First 5 San Diego Investment

$27.8 million
Invested in programs & community projects

$4.0 million
Leveraged with public & private partners
Strategic Directions 2020-25

- Resilient Families
- Coordinated Systems of Care
- Integrated Leadership
- Sustained Funding
Strategic Goal 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. Parents and primary caregivers are a child’s first and best teachers.

**COMMUNITY**
Build each community’s capacity to sustain healthy social relationships and support families and children.
COVID-19 Response

• F5SD led Early Care and Education Sub-sector
  – Hosted 36 telebriefings with subject matter experts
  – Developed COVID-19 Symptom Decision Tree
  – Distributed 4,000 COVID-19 posters for educational settings
  – Developed Communication for Childcare Providers flowchart
  – Educated providers about vaccines and how to schedule appointments
Unduplicated Participants Served

NUMBER OF SAN DIEGANS WHO RECEIVED FIRST 5 SAN DIEGO SERVICES

24,990 CHILDREN

9,842 PARENTS OR CAREGIVERS

2,582 PROVIDERS

37,414 TOTAL
## Race and Ethnicity of Children Served

<table>
<thead>
<tr>
<th></th>
<th>Children Served by First 5 San Diego</th>
<th>2020 San Diego County Children 5 &amp; Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>61.7%</td>
<td>34.4%</td>
</tr>
<tr>
<td>White (Non-Hispanic)</td>
<td>14.2%</td>
<td>45.6%</td>
</tr>
<tr>
<td>African-American/Black</td>
<td>5.0%</td>
<td>4.7%</td>
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<tr>
<td>Asian/Pacific Islander</td>
<td>3.3%</td>
<td>11.1%</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>1.0%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Other/Not Disclosed</td>
<td>14.9%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>
Goal Area: Health

FUNDING
$11,627,348

NUMBERS SERVED
28,057 CHILDREN
6,368 PARENTS
Development and Behavior

**NUMBER OF CHILDREN WHO RECEIVED DEVELOPMENTAL SCREENINGS AND/OR SERVICES**

- **12,197** Children Screened
- **2,741** Children Identified with Developmental Concerns
- **4,120** Children who Received Developmental Treatment*

*Includes children referred by providers not funded by First 5 San Diego

**NUMBER OF CHILDREN WHO RECEIVED BEHAVIORAL SCREENINGS AND/OR SERVICES**

- **10,374** Children Screened
- **1,209** Children with Behavioral Concerns
- **1,851** Children who Received Behavioral Treatment*

*Includes children referred by providers not funded by First 5 San Diego
Oral Health

NUMBER OF CHILDREN WHO RECEIVED ORAL HEALTH SCREENINGS AND/OR SERVICES

7,254 Screenings
9,321 Exams
8,447 Treatments

99.5% of high risk children with dental disease received treatment
Goal Area: Learning

Funding: $7,595,960

Numbers Served:
11,675 Children
2,582 ELC Providers
Learn Well

11,583 Children Benefited

437 ELC Sites Participated

317 ELC Sites Received Coaching to Develop QIPs

FORMAT OF EARLY LEARNING AND CARE DURING THE 2020-21 SCHOOL YEAR

- In-Person Care: 26.1%
- Virtual Care: 22.7%
- Both In-Person and Virtual care: 48.8%
Parent Engagement

8,196 Screenings were completed in collaboration with Learn Well families

1,211 Families Responded to Parent Survey
Goal Area: Family

Funding
$7,733,280

Numbers Served
9,582 Children
6,046 Parents
Home Visiting

557 Pregnant Women

497 Children

82.1% of mothers and 88.5% of children were linked to a medical home within 30 days of enrollment.

84.1% of parents or caregivers reported their children were up to date with their Well Baby Checks at 12 months of age.

54.6% of mothers reported breastfeeding when their babies were six months old.

85.3% of parents or caregivers reported their children were up to date with their immunizations at 12 months of age.
Home Visiting Funding Leveraged

- F5 San Diego: $3,732,138
- CalWORKs: $2,781,623
- CalLearn: $845,438
- CHVP: $231,532
- F5 California: $35,153

Funding Breakdown:
- F5 San Diego: 20.9%
- CalWORKs: 75%
- CalLearn: 5.7%
- CHVP: 0.6%
- F5 California: 0.9%
Parent Support

9,355 Families Received Care Coordination

7,328 Kits for New Parents were Distributed
COMMUNITY
Goal Area: Community

**Funding**

$814,546

**Numbers Served**

22,169 Children and Parents
Community

4,303 Health and Social Service Referrals made by Providers

17,866 Referrals made through the First 5 San Diego Warm Line

“We are Born Learning” Community Awareness Campaign

77M Gross Impressions
Sponsorships and Virtual Events

- June 8 proclaimed “Talk Read Sing” Day
- San Diego County Library “Summer at your Library”
- Summer Movies in the Park
- San Diego Food Bank Holiday Food Drive
- San Diego Zoo Sponsorship
- New Children’s Museum “All about Art”
- LiveWell San Diego Virtual 5K
- Special Needs Foundation Day of Play Drive Thru Event