

Annual Report 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 goal is that all children ages zero through five are healthy, are 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, and other family support services, while building the community and organizational capacity to support families.

First 5 San Diego program 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



Our achievements are highlighted in each of our strategic goal areas:

HEALTH

- Screened **13,909** children for developmental delays and treated **5,087** children with developmental concerns
- Screened **11,887** children for behavioral delays and treated **1,401** children with behavioral concerns
- Screened **9,405** children for oral health needs and treated **7,459** children

LEARNING

- Provided high-quality early care and education for **16,717** children at **559** early learning and care sites across the county
- Supported **133** early learning and care professionals to continue their education and training at Cuyamaca, Grossmont, Mesa and Southwestern Community Colleges via the Tuition Partnership Pilot Program

FAMILY

- Served **525** pregnant women and caregivers and **488** children with intensive home visits
- Provided care coordination to more than **8,500** children, parents and caregivers
- Provided **38,678** free parenting resource Kits for families across the county

COMMUNITY

- Sponsored or participated in community events that reached over **53,000** San Diegans
- Conducted the Talk, Read, Sing community awareness campaign that achieved more than **95 million** gross impressions
- Provided **31,978** health and social service referrals for families

KEY ACCOMPLISHMENTS

- Invested over **\$30.4 million** in direct services for young children and their families
- Served more than **45,755** children, parents, caregivers and providers
- Partners leveraged **\$11.9 million** in cash and in-kind support from public and private entities



Funded INITIATIVES

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 also 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 learning and care 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 and Cal WORKs recipients using the Healthy Families America (HFA) model, and the Baby TALK curriculum.

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.

KidSTART

KidSTART is an integrated program within First 5 San Diego and the Health and Human Services Agency's Behavioral Health Services to support children with complex needs. The KidSTART Center performs screenings, triage, assessment, referrals and treatment for children with multiple, complex delays and needs. 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, Chinese and Korean.

Learn Well Initiative

The Learn Well Initiative supports sustainable development of quality early learning and care programs and aims to support providers in the form of technical assistance, instructional support, coaching and ongoing professional development.

Maternity Housing Program

The Maternity Housing Program (MHP) provides safe, secure and supportive housing with comprehensive home-based, family-focused supportive services and intensive case management services for pregnant and parenting young women between 18 and 24 years old, and their dependent children. MHP 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 them and their children.

Mi Escuelita Therapeutic Preschool

Mi Escuelita provides a therapeutic preschool experience for young children 3-5 years old who have been traumatized by family violence. The goal of this program is to help children enter kindergarten as active learners by working with the family emotionally, socially and developmentally.

Oral Health Initiative

The Oral Health Initiative (OHI) provides oral health services, care coordination and preventive education to children ages zero through five with the goal of improving oral health, promoting positive oral health practices and increasing provider capacity.

Shared Services Alliance

The Shared Services Alliance (SSA) is an approach to strengthen small early learning and care businesses by providing them the supports to strengthen their business practices. The SSA is aimed at building a sustainable provider-based childcare system by providing technology and staff infrastructure that enable sharing of staff, information and resources. A Shared Services Alliance Network provides business efficiencies to childcare providers, the majority of whom are low-income women of color, increasing business sustainability and expanding care for low-to-moderate income communities.