

## First 5 Commission of San Diego

April 5, 2010

### Staff Report

#### Updates Since Last Report

##### Health

- Oral Health Initiative (OHI).
  - On March 8, 2010, the Commission approved the award for the OHI contractor for FY 2010-11 through FY 2014-15 to Community Clinics Health Network. Staff has entered in the negotiations process with Community Clinics Health Network.
  - Commissioner Macchione provided opening remarks at the 2010 County Oral Health Forum citing OHI evaluation findings and statistics. He acknowledged the Commission's contributions to improving oral health through OHI.
- Healthy Development Services (HDS).
  - The RFP for HDS Regional Services Networks was released on December 17, 2009 to re-procure these services beginning FY 2010-11. Proposals were submitted by February 10, 2010 and the evaluation process is underway. Recommendations for award will be presented to the Commission for consideration in Spring 2010.
- All other health projects are on track to meet their targets for FY 2009-10.

##### Learning

- All learning projects are on track to meet their targets for FY 2009-10.

##### Family

- Child Welfare Services- DSEP Project and the CWS Early Childhood Support Services Project
  - All Child Welfare Services projects are on track to meet their targets for FY 2009-10.
- Targeted At-Risk Home Visitation
  - Staff is working with TPAC to identify key elements for the design of this program to recommend to the Commission.

##### Community

- 211 San Diego.
  - Staff is working with 211 to determine the effects of AB 2737 - 211 Telephone Number System. The bill will authorize the Public Utilities Commission to designate a lead entity for the implementation of a 211 abbreviated telephone dialing system throughout the state.
  - 211 San Diego's contract with the Commission expires on June 30, 2010. Staff is asking the Commission to approve a contract amendment with 211 San Diego for information and referral services.
- Parent and Public Education.

- Barbara Jiménez has conducted interviews highlighting First 5 San Diego program and services in the local media including:
  - Univision
  - Telemundo
  - San Diego Living
  - Better San Diego
  - Channel 10 News in the Community
  - Univision Radio
- Staff oversaw the filming and production of 2 positive parenting and 2 oral health Public Service Announcements (PSA's). It is anticipated that preview copies of the PSA's will be distributed to Commissioners at the April 5, 2010 Commission meeting.
- In response to Commission request, staff will explore the possibility of utilizing local university and community college departments in developing future public awareness campaign elements. The cost breakdown for the current parent and public education campaigns highlighting Oral Health and Positive Parenting (which includes four English and Spanish language TV and radio PSA's, transit shelter displays, mall displays, brochures, newsletter and pocket guide design):
  - Design and creative cost – \$40,126
  - Production cost – \$189,465 (casting, actors, locations, props, crew, printing)
  - Media purchase – \$395,080

## **Administration**

- Finance Committee. The Finance Committee reviewed the February balance sheet at its March meeting. Committee member Robert Yarris was introduced as the TPAC representative.
- Investment Update. At January 31, 2010 the average yields on the Operating and Sustainability funds were 1.27% and 2.19%, respectively.
- Budget Preparation. The second draft of the FY 2010-11 Operating Budget was presented to the Finance Committee for review at its March 23<sup>rd</sup> meeting. The budget update version of the 10-Year Financial Spending Plan was also presented for review. Both documents were approved by the Committee for presentation to the Commission.
- Local Annual Evaluation Report. The final evaluation report for FY 2008-09 will be distributed on CD to Commission contractors and published electronically on the Commission's website. In addition, complete data findings for Commission projects will also be posted on the website in an addendum to the report. Per statute, a copy will be provided to First 5 California.
- CMEDS. Contractor training is taking place on data quality assurance protocols and on using the CMEDS reporting functions.
- Emerging Critical Needs Funding. The following shows the Fiscal Year 2009 – 10 funding and Commission actions year-to-date including the available balance of these funds:

Budgeted Funding:	\$6,000,000
Commission approved for Black Infant Health	(\$ 203,290)
San Diego Adolescent Pregnancy & Parenting Pgm.	(\$ 720,000)
Child Welfare Services, Early Childhood Welfare Project.	(\$2,995,075)
Balance remaining for FY 2009-10	\$2,081,635

## **Back ground on First 5 Commission Current Projects**

- 211 San Diego. 211 San Diego is a key resource for parents of young children, assisting them in connecting with First 5 San Diego programs and locating other community resources. In FY 08/09 211 San Diego answered 164,561 calls, 16% (48,080) were calls from families with children ages 0 through 5.
- CARES (Compensation and Retention Encourages Stability). This program provides stipends and mentoring support services to early care and education teachers so they can improve their education level and the overall workforce retention level in both family child care and center-based facilities will increase.
- Community Health Improvement Partners (CHIP). This program provides training for trainers to community based organizations on how to educate parents on the use of the book "What to Do When Your Child Gets Sick" with the goal of reducing visits to emergency rooms for children ages newborn – 5.
- CWS Early Childhood Services Project. This program funds 44 CWS Social Worker staff who are receiving specialized training and support to better meet the needs of foster children in San Diego County age birth through 5 years. This project is restructuring business processes and will assist in meeting state and federal mandates that address permanency and stability for children in foster care. First 5 funding provides the necessary match to draw down federal Title IV-E dollars.
- CWS Foster Care DSEP Project. The goal of this program is to enhance existing services for young children at Polinsky Children's Center (PCC). The program provides expanded training and support for 23 full-time PCC staff that care for young children, follow-up developmental assessments and care coordination services for children who have been released from PCC via the expansion of the Developmental Screening & Enhancement Program (DSEP), and expanded case management services for young children who bypass PCC and are directly placed with foster/relative caregivers.
- Fluoridation. The Commission has partnered with The California Endowment to support water fluoridation in sub-optimally fluoridated local water districts. The current project is with the City of San Diego (City). The City is currently in the planning and design phase.
- Foster Parent Respite Support Services. First 5 San Diego provides funding for HHSA Child Welfare Services (CWS) respite care services for foster parents who care for young children, who often have complex needs and challenging behaviors, when the foster parents are temporarily unable to care for their foster child, due to medical appointments or the need to attend required trainings or support groups. The program goal is to ensure stability of CWS placements by reducing stress for foster parents.
- Healthcare Access (HCA). HCA provides outreach and application enrollment assistance for public health insurance, followed by case management to support retention of insurance and appropriate utilization of health services. The goal is to meet AAP and AAPD guidelines for well child and dental exams and reduce inappropriate use of emergency departments.
- Healthy Development Services (HDS). HDS is an array of services for early identification and treatment for children with mild to moderate developmental delays. HDS also promotes positive family practices to reduce the need for more complex services. Activities include: speech and language, developmental and behavioral services as well as newborn and at risk home visitation and tobacco cessation.

- Horn of Africa Families Together Program. This program serves the East African families, providing case management services for pregnant women and families with young children to promote and support parent-child interaction and bonding, nutrition, health care and overall family well-being.
- Innovative Grant Opportunities. Since the inception of the program in January 2004, the Commission has approved awards for thirty-seven (37) Innovative Grants. Staff is currently monitoring five (5) active contracts. Innovative Grant opportunities have been suspended for Fiscal Year 2009-10.
- KidSTART: KidSTART is a multi-agency project to coordinate, simplify and improve the county system of developmental services for all children. Child Welfare Services, First 5 and Children's Mental Health have come together to launch a KidSTART Center pilot project targeting the foster child population. This innovative project will leverage First 5 funds with Medi-Cal funds through Early Periodic Screening, Diagnosis and Treatment (EPSDT).
- Kit for New Parents (Kit). The Kit is a free (\$75.00 value) comprehensive resource from First 5 California for new and expecting parents emphasizing the importance of a child's early years. The contractor partners with more than 800 organizations to enhance the delivery of the Kit countywide. The Kit is available in English, Spanish, Vietnamese, Cantonese, Korean and Mandarin. A total of 340,537 Kits have been distributed since January 2002 – February 2010.
- Mi Escuelita. The program provides a therapeutic preschool experience for young children in the South Bay who have been exposed to domestic violence and abuse.
- Oral Health Initiative (OHI). OHI provides oral health services, care coordination and preventative education to children ages 1-5 and pregnant women with the objective of improving oral health, promoting positive oral health practices and increasing provider capacity. This year, OHI is increasing access to dental care through its expanded treatment funds and care coordination capacity for young children and pregnant women.
- Parent Development Initiative. The First 5 for Parents Initiative continues to provide parent education and support services focused on parenting skills, early literacy and reducing childhood obesity through ten (10) contractors across the county. Contractors are exploring various options for sustainability of services, including potential partnerships with other First 5 San Diego providers.
- Parent and Public Education. Targeted parent and community education campaigns that connect children to needed services and promote family practices that improve children's health and development, reducing the need for direct services.
- Preschool for All (PFA) Demonstration Project. The goal of the Preschool for All (PFA) Demonstration Project is to provide high quality preschool services, completely tuition free regardless of family income, in both existing and in new public and private center-based and home-based early childhood programs. First 5 CA provides an approximate 20% match for these services.
- Preschool Learning Foundations Project. This program provides Early Care Education Learning Foundations training (developed by the California Department of Education [CDE] and provided by CDE to all state-funded preschool teachers only) to both private center-based and Family Child Care providers who would not otherwise receive professional development opportunities through the CDE. This training provides specific program guidelines and principles that offer early childhood educators a clear understanding of what children should know before they enter kindergarten.

- San Diego Adolescent Pregnancy and Parenting Program ( SANDAPP). This program's goals are to improve health outcomes for pregnant and parenting adolescents and their children; increase the rate of high school graduation; enhance parenting skills; prevent child abuse, neglect and family violence; and promote youth development and self-sufficiency. Services include case management, counseling/therapy, parent-child interaction and attunement therapies and Shaken Baby Syndrome prevention through the Period of PURPLE Crying Program.
- San Diego County Childhood Obesity Initiative This initiative is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development and environmental change. Since April 2006 the Commission has committed \$540,000 to support this initiative through March 2012.
- School Readiness (SR). The objective of this statewide effort is to focus on strategies that address the "whole child" and facilitate quality approaches to child development, improve family functioning, improve children's health and improve systems of care to ensure that young children enter kindergarten ready to learn. Seven school districts in San Diego County that serve low-income, low API communities participate in this program. First 5 Ca provides a 50% match for these services.
- Special Needs Project (SNP). This program provides access to early developmental screenings for children in low-income Chula Vista communities and intensive case management and support services for children who have been identified as "at risk" through a comprehensive health and developmental screening process.