



FIRST 5 SAN DIEGO

ANNUAL REPORT TO THE COMMUNITY
FY 2019 – 2020

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



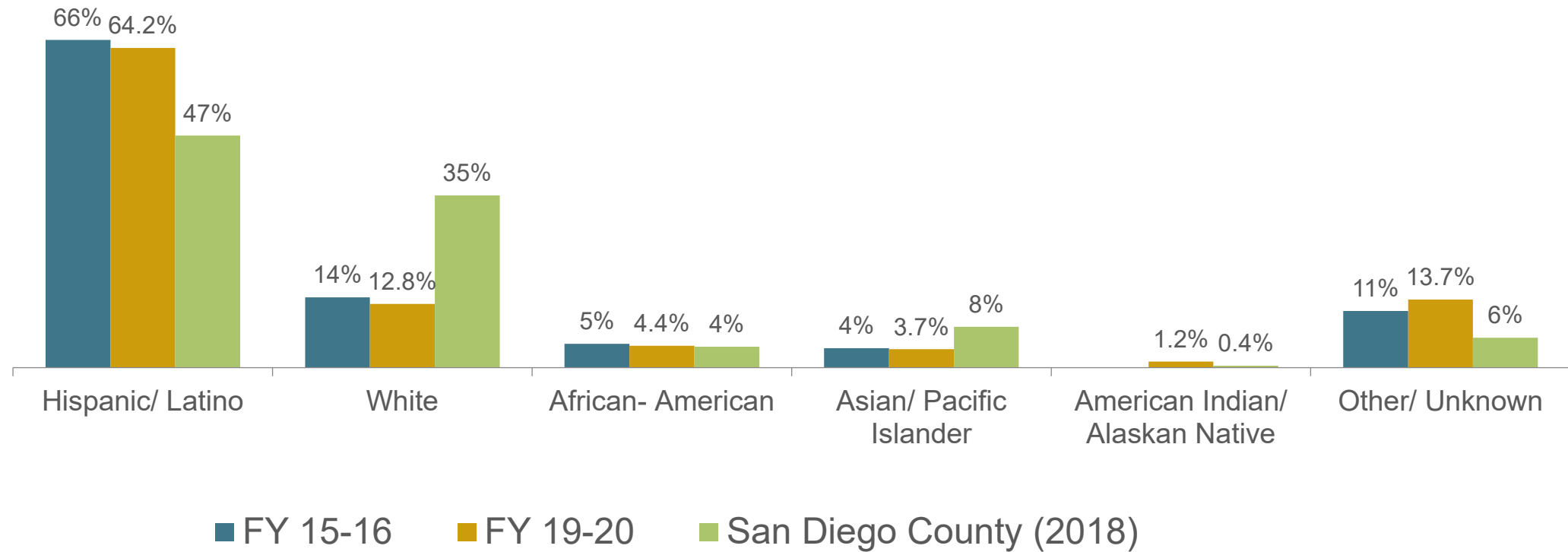
COMMUNITY



UNDUPLICATED PARTICIPANTS RECEIVING SERVICES

Children	29,895
Parents or Caregivers	10,786
Providers	1,365
Total	42,046

RACE AND ETHNICITY OF CHILDREN SERVED



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

HEALTHY DEVELOPMENT

DEVELOPMENTAL SERVICES

Children Screened	14,795
Children with Developmental Concern	3,367
Children who received Developmental Treatment	5,546

97%

receiving treatment
made gains

HEALTHY DEVELOPMENT

BEHAVIORAL SERVICES

Children Screened	12,321
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Children with Behavioral Concern	1,319
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Children who received Behavioral Treatment	2,744
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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



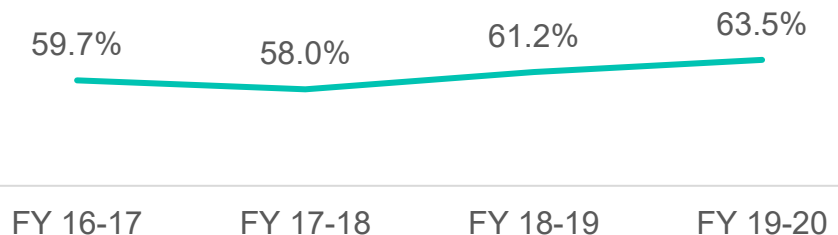
QUALITY PROFESSIONAL DEVELOPMENT



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



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

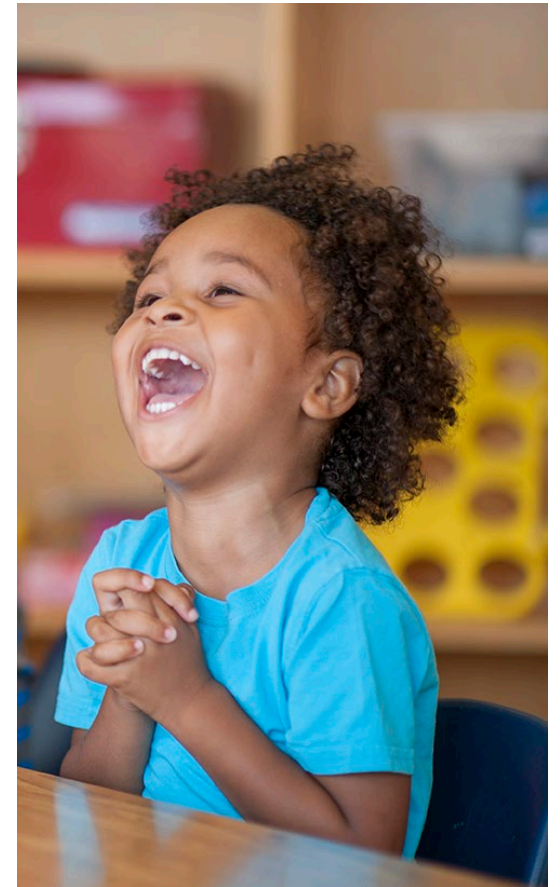
105,299 children attended high quality preschool

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

PARENT EDUCATION & SUPPORT



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

FY19-20

PARTNERSHIPS

- ✓ San Diego Zoo
 - ✓ Hope and Inspiration
 - ✓ Zoo Activities Page
 - ✓ Social Media Posts
 - ✓ Lactation Room Advertising
- Balboa Park Family Day Events
 - *cancelled due to COVID-19

FY20-21

PARTNERSHIPS



- San Diego Zoo
 - Hope and Inspiration
 - Zoo Activities Page
 - Social Media Posts
 - Lactation Room Advertising
- New Children's Museum
- Comic-Con Museum
- Balboa Park Family Day Events

SAN DIEGO ZOO



Lactation Rooms

10,000 Annual Visitors

San Diego Zoo Activities Page

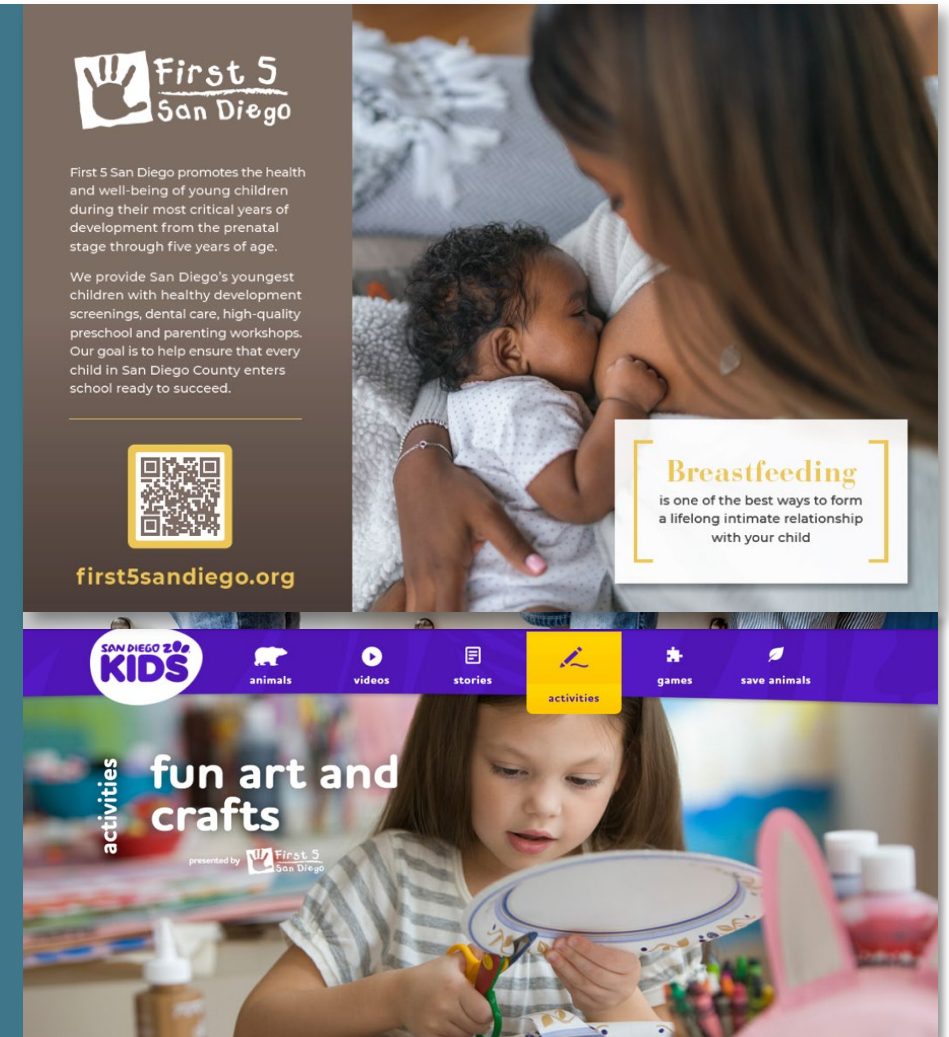
486,316 Page Views

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



Need some INSPIRATION for At Home ACTIVITIES?

We have you covered! Visit the First 5 San Diego website to find a variety of at-home activities that will keep your little ones entertained while also learning.

[CLICK HERE](#)

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.

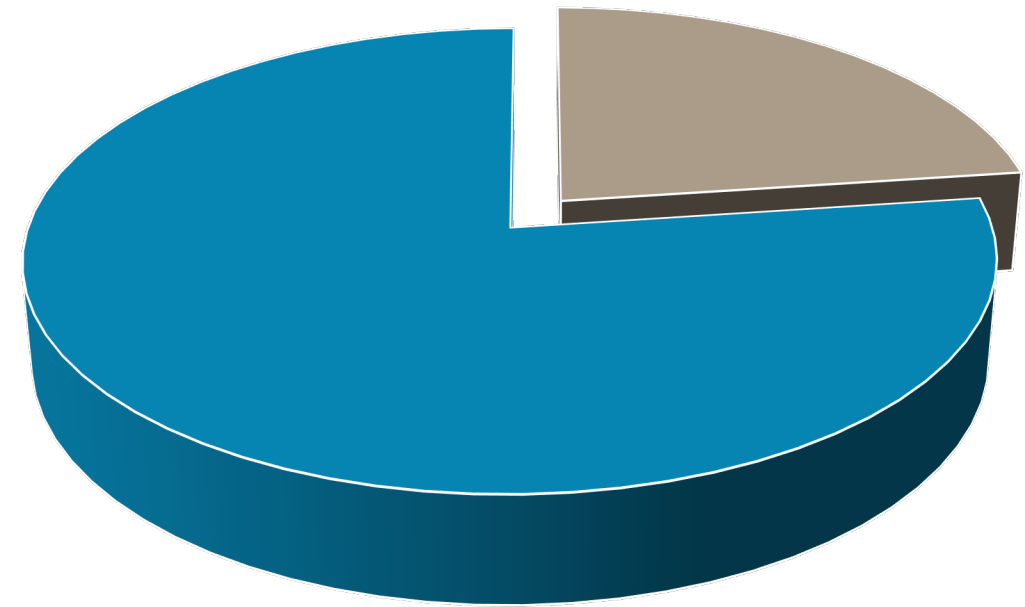


CAMPAIGN SUMMARY

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)

Media Budget Allocation



■ Media ■ Bonus Media

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***