



Annual Report AR-3

San Diego County Evaluation Summary and Highlights

July 1, 2024 - June 30, 2025

County Evaluation Summary

Evaluation Activities Completed, Findings, and Policy Impact

First 5 San Diego utilizes a standardized evaluation design across five major initiatives. This approach incorporates both quantitative process and outcome data, as well as qualitative information (e.g., interviews, focus groups and client and provider testimonials). For each initiative, data collection includes client demographics 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 0–5 who are enrolled in quality early learning and care environments supported by a highly qualified workforce. It also examines parents' and caregivers' knowledge and capacity to promote the healthy development of young children, as well as their access to the services their children need. 4. KidSTART: KidSTART Center serves children with multiple, complex needs. They track services provided and outcomes. 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 39,478 children, 11,318 parents/caregivers, and 3,453 providers (unduplicated counts). Hispanic/Latino children (50.3%) and parents/caregivers (49.8%) were the most prominent group intensively served, followed by White non-Hispanics children and parents/caregivers (16.7% and 14.3% respectively). Through OHI, 13,388 children received oral health screenings and 9,401 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 8,821 children. 6,298 caregivers participated in developmental and/or behavioral classes, consultations, or therapy. LWI provided 20,683 children with quality early learning and care experience. 607 early learning and care sites participated in LWI. Of those, 97.7% worked with experienced coaches to develop site-specific Quality Improvement Plans. KidSTART served 235 children with complex needs via assessments and/or treatment or were connected to treatment services for multiple behavioral and/or developmental concerns and 295 caregivers. F5FS served 599 caregivers/pregnant women and 550 children. 55.3 % of mothers receiving F5FS services reported breastfeeding their children when they were 6 months. At 12 months of age, 98.1% of children were up to date with their Well Baby Checks and 88.5 % 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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In Fiscal Year 2024-25, First 5 San Diego completed the final year of the First 5 San Diego 2020–2025 Strategic Plan, which focused on four strategic directions - resilient families, coordinated systems of care, integrated leadership, and sustained funding. We also developed a new 5-year strategic plan that is guided by the values of Love, Integrity, and Justice. These values call us to build strong, integrated systems through deep collaboration, policy advocacy, and innovative funding approaches to better serve our children 0 through 5 and their families. First 5 San Diego's Talk, Read, Sing campaign promoted early childhood literacy and encouraged parents and caregivers to talk, read, sing and be active with their children. Messaging also promoted positive parenting practices that support healthy, social emotional development of children ages zero through five. Campaign messaging was broadcasted via television, radio, digital media and outdoor advertisements. The campaign achieved more than 60.7 million gross impressions, and the use of First 5 San Diego's website averaged 33,722 page views per month and 4,320 new visitors each month.

