



# Annual Report AR-3

## San Diego County Evaluation Summary and Highlights

### July 1, 2023 - June 30, 2024

## County Evaluation Summary

### Evaluation Activities Completed, Findings, and Policy Impact

First 5 San Diego utilizes a standardized evaluation design for five major initiatives that includes quantitative process and outcome data and qualitative data (e.g., interviews, focus groups and client and provider testimonials). Each initiative tracks client demographic data and the following: 1. Oral Health Initiative (OHI): tracks screenings, examinations, and treatment for children; care coordination services and oral health education for parents/pregnant women. 2. Healthy Development Services (HDS): tracks services for children identified with mild to moderate developmental and/or social emotional needs and families receiving care coordination support and screenings, assessments and/or treatment for behavior, development, and speech/language concerns. 3. Learn Well Initiative (LWI): tracks the number of children ages 0 through 5 enrolled in quality early learning and care environments with a highly qualified workforce; parents' and caregivers' knowledge and capacity to promote the healthy development of children ages 0 through 5; and parents' and caregivers' access to needed services for their children. 4. KidSTART: KidSTART Center tracks gains measured for children with multiple, complex needs. 5. First 5 First Steps (F5FS): home visiting program tracks services for children and pregnant women. It measures parenting skills, overall safety and developmental appropriateness of the home environment, and each child's health and well-being. First 5 San Diego programs intensively served 38,102 children, 10,853 parents/caregivers, and 3,116 providers (unduplicated counts). Hispanic/Latino children (52.2%) and parents/caregivers (53.2%) were the most prominent group intensively served, followed by White non-Hispanics children and parents/caregivers (16.1% and 15.0% respectively). Through OHI, 11,360 children received oral health screenings and 9,520 dental exams. 99.9 % of high-risk children with dental disease received treatment. HDS provided developmental and/or behavioral screenings, assessments, and/or treatment to 8,659 children. 6,506 caregivers participated in developmental and/or behavioral classes, consultations, or therapy. LWI provided 18,828 children with quality early learning and care experience. 595 early learning and care sites participated in LWI. Of those, 95.5% worked with experienced coaches to develop site-specific Quality Improvement Plans. KidSTART served 241 children with complex needs via assessments and/or treatment or were connected to treatment services for multiple behavioral and/or developmental concerns. F5FS served 566 caregivers/pregnant women and 526 children. 63.8 % of mothers receiving F5FS services reported breastfeeding their children when they were 6 months. At 12 months of age, 96.8% of children were up to date with their Well Baby Checks and 93.8 % were up to date with their immunizations. First 5 San Diego publishes its annual evaluation report and shares it with the Commission, First 5 San Diego contractors, government agencies, community organizations, and the public. The report is posted on the First 5 San Diego website, and key findings are presented to the Commission for review and approval. The evaluation results are also shared with contractors to highlight successful practices and inform strategies for continuous improvement. First 5 San Diego staff use the data to support strategic planning, funding priorities, and partner engagement. The report is accessible to stakeholders for broader use and collaboration.

# County Highlights

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## County Highlight

First 5 San Diego providers continued to offer both in-person and virtual services during FY23-24, a practice that developed out of necessity during the COVID pandemic. First 5 San Diego providers value the ongoing flexibility to meet families where they are at by connecting with them via office visits, home visits, phone calls, text messages and video appointments. With a goal of reaching a broad cross section of the San Diego community, First 5 San Diego's Talk, Read, Sing media campaign promoted early childhood literacy and encouraged parents and caregivers to talk, read, sing and be active with their children. This campaign achieved more than 80 million gross impressions during FY23-24. First 5 San Diego supported targeted populations through various pilot programs. Through funding from First 5 California, we implemented the Shared Services Alliance pilot to enhance business sustainability practices for Family Child Care providers, and also received funding for the Refugee Family Services program to connect refugees with organizations to help with socio-cultural adjustment and care coordination. Over the past few years First 5 San Diego providers have been challenged by stagnant funding levels, increased costs, and staffing and workforce recruitment and retention issues. Providers also started seeing a higher volume and higher level of need in the children and families that come to them. In the coming Fiscal Year and beyond, First 5 San Diego will be experiencing a drastic decline of Proposition 10 revenue that will result in a significant impact to our community services, staffing and systems change efforts. We will see reductions in all areas of investments with the greatest reductions to our local San Diego Quality Preschool Initiative, First 5 First Steps home visiting and Healthy Development Services programs.

