

# FIRST 5 SAN DIEGO

*FY 2019 – 2020 SNAPSHOT*

## **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 vision is that all children ages 0 through 5 are healthy, 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, home visiting services, obesity prevention services and other 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.

For more information about First 5 San Diego programs and the complete Annual Report, visit:

**[first5sandiego.org](http://first5sandiego.org)**



All First 5 San Diego priorities and investments are framed according to the following **four goal areas**:

### **HEALTH**

- Screened 12,877 children and 1,960 pregnant women for oral health services and provided treatment for 11,019 children and 1,784 pregnant women
- Screened 14,795 children for developmental delays and treated 5,546 children with developmental concerns
- Screened 12,321 children for behavioral delays and provided treatment for 2,744 children with behavioral concerns

### **LEARNING**

- Provided high-quality early care and education for 12,327 children
- Provided professional development to 1,368 early childhood education staff
- Supported 23 teachers and administrators in earning college degrees

### **FAMILY**

- Served 555 pregnant women and caregivers and 493 children with intensive home visits
- Provided care coordination to 12,000 families
- Provided 3,711 parents and caregivers with parent education services

### **COMMUNITY**

- Sponsored or participated in community events that reached over 130,000 San Diegans
- Conducted a community awareness campaign that achieved more than 122 million gross impressions
- Provided 32,313 health and social service referrals for families

### **KEY ACCOMPLISHMENTS**

- Invested over \$33.9 million in direct services for young children and their families
- Served more than 42,000 children, parents, caregivers and providers
- Partners leveraged \$7.2 million in cash and in-kind support from public and private entities

### **COVID-19 RESPONSE**

When stay-at-home orders went into place because of COVID-19, First 5 San Diego providers quickly pivoted to supporting families virtually and First 5 San Diego immediately jumped in to provide creative ways to make sure families had the resources, current information and tools needed. Total funding to support childcare during COVID-19 was over \$1.1 million.

- Programs transitioned to telehealth
- Contributed \$408,061 in emergency childcare vouchers
- Provided early learning and care providers \$491,282 in personal stipends and more than \$260,000 for materials, cleaning supplies and PPE
- Provided resources via website, social media and newsletter
- Spoke to media as a subject matter expert resulting in over 20 media opportunities
- Created an At Home Activities campaign



# PROGRAMS

## 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 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.

## 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.

## FIRST 5 FIRST STEPS

First 5 First Steps (F5FS) 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.

## 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

Healthy Development Services (HDS) is an array of services for early identification and treatment of children with mild to moderate developmental delays. Services include assessment and treatment for behavioral and developmental concerns (including speech and language), parent education and Care Coordination to all families receiving HDS services.

## IMPACT BREASTFEEDING-FRIENDLY ENVIRONMENT PROGRAM FOR CHILDCARE FACILITIES

Through IMPACT funding, the goal of this program is to increase access to environments that support the initiation and duration of breastfeeding. Specifically, services will work to increase the number of baby-friendly childcare facilities, helping them adopt and implement policies supportive of breastfeeding and lactation accommodation.

## IMPACT FAMILY CONNECTIONS

IMPACT Family Connections is a partnership with the YMCA Childcare Resource Service (CRS) that assists Family Child Care Home providers to implement developmental screenings and clearly articulated referral pathways for services. The program also provides training and technical assistance to home visitors across San Diego County to enhance families' knowledge about quality early childhood education settings.

## 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).

## KIT FOR NEW PARENTS

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 and Korean.

## MATERNITY SHELTER PROGRAM

The Maternity Shelter Program (MSP) provides safe, secure and supportive housing with intensive case management services for pregnant and parenting young women between 18 and 24 years old, and their dependent children. MSP assists these young women who are homeless or at risk of becoming homeless develop the skills necessary to live independently while providing a safe and stable home for themselves and their children.

## MI ESCUELITA THERAPEUTIC PRESCHOOL

Mi Escuelita provides a therapeutic preschool experience for young children who have been exposed to domestic violence and abuse.

## ORAL HEALTH INITIATIVE

The Oral Health Initiative (OHI) provides oral health services, care coordination and preventative education to children ages birth through five and pregnant women with the goal of improving oral health, promoting positive oral health practices and increasing provider capacity. OHI also offers offsite dental services utilizing place-based portable dental services technology at targeted First 5 San Diego Quality Preschool Initiative (QPI) preschools.

## QUALITY PRESCHOOL INITIATIVE

The Quality Preschool Initiative (QPI) is a systemic approach to assess, improve and communicate the level of quality in early care and education programs.