

Hello

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ABOUT YOUR DAY



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A FUNNY BOOK



Item 3-1

sing

A SILLY SONG



First 5
San Diego

ANNUAL REPORT 2022-2023



First 5 San Diego Investment

\$30.4 million

Invested in programs
& community projects

\$11.9 million

Leveraged with
public & private partners

Strategic Goal Areas

Health

Promote each child's healthy physical, social and emotional development.



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.



Learning

Support each child's development of communication, problem-solving, physical, social-emotional and behavioral abilities, building on their natural readiness to learn.



Community

Build each community's capacity to sustain healthy social relationships and support families and children.



Unduplicated Participants Served

45,755

SAN DIEGANS RECEIVED FIRST 5 SAN DIEGO SERVICES

33,714

children

9,078

**parents or
caregivers**

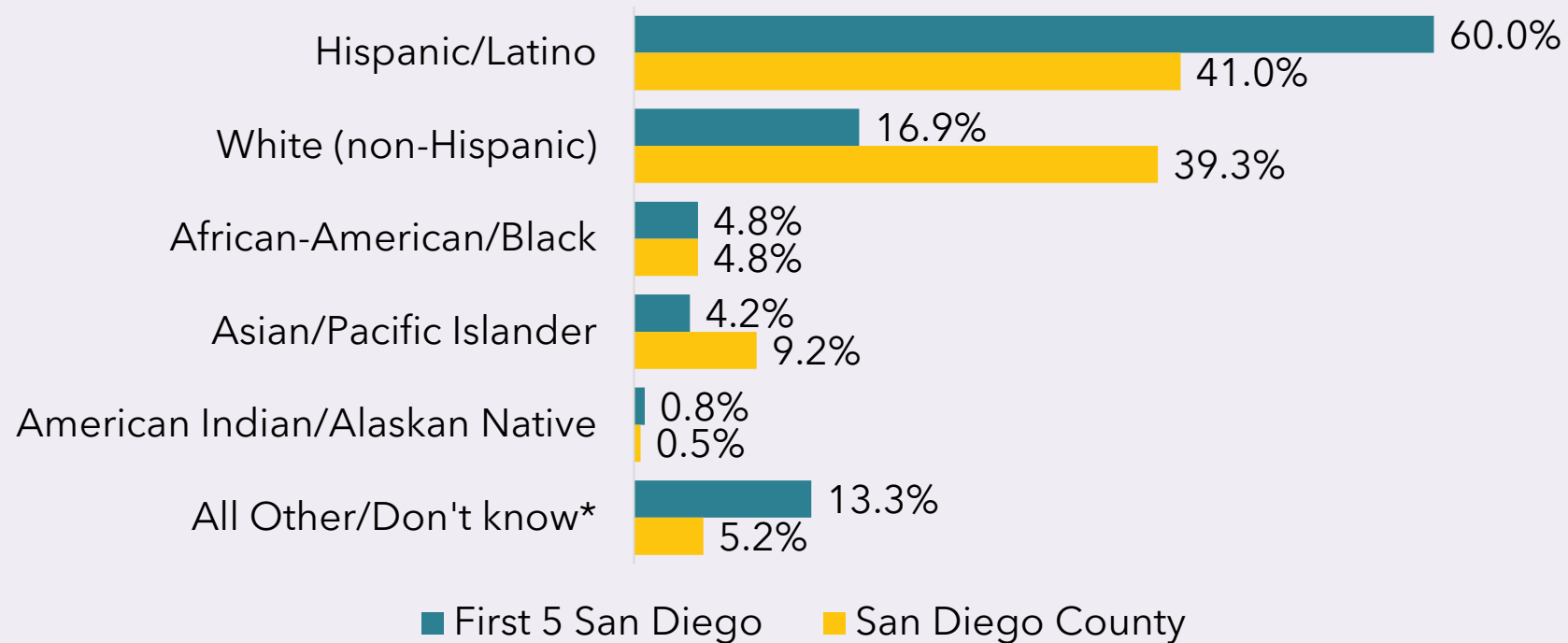
2,963

providers



Race and Ethnicity of Children Served

ETHNICITY OF CHILDREN SERVED BY FIRST 5 SAN DIEGO COMPARED TO SAN DIEGO COUNTY 5 AND UNDER POPULATION



*First 5 San Diego All Other/Don't Know category includes the following ethnicities: African (0.3%), White-Middle Eastern (1.3%), Other (3.0%), Multiracial (5.2%), and Don't Know/Declined (3.8%)



Health

Health

FUNDING

\$12,816,661

NUMBERS SERVED

27,681 children
7,189 parents



Development and Behavior

NUMBER OF CHILDREN WHO RECEIVED DEVELOPMENTAL SCREENINGS AND SERVICES

13,909 Children Screened

3,133 Children Identified with Developmental Concerns

5,087 Children who Received Developmental Treatment

NUMBER OF CHILDREN WHO RECEIVED BEHAVIORAL SCREENINGS AND SERVICES

11,887 Children Screened

1,233 Children Identified with Behavioral Concerns

1,401 Children who Received Behavioral Treatment

Oral Health

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

9,405 Screenings

8,564 Exams

7,459 Treatment

PERCENTAGE OF HIGH-RISK CHILDREN WITH DENTAL DISEASE WHO RECEIVED TREATMENT

99.9% Received Treatment





Learning

Learning

FUNDING

\$8,908,889

NUMBERS SERVED

16,717 children
2,963 parents



Learn Well



16,637

Children Benefited



10

Family, Friend and Neighbor



559

Early Learning and Care Sites Participated



297

Family Child Care



252

Center-based Child Care

Professional Development

506 Early Learning and Care (ELC) Sites Received Coaching to Develop Quality Improvement Plans

“During sessions, my coach was always asking about what is happening at our facility and about my well-being and the well-being of the other teachers. She cares about me as a person.”

“Having a coach has been amazing. They offer so many resources and experiences that I am able to deliver my staff, which affect children and their families. It has been a blessing.”

Parent Engagement

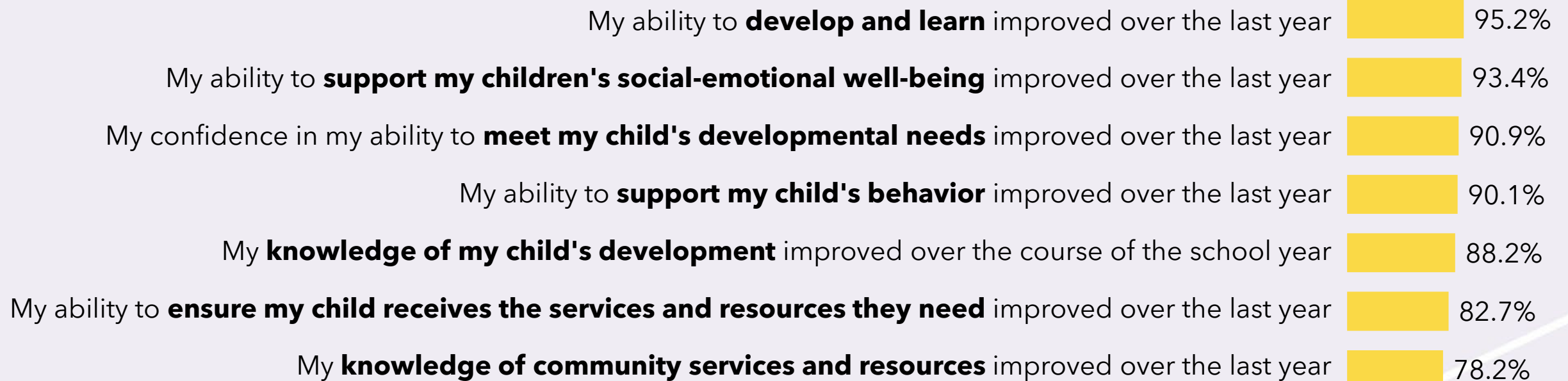
10,391 Screenings were completed in collaboration with Learn Well families

1,674 Families Responded to Parent Survey



Parent Engagement

CHANGES IN PARENT'S/CAREGIVER'S KNOWLEDGE AND CONFIDENCE IN CARING FOR THEIR CHILD





Family

Family

FUNDING

\$7,874,164

NUMBERS SERVED

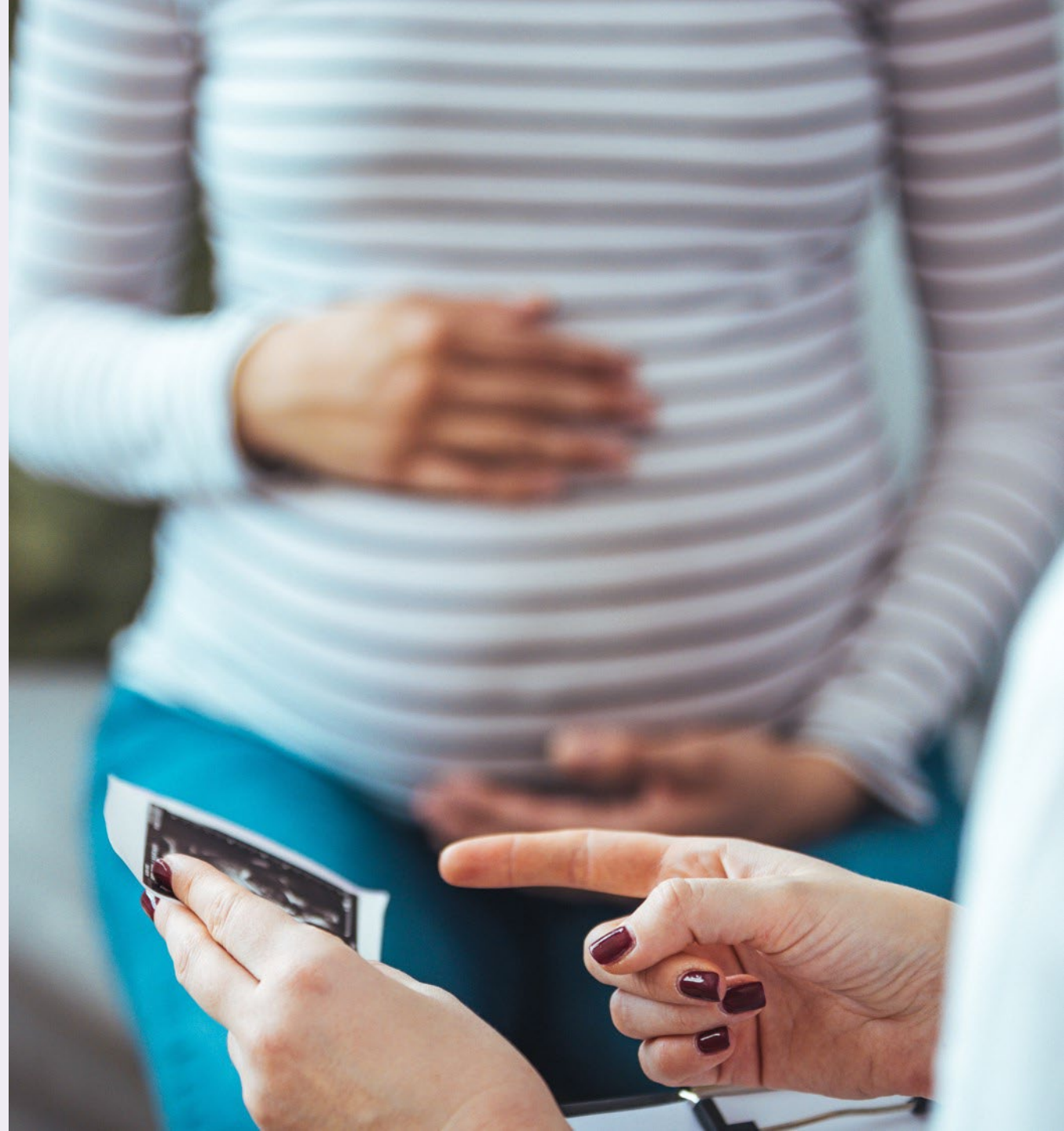
8,984 children
5,884 parents



Home Visiting

525 Pregnant Individuals
or Caregivers

488 Children



Home Visiting

Families who receive home visiting through First 5 First Steps (F5FS) demonstrate these important healthy behaviors:

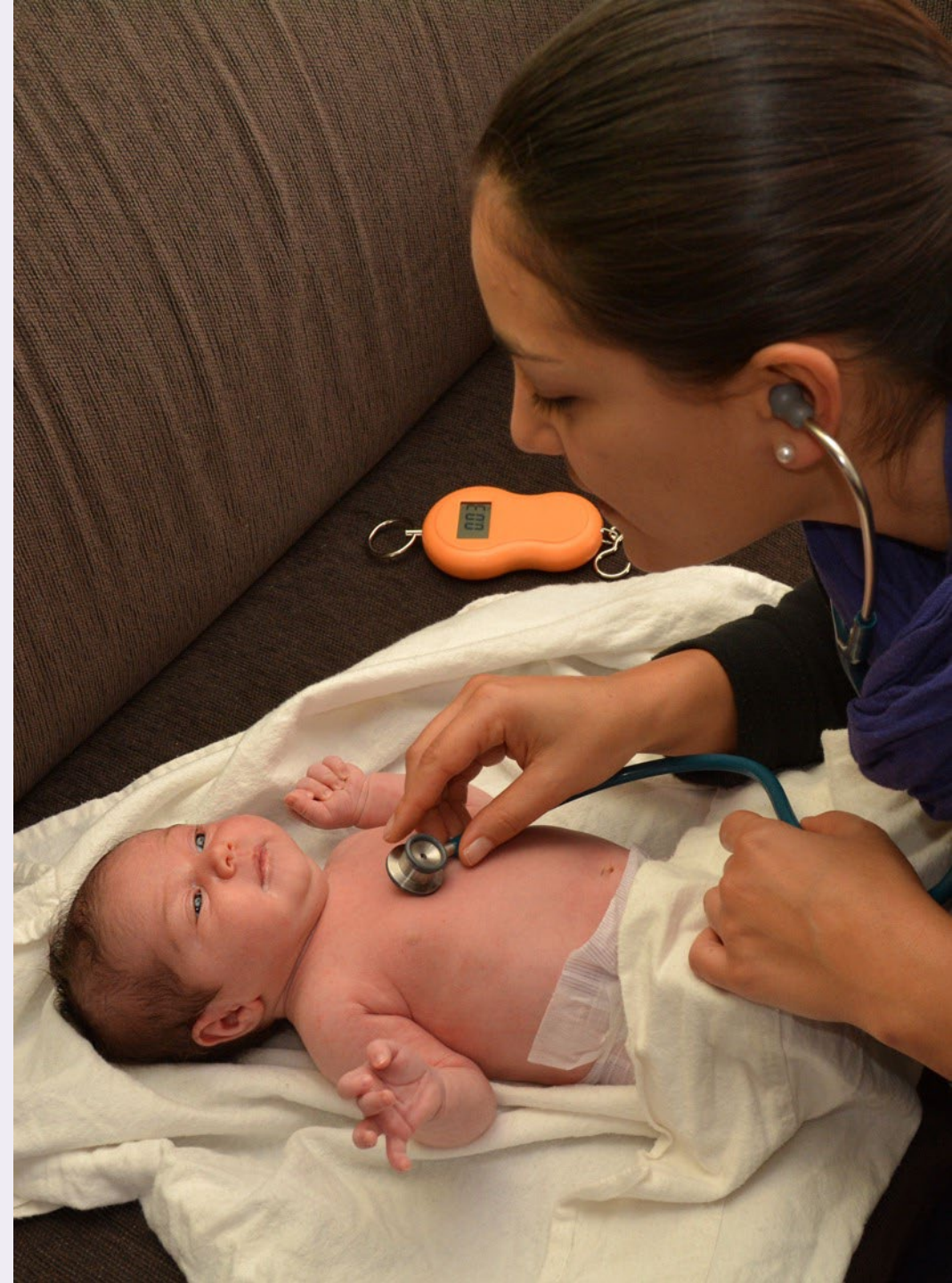
- **97% of children** were linked to a **medical home within 30 days** of enrollment
- **95% of mothers** were linked to a **medical home within 2 months** of enrollment
- **51% of mothers** reported **breastfeeding** when their babies were 6 months old



Home Visiting

Families who receive home visiting through First 5 First Steps (F5FS) demonstrate these important healthy behaviors:

- **96% of parents or caregivers** reported their children were **up to date with their Well Baby Checks** at 12 months of age
- **87% of parents or caregivers** reported their children were **up to date with their immunizations** at 12 months of age
- **91% of babies** born to mothers enrolled in F5FS were born **after 37 weeks of gestation**
- **93% of babies** born to mothers enrolled in F5FS had a **healthy birthweight** (weighed more than 5 lbs, 8 ounces)



Parent Education and Support

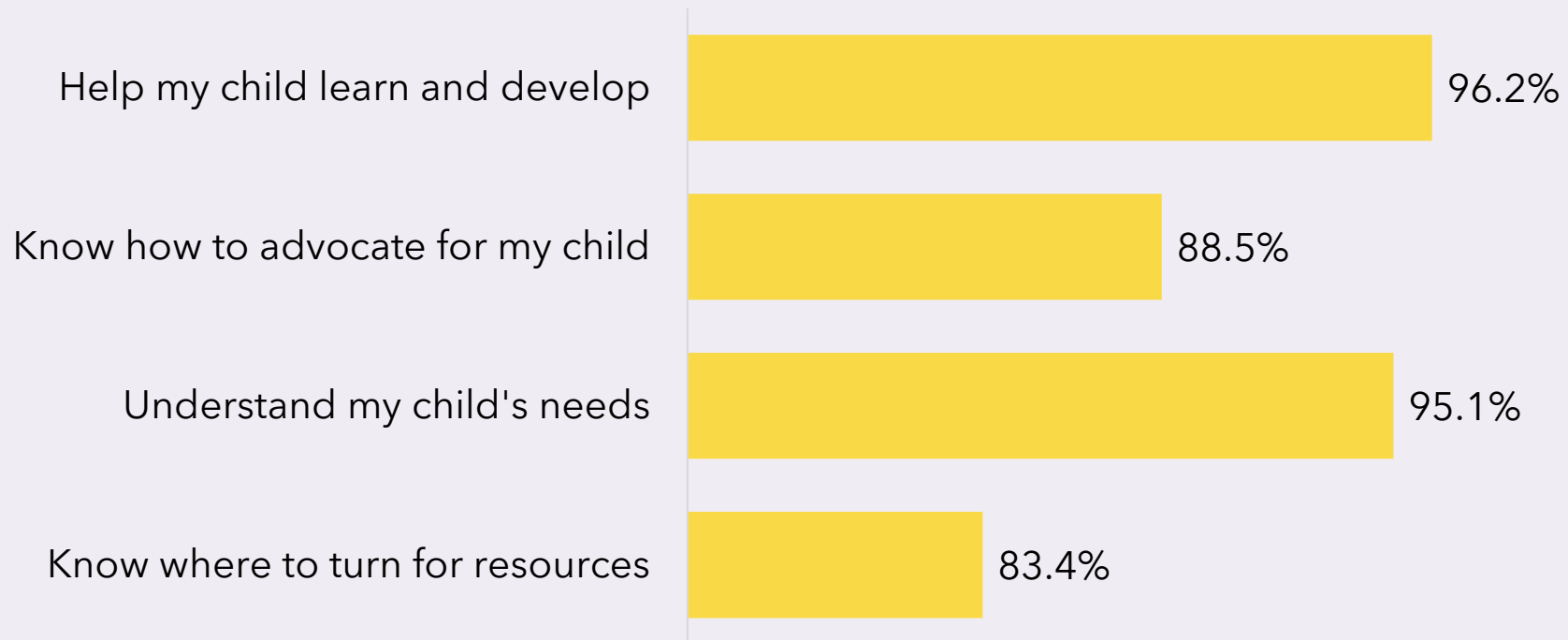
More than **8,500** Families
Received Care Coordination

38,678 Kits for New Parents
were Distributed



Parent Education and Support

PERCENTAGE OF PARENTS AND CAREGIVERS WITH IMPROVED KNOWLEDGE OF HOW TO SUPPORT THEIR CHILDREN (HDS, LEARN WELL, AND KIDSTART)





Community

Community

FUNDING

\$839,914

NUMBERS SERVED

30,643 children &
parents/caregivers



Community

6,103 Health and Social Service Referrals made by Providers

25,875 Referrals made through the First 5 San Diego Warm Line

Talk, Read, Sing Public Education Campaign achieved more than **95 million** gross impressions



Sponsorships and Events

Reached **53,670** San Diegans with local community events

- Jacobs & Cushman San Diego Food Bank Holiday Food Drive
- March of Dimes 2023 March for Babies
- 4th Annual Military Hero's Festival (USO San Diego)
- Talls & Smalls in the Garden (Olivewood Gardens)
- All-Inclusive Day of Play (Special Needs Foundation of San Diego)
- Kids Free October (San Diego Museum Council)
- Mass Creativity Day at the New Children's Museum
- December Nights (City of San Diego)

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