INVESTING IN SAN DIEGO COUNTY

$33.9 million invested in programs & community projects

$7.2 million leveraged with public & private partners
FIRST 5 SAN DIEGO’S COVID-19 RESPONSE

$1.1M redirected to support childcare

$400k match in funds for emergency childcare vouchers

Tele-dentistry, dental supplies and healthy meals

Virtual home visits

Telehealth services
STRATEGIC GOAL AREAS

HEALTH

LEARNING

FAMILY

COMMUNITY
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>29,895</td>
</tr>
<tr>
<td>Parents or Caregivers</td>
<td>10,786</td>
</tr>
<tr>
<td>Providers</td>
<td>1,365</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42,046</strong></td>
</tr>
</tbody>
</table>
RACE AND ETHNICITY OF CHILDREN SERVED

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/ Latino</td>
<td>66%</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>14%</td>
<td>12.8%</td>
<td></td>
</tr>
<tr>
<td>African-American</td>
<td>5%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>4%</td>
<td>3.7%</td>
<td></td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>4%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Other/Unknown</td>
<td>11%</td>
<td>13.7%</td>
<td>6%</td>
</tr>
</tbody>
</table>
HEALTH

FUNDING
$14,622,113

NUMBERS SERVED
35,152 children
10,460 parents/caregivers
ORAL HEALTH

SERVICES | CHILDREN | PREGNANT WOMEN
--- | --- | ---
Screenings | 12,877 | 1,960
Exams | 12,792 | 1,582
Treatment | 11,019 | 1,784

High-Risk Clients
% with dental disease received treatment
- 99.4% Children
- 99.2% Pregnant Women

Offsite Dental Services
- 86 Screenings
- 30 Exams
- 38 Treatment
**DEVELOPMENTAL SERVICES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children Screened</td>
<td>14,795</td>
</tr>
<tr>
<td>Children with Developmental Concern</td>
<td>3,367</td>
</tr>
<tr>
<td>Children who received Developmental Treatment</td>
<td>5,546</td>
</tr>
</tbody>
</table>

97% receiving treatment made gains
## BEHAVIORAL SERVICES

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children Screened</td>
<td>12,321</td>
</tr>
<tr>
<td>Children with Behavioral Concern</td>
<td>1,319</td>
</tr>
<tr>
<td>Children who received Behavioral Treatment</td>
<td>2,744</td>
</tr>
</tbody>
</table>

- **80.6%** receiving treatment showed improvement
- **80.6%** showed an increase in protective factors
LEARNING

FUNDING
$13,280,171

NUMBERS SERVED
12,327 children
1,368 teachers & staff
QUALITY PROFESSIONAL DEVELOPMENT

Over 1,300 teachers and staff received professional development through QPI

QPI staff earned 23 degrees

63.5% of QPI lead teachers have a bachelor’s degree or higher

<table>
<thead>
<tr>
<th></th>
<th>FY 16-17</th>
<th>FY 17-18</th>
<th>FY 18-19</th>
<th>FY 19-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>59.7%</td>
<td>58.0%</td>
<td>61.2%</td>
<td>63.5%</td>
</tr>
</tbody>
</table>
QPI PARENT ENGAGEMENT

88.2%  
QPI parents attended a parent-teacher conference

76.0%  
QPI parents attended a special event at their child’s preschool

51.9%  
QPI parents participated in a parenting class
8 YEARS OF THE QUALITY PRESCHOOL INITIATIVE 2012-2020

Total invested: Over $130M

- **105,299** children attended high quality preschool
- **92,689** children received a developmental screening
- **15,058** referrals were made to community providers to support children’s needs
- **11,200** staff attended professional development trainings
- **71,437** hours of one-on-one coaching were provided to site administrators and teachers
IMPACT FAMILY CONNECTIONS
2015-2020

226 family childcare providers implemented over 2,500 developmental screenings

32 home visiting sites engaged

Supporting Families Guidebook developed and shared
FAMILY

FUNDING
$4,686,816

NUMBERS SERVED
12,624 children
10,414 parents/caregivers
HOME VISITING

First 5 First Steps served 1,048 children, parents and caregivers

74% of mothers were breastfeeding at 6 months of age

At a child’s 12 month birthday:
• 91% were up-to-date with their Well Baby checks
• 91% were up-to-date with their immunizations
3,156 caregivers received parent education services

98.5% of parents in HDS and KidSTART parenting classes reported knowing how to advocate for their child

More than 12,000 parents and caregivers received care coordination

17,650 Kits for New Parents were distributed
COMMUNITY

FUNDING
$1,304,628

NUMBERS SERVED
32,313 children
LIVE WELL SAN DIEGO IN ACTION

Summer Movies in the Park 2019
Jacobs & Cushman San Diego Food Bank Holiday Food Drive 2019
San Diego Zoo Global Sponsorship
Live Well San Diego 5K
BUILDING A THRIVING COMMUNITY

COMMUNITY EDUCATION
“Talk, Read, Sing” messaging was seen over 122 million times

INFORMATION & REFERRAL
2-1-1 San Diego and the Warm Line made 23,563 referrals for families with children ages 0-5
<table>
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<tr>
<th>FY19-20 PARTNERSHIPS</th>
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<tr>
<td>✓ San Diego Zoo</td>
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<tr>
<td>✓ Hope and Inspiration</td>
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<tr>
<td>✓ Zoo Activities Page</td>
</tr>
<tr>
<td>✓ Social Media Posts</td>
</tr>
<tr>
<td>✓ Lactation Room Advertising</td>
</tr>
<tr>
<td>• Balboa Park Family Day Events</td>
</tr>
<tr>
<td>*cancelled due to COVID-19</td>
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</tbody>
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<table>
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<td>✓ Social Media Posts</td>
</tr>
<tr>
<td>✓ Lactation Room Advertising</td>
</tr>
<tr>
<td>✓ New Children’s Museum</td>
</tr>
<tr>
<td>✓ Comic-Con Museum</td>
</tr>
<tr>
<td>✓ Balboa Park Family Day Events</td>
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</table>
SAN DIEGO ZOO

Lactation Rooms
10,000 Annual Visitors

San Diego Zoo Activities Page
486,316 Page Views
2,875 First 5 San Diego Banner Ad Clicks

San Diego Zoo Social Media
71,978 impressions/reach
1,680 engagements
CAMPAIGN HIGHLIGHTS

Media Relations
Estimated Reach: 6,925,295
Estimate Value: $31,088

FOX5 News Segment & Daily Activities
Total Audience: 4,626,406
Publicity Value: $31,718

Website Re-Design
Increased page views per day by 3,270
40% New Users
Top Directs: Facebook Activity Posts, Zoo, Fox5
The community education campaign has achieved more than 122+ million gross impressions, not including media reach, at a cost of less than .001 cent per impression.

- Paid Media Spend: $200K
- Value of Added Media: $606,413 (Total Value Added for FY 18-19 was $431,492)
FY20-21 CAMPAIGN OBJECTIVES

• Continue to position First 5 San Diego as early childhood development experts and elevate its core mission

• Position Alethea as a subject matter expert to media

• Increase community engagement through virtual events

• Develop a series of public education videos (Themes: Family Resiliency, Linkage between Early Ed and K-12)

• Focus outreach efforts within the business community to explore potential grants and funding

• Focus on the impact First 5 San Diego has had on the community by highlighting the programs available
Improving the lives of children Ages 0 through 5