds of food each year to families in need.

### GOOD START FOR WOMEN + CHILDREN PROGRAM

The Good Start for Women + Children Program is a partnership with the Jacobs & Cushman San Diego Food Bank to provide pregnant women and children ages five and under in high-need communities with a monthly food package and parent education materials, ranging from nutrition and proper dental care to healthy development and early literacy tools. These activities support children during their most critical years of development – prenatal through age five – to make sure they are healthy, loved and nurtured, so they may enter school able to succeed. This year, 384 families benefited from this program.

### HEALTHY LIVING - DAY AT THE FARM

First 5 San Diego was proud to partner for the first time with Suzie's Farm for a Healthy Living – Day at the Farm event to promote healthy eating to families and children in San Diego County. Suzie's Farm grows a multitude of vegetables, herbs and fruits on a 70-acre USDA-certified organic farm located south of Imperial Beach, thirteen miles south of downtown San Diego. Families with young children gathered at Suzie's Farm to see where organic vegetables were grown, pick their own bag of fresh vegetables and plant seeds. A chef was onsite to demonstrate how to prepare simple, healthy recipes with farm-grown ingredients.



LIVE WELL  
SAN DIEGO

*“Target is proud to partner with the County on Live Well San Diego. We are always looking for ways to serve our communities. This partnership offers us the opportunity to support the County as it promotes the health and well-being of its residents. This is a mission we can all support.”*  
said Target Store Team Leader Matthew D. Johnson.



## Financial Information: Investments and Leveraged Resources

### FIRST 5 SAN DIEGO COMMUNITY INVESTMENTS

During FY 2015-16, First 5 San Diego invested a total of \$37,512,258 to provide comprehensive health, education and family strengthening services for young children and their families. These funds were distributed among the four key goal areas identified in the First 5 San Diego 2015-2020 Strategic Plan – Health, Learning, Family and Community (Figure 5.1).<sup>1</sup> Investments included countywide initiatives and a capital project that supported the physical infrastructure of programs that serve children zero through five.

### FUNDS AND RESOURCES LEVERAGED

As a direct result of the Commission's financial investments, contractors leveraged an additional \$13,608,814 in cash and in-kind support. Many of the leveraged funding streams (Figure 5.2) have match requirements that were only accessible due to the availability of First 5 San Diego dollars. These leveraged funds and resources are critical to building capacity within and across programs and agencies in San Diego County. First 5 San Diego dollars are expected to decrease over time, but it is hoped that the capacity built through leveraging will allow agencies to continue improving the lives of children and families for years to come.

## Statement of Revenues, Expenditures and Changes in Fund Balance

### Revenues

Prop 10 Tobacco Tax	\$21,643,265
Prop 10 Quality Preschool Initiative	7,877,537
Prop 10 Child Signature Program	3,454,625
Race to the Top	1,830,888
State Miscellaneous (IMPACT grant)	43,146
Interest Revenue	578,755
Net Decrease in Fair Market Value	(79,750)
<b>Total Revenues</b>	<b>\$35,348,466</b>

### Expenditures:

Labor and Benefits	\$ 2,542,561
Services and Supplies	623,890
Evaluation	821,321
Contributions to Community Projects	37,512,258
<b>Total Expenditures</b>	<b>\$41,500,030</b>

Net change in fund balance	(6,151,564)
Fund balance, beginning of fiscal year	79,441,227
<b>Fund balance, end of fiscal year**</b>	<b>\$73,289,662</b>

\*\* Fund Balance includes the Commission's Operating and Sustainability funds.

## First 5 San Diego Investments by Program Area

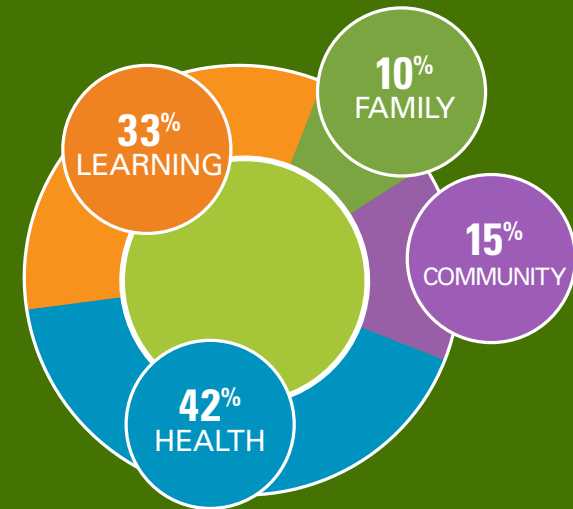
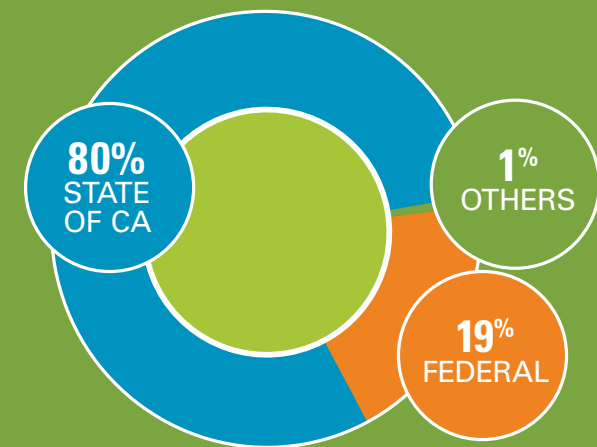


Figure 5.1

## Leveraged Funding



In-kind support is not included in this chart  
Figure 5.2





## First 5 San Diego's Goal is to Get All Partners on a Sustainable Path

FY 2015-16 marked the first year of the First 5 San Diego Strategic Plan 2015-2020 and a new fiscal reality. During the five years of this new strategic plan, we will experience a 32.5% reduction in revenue. Systems enhancement and the ability of our partners to leverage other resources is more important than ever to ensure that the service system for children zero through five in San Diego County can continue to build capacity and maintain services, even with fewer First 5 San Diego dollars. Here are a few examples of the things First 5 San Diego and our partners are doing to ensure a strong system of care for young children and families in the years to come.

### **Strengthening the Quality Early Learning System in San Diego County with State Dollars**

First 5 San Diego, in partnership with the San Diego County Office of Education, has been actively pursuing state and federal grants that will further strengthen the County's quality early learning system. This year alone, we were successful in securing \$14 million in additional funds from First 5 California and the California Department of Education, including nearly \$7 million in First 5 California IMPACT grant funds. These funds will support activities over the next several years such as:

- Coordinating the Quality Rating and Improvement System (QRIS) for all San Diego early childhood education and child care facilities and providing rating and improvement technical assistance;

- Providing quality improvement, assessment and rating services to early childhood education sites serving infants and toddlers; and
- Supporting quality improvements, assessments and ratings among state-funded preschool programs.

### **Supporting and Enhancing the County's Home Visiting Infrastructure through First 5 First Steps (F5FS)**

Over the past year, F5FS program partners have been undergoing an intensive program review in pursuit of multi-site accreditation from Healthy Families America (HFA), a nationally recognized evidence-based home visiting program model. HFA accreditation provides public recognition that a home visitation program is following best practice standards. HFA programs have also experienced improved outcomes for children and families after undergoing the accreditation process.

HFA completed their accreditation site visits with F5FS program partners during the winter and spring of 2016. During these site visits, partners were commended for meeting the needs of ethnically diverse populations through culturally sensitive practices.

# Thank You to Our Funded Partners

A Place of Own Child Development Center  
Alpha Kappa Alpha Head Start Program Inc.  
American Academy of Pediatrics, California Chapter 3  
Borrego Springs Unified School District  
Cajon Valley Union School District  
California Dental Association Foundation  
Casa de Amparo  
Child Development Associates  
Children's Paradise, Inc.  
Chula Vista Elementary School District  
City of El Cajon  
Community Action Partnership of San Luis Obispo County, Inc.  
Coronado Unified School District  
Delibrainy, LLC  
Educational Enrichment Systems  
Episcopal Community Services  
Escondido Community Child Development Center  
Escondido Union School District  
Fallbrook Child Development Center  
Fallbrook Family Health Center  
Family Health Centers of San Diego  
Grossmont-Cuyamaca Community College District  
County of San Diego Health and Human Services Agency

- Aging and Independence Services
- Behavioral Health Services
- Child Welfare Services
- Public Health Services

Health Quality Partners of Southern California  
Home Start, Inc.  
Horn of Africa  
Imperial Beach Health Clinic  
Indian Health Council  
Info Line of San Diego County Inc. (dba 2-1-1 San Diego)  
International Rescue Committee  
Jacobs & Cushman San Diego Food Bank  
King Chavez Academy of Excellence, Inc.  
La Maestra Family Clinic  
MAAC Project Head Start  
Motiva Associates  
Mountain Empire Unified School District  
Mountain Health & Community Services  
National School District  
Neighborhood Healthcare  
Neighborhood House Association  
Newton Center for Affect Regulation  
North County Community Services  
North County Health Services  
North County Serenity House, Inc.  
Oceanside Unified School District  
Olivenhain Municipal Water District  
Operation Samahan  
Palomar Health Development Inc.  
Quality Children's Services  
Rady Children's Hospital – San Diego  
San Diego American Indian Health Center  
San Diego County Library

San Diego County Office of Education  
San Diego County Parks and Recreation  
San Diego Family Care  
San Diego State University  
San Diego Unified School District  
San Ysidro Health Center  
San Ysidro School District  
SAY San Diego, Inc.  
Scripps Mercy Hospital Chula Vista  
Sharp Healthcare Foundation  
South Bay Community Services  
South Bay Union School District  
Southern Indian Health Council, Inc.  
St. Vincent de Paul Village, Inc.  
Sweetwater Authority  
The Children's Initiative  
UCSD School of Medicine  
UCSD Child Development Center  
US Department of the Navy  
Vista Community Clinic  
YMCA Childcare Resource Services  
YMCA of San Diego County Early Enrichment Center  
Warner Unified School District State Preschool

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