



ANNUAL REPORT 2023-24

\$34.9M Invested by
First 5 San Diego

\$10.3M Leveraged by
Partners



52,071 Unduplicated
San Diegans Served

38,102 Children

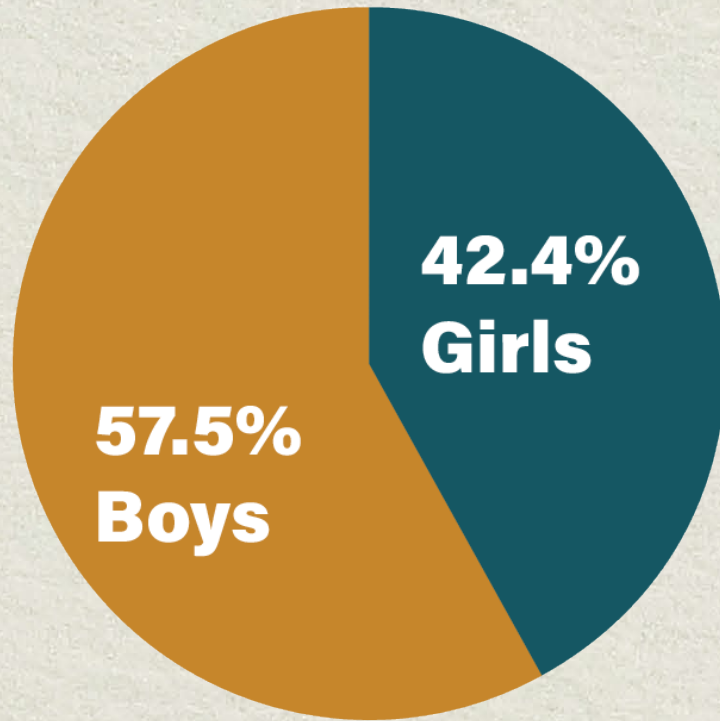
10,853 Parents or Caregivers

3,116 Providers

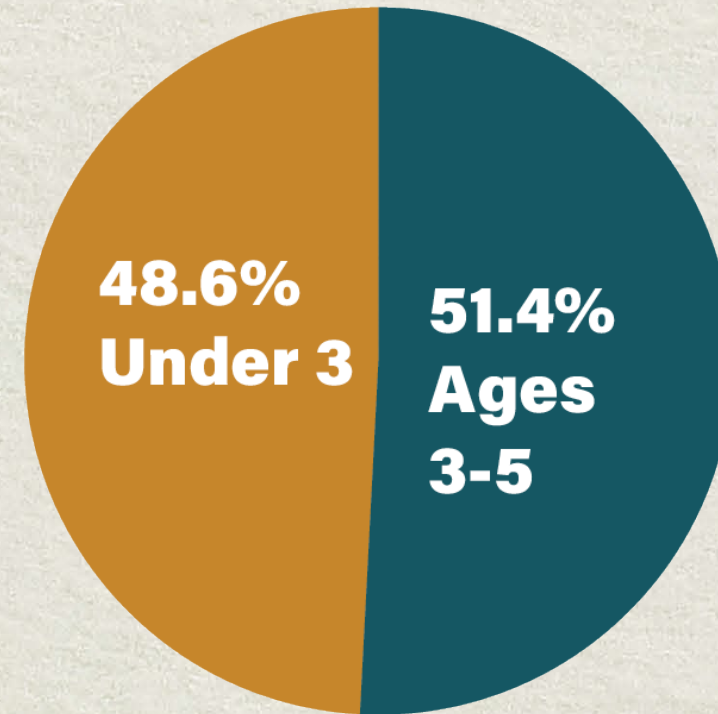


Gender and Age of Children Served

GENDER AT BIRTH OF CHILDREN SERVED

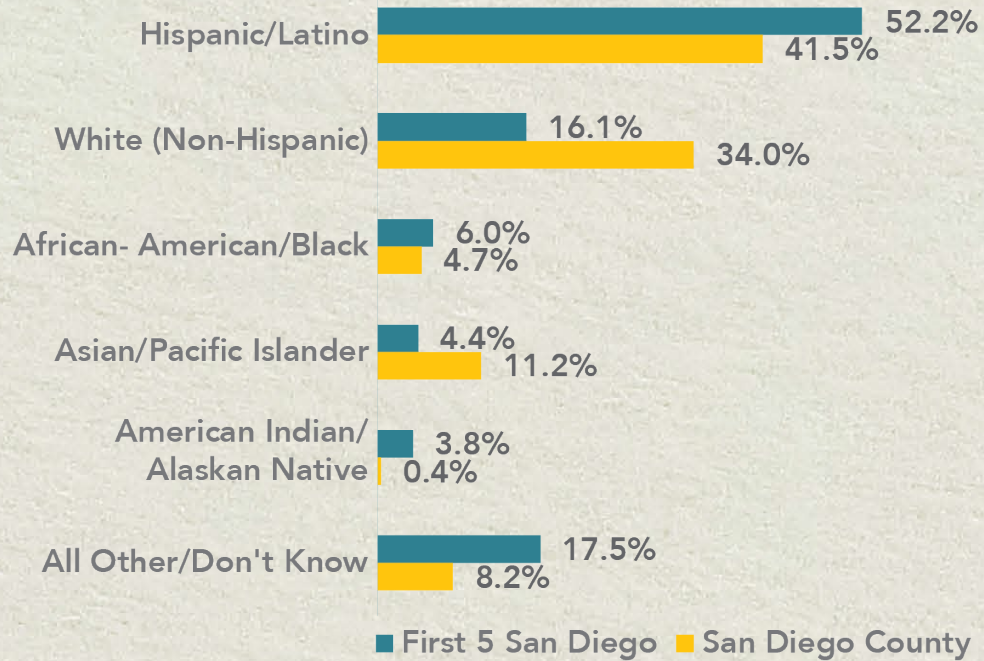


AGES OF CHILDREN SERVED

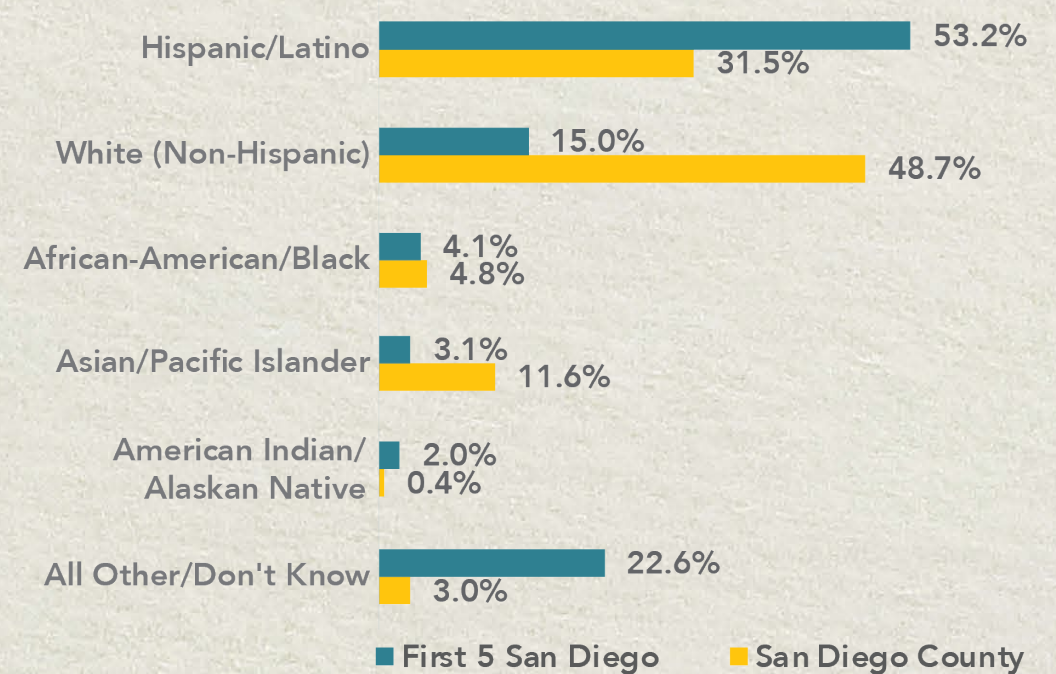


Race and Ethnicity of Families Served

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

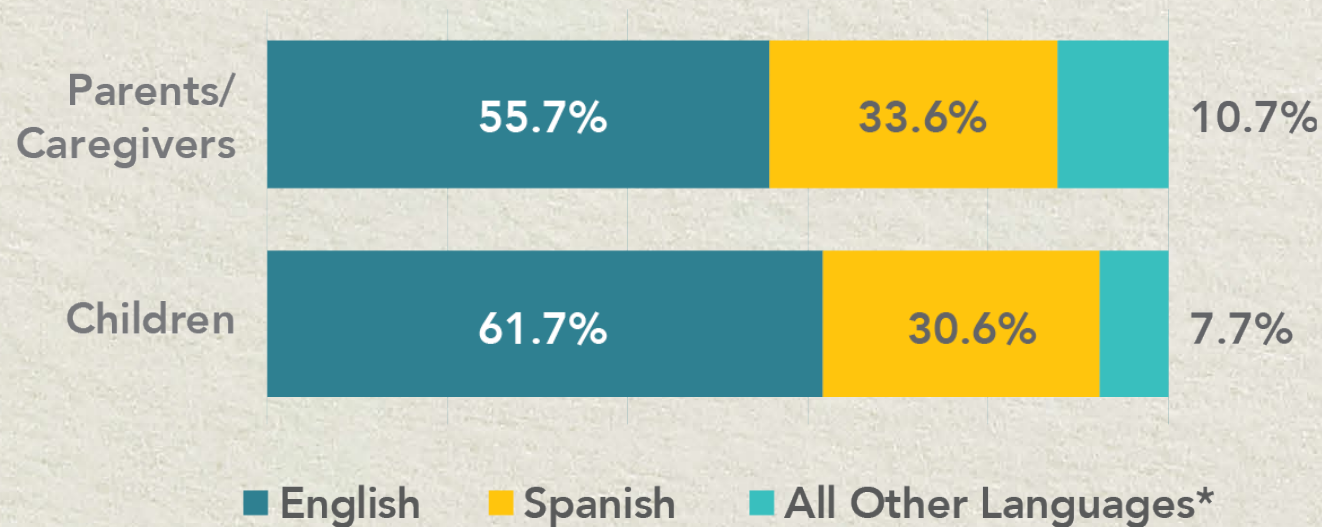


ETHNICITY OF PARENTS/CAREGIVERS SERVED COMPARED TO SAN DIEGO COUNTY ADULT POPULATION



Primary Language of Families Served

PRIMARY LANGUAGE OF CHILDREN AND PARENTS/CAREGIVERS SERVED BY FIRST 5 SAN DIEGO



Health

Promote Each Child's Healthy Physical, Social
and Emotional Development



\$13,509,115 invested

32,046 children

6,809 parents

served



Developmental and Behavioral Services

Developmental Screenings & Services

- 15,993 Children Screened
- 3,880 Children Identified with Developmental Concerns
- 6,816 Children Received Developmental Treatment

Behavioral Screenings & Services

- 14,203 Children Screened
- 1,631 Children Identified with Behavioral Concerns
- 1,368 Children Received Behavioral Treatment

Oral Health

Number of Children who
Received Oral Health Screenings
or Services

11,360 Screenings

9,520 Exams

8,768 Treatment

High Risk Children with Dental
Disease who Received
Treatment



99.9%
RECEIVED TREATMENT

Learning

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



\$10,982,603 invested

**18,828 children
3,116 teachers
and staff
served**



Learn Well



18,744

Children Benefited



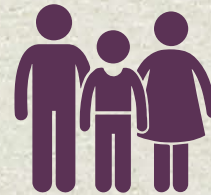
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Family, Friend and Neighbor



595

Early Learning and Care
Sites Participated



323

Family Child Care



264

Center-based Child Care

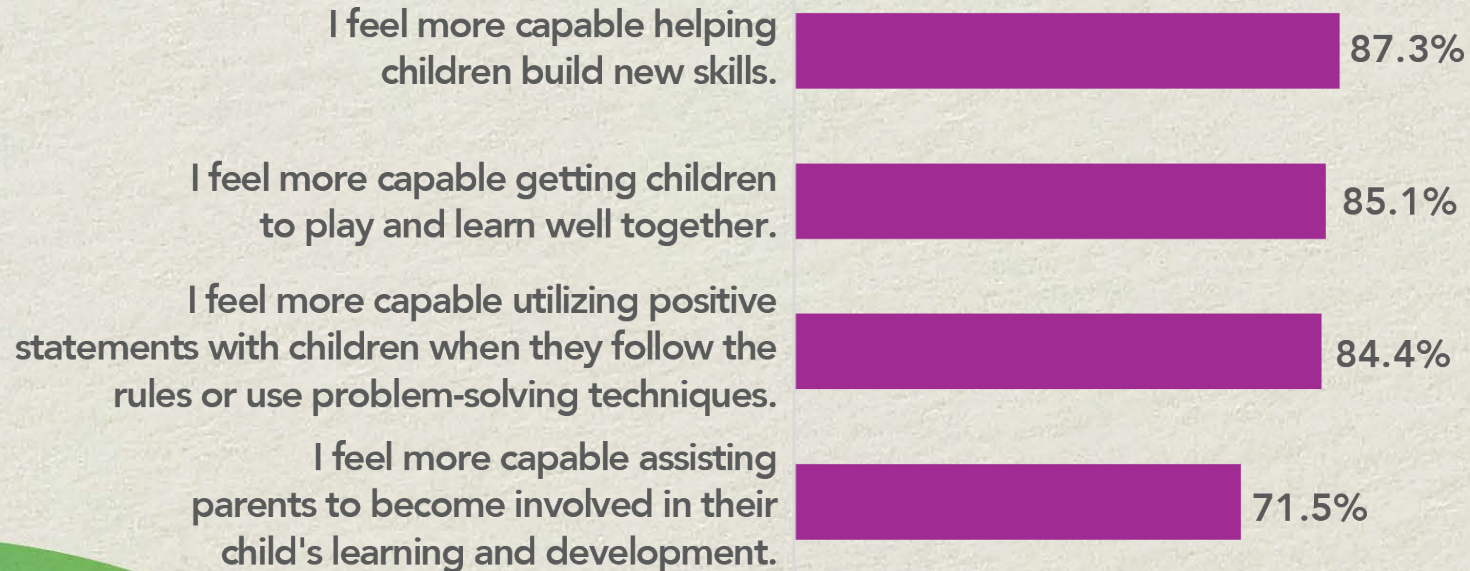
Professional Development

568 Early Learning and Care Sites Received Coaching to Develop **Quality Improvement Plans**

96% of Learn Well providers reported that they have been able to incorporate what they learned into their work with children and families

Professional Development

CHANGES IN PROVIDER'S EFFICACY DURING THE 2023-24 SCHOOL YEAR



Parent Engagement

1,406 Families participated in an end-of-year parent survey

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



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.



\$9,626,862 invested

9,438 children

6,263 parents

served



Home Visiting

First 5 First Steps

- 566 Pregnant Individuals or Caregivers
- 526 Children

High-risk Populations Served

- Pregnant and parenting teens
- Refugee families
- Low-income families
- CalWORKs beneficiaries
- Military families

Home Visiting

- **94.9% of babies** born to mothers enrolled in F5FS were born **after 37 weeks of gestation**
- **96.1% of babies** born to mothers enrolled in F5FS had a **healthy birthweight** (weighed more than 5 lbs. 8 ounces)
- **96.7% of children** in F5FS were linked to a **medical home** within 30 days of enrollment

Home Visiting

When baby was 6 months old:

94.8% of mothers were linked to a **medical home**

63.8% of mothers reported **breastfeeding**

When baby was 12 months old:

96.8% of parents or caregivers reported their children were up to date with their **well baby checks**

93.8% of children were up to date with their **immunizations**

Parent Education and Support

- More than **8,900 families** received care coordination
- **17,889 Kits for New Parents** were distributed



Parent Education and Support

Percentages of Parents and Caregivers from **HDS, Learn Well and KidSTART** with **Improved Knowledge** of How to Support their Child(ren)

- **93.8%** Help my child learn and develop
- **92.7%** Understand my child's needs
- **86.6%** Know how to advocate for my child
- **83.0%** Know where to turn for resources

Community

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



\$804,569 invested

**30,784 children
and parents
served**



Community Connections

6,492 health and social service referrals made by providers

25,388 referrals made through the First 5 San Diego Warm Line

Talk, Read, Sing public education campaign achieved more than **80 million** gross impressions

First 5 San Diego's website received **13,269 page views** and **6,662 new visitors** per month

Sponsorships and Community Events

Reached over **100,000 San Diegans** with Local Community Events:

- *Live Well* 5k Family Fun Zone
- Kids Free October Museum Month (SD Museum Council)
- All Inclusive Day of Play (Special Needs Resource Foundation of SD)
- Summer Movies in the Park (County of SD Parks and Rec)
- Waterfront Pumpkin Patch (SD County Parks Society)
- Neighborhood House Association Block Party