

First 5 Commission of San Diego

April 27, 2009

Staff Report

Contracts Update

- Kit for New Parents. A total of 13,618 Kits were distributed from January 2009 – March 2009. A total of 315,233 Kits were distributed since January 2002 – March 2009. Regional Perinatal System (RPS) requested an increase in Kit allocation. Due to the State's fiscal situation, First 5 California ran an analysis of San Diego's Kit history and only granted a Kit increase of 8,600 (44,415 to 53,015) leaving RPS with 10,900 Kits to distribute until June 30, 2009.
- Innovative Grant Opportunities. Since the inception of the program in January 2004, the Commission has approved awards for thirty-six (36) Innovative Grants. Staff is currently monitoring nine (9) active contracts. A recommendation for award is being presented to the Commission today.
- Responsive Funds. Since the inception of the program in October 2006, the Commission has approved awards for six (6) responsive grants and all are currently active. A recommendation for award is being presented to the Commission today.

Health Projects Update

- Healthy Development Services (HDS). HDS is an array of early identification and intervention focused services for children with mild to moderate developmental delays with the objective of promoting positive family practices to reduce the need for more complex services. The project countywide coordinator, the American Academy of Pediatrics, has been working with First 5 staff and regional lead agencies to improve system consistency and integration of services for the coming fiscal year.
- KidSTART (formally SART): KidSTART is a multi-agency project to coordinate, simplify and improve the county system of developmental services for all children. There are two (2) KidSTART objectives and workgroups. One subgroup is identifying community and clinical pathways, and the second group is planning for the implementation of a KidSTART Center or centers. Both groups have now met four (4) times. The planning groups are working towards the design of a pilot or test project that will knit together existing services and funding streams.
- Fluoridation. Funds have been allocated to fund optimal community water fluoridation in sub-optimally fluoridated water districts. The contract awarded to the City of San Diego last year is now in place. The City of San Diego has begun the planning and design phase to provide fluoridation at all three City of San Diego water treatment plants.
- 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 promoting positive oral health practices and increase provider capacity. OHI staff and partners continue to meet monthly to share best practices. The Council of Community Clinics, the countywide OHI coordinator, is planning for future necessary scope adjustments as a result of the anticipated elimination of adult Denti-Cal benefits.
- Healthcare Access (HCA). HCA provides outreach and application assistance for public health insurance followed by case management to support retention and appropriate utilization of health services. Partners continue to meet quarterly to share best practices.

School Readiness Update

- **Preschool for All (PFA) Demonstration Project.** PFA has successfully met or surpassed all program goals for the number of providers and children served in the eight targeted communities. At the March 9, 2009 meeting, the Commission heard a presentation detailing the accomplishments of PFA and the Commission requested additional information to be provided at today's meeting.
- **CARES (Compensation And Retention Encourages Stability).** This statewide initiative is on target in meeting their objective to provide stipends and support to early care and education teachers so they will improve their education level and the workforce retention level will increase and there are no significant updates to report.
- **School Readiness (SR).** The objective of this statewide effort is to focus on strategies that focus on the "whole child" approach and address child development, improved family functioning, health and systems to ensure that young children are ready to learn. Eight school districts participate in this project and the SR school district coordinators have been working with First 5 and Harder + Co. staff to improve data collection accuracy.
- **Special Needs Project (SNP).** This First 5 California initiative is on target in meeting its object to provide universal access to screening for all children in the service area and intensive case management and support for children who have been identified as "at risk" through the screening process; Commission staff and partners continue to meet monthly to share best practices. The SNP Leadership Team and First 5 continue to identify and discuss ways to increase collaboration and improve service delivery.
- **Reach Out and Read.** ROR San Diego hosted its first ever Early Childhood Literacy Summit on March 21 in Carlsbad. The day long summit drew over 90 attendees from all areas of the County and some from neighboring Orange and Los Angeles County. Evaluations from participants were favorable and in agreement with the emphasis of the importance of early literacy and brain development. This national, evidenced-based program provides books and training to local community clinics and health providers to distribute to children 0-5 and the program is on target in meeting its objectives.
- **Mi Escuelita:** Contractor Orientation was conducted with South Bay Community Services on March 9 for this new responsive fund grant program that provides a therapeutic preschool to young children exposed to domestic violence and abuse. Program services and performance measures have been input into CMEDS; contactor has begun client level data entry.

Community Engagement Update

- **Public Awareness and Community Outreach.** The public education campaign promoting the Commission's Healthy Development Services (HDS) program concluded in February 2009. A post-campaign household survey was conducted as part of the evaluation of the campaign's effectiveness. Results of the public education campaign evaluation are being presented to the Commission at today's meeting. First 5 San Diego received a media inquiry from Evy Ramos at Channel 10 News. Staff assisted her in setting up interviews with South Bay Community Services, Mi Escuelita program (Healthy Development Services) and Bayside Community Services, Ready, Set, Go program (First 5 for Parents) which aired on April 16, 2009. Staff is working with First 5 California and the Commission on Children, Youth and Families to confirm the appearance of First 5 California's Mobile Health van at the Family Day in the Park on May 9, 2009.
- **Parent Development Initiative.** The First 5 for Parents project is in its third year of providing parent education and support services through ten (10) contractors across the county. The parent education focuses practices that improve parenting, promote early literacy and reduce childhood obesity.

- Strategic Planning. Staff continue to work with the strategic planning consultant, MIG, Inc., in developing the Commission's new strategic plan for 2010 – 2015. During February and March, web-based surveys of parents and service providers were completed to obtain input regarding the needs of families with children ages 0 – 5. The ad hoc advisory Strategic Planning Team met on March 19 and participated in a facilitated group exercise designed to identify priorities for targeting the strategies to be included in the plan. A draft community needs assessment report has been amended with feedback received from the strategic planning team, TPAC and the Commission and is being used to develop proposed goals and objectives for the new strategic plan.

Evaluation Update

- Family Survey/Report on Status of Children 0 to 5. Over 1,200 households in San Diego County with children ages 0 to 5 responded to this random-digit-dial telephone survey on a range of issues concerning young children. In addition, 845 families agreed to also complete the Age and Stages Questionnaire –Social Emotional -- far exceeding the target of 200. This will provide unique data on factors affecting the social emotional well-being of young children. This year, the results of the Family Survey were compiled with other data sources to provide a report on the status of young children in San Diego County which is being presented today.
- Data System. Contractors submitted their second quarter reports for the first time using the CMEDS system. First 5 contract managers can now review data via the system. There are currently over 300 trained users – far exceeding the target.
- The 211 Secret Shopper Survey project has concluded. Commission staff, its evaluation contractor and 211 staff will meet to review survey results and examine how this project has improved 211 processes and training.
- PFA Redesign. Commission staff and Harder+Company have been meeting with the San Diego County Office of Education (SDCOE) to examine and update the PFA evaluation framework. The original framework was based upon a statewide design and the PFA Master Plan. The revised framework will better integrate with the operation of the PFA Demonstration Project. The work began in December 2008 and will conclude by April 2009. The new framework will be reviewed by the Evaluation Leadership Team (ELT).
- Fiscal Impact Study. Harder + Company Community Research and Commission staff have contracted with economic professors Abbas Grammy, David Berri and Jennifer Van Gilder to perform different components for a fiscal impact study of Prop 10 in San Diego County. Dr. Grammy has completed a draft report analyzing local job creation/workforce impact due to First 5 San Diego. Data from the Healthcare Access Initiative and the Oral Health Initiative is being analyzed for a cost benefit analysis of program impacts. The intent is to also examine long-term, tobacco-related health costs due to the Proposition 10 tobacco tax, though there are data limitations on locally-generated tobacco tax revenues. This study will use methodology employed in fiscal impact studies in other counties. The full report will be completed in summer, 2009.

Fiscal Update

- The Finance Committee reviewed the February Balance Sheet on March 24, 2009. For the month ending February 28, 2009, the yields on the Operating and Sustainability Funds were 3.29% and 3.57% respectively. The approved 10-year Long Range Financial Plan uses an average annual yield of 4.15% over the life of the plan (per the County Treasurer's office).
- The second draft of the operating budget for FY 2009-10 was reviewed by the Finance Committee at its March 24, 2009 meeting and approved for presentation to the Commission.

- The Finance Committee and the Interim Executive Director have selected Thompson, Cobb, Bazilio & Associates P.C. to perform the FY 2008-09 financial audit. The Office of Audits and Advisory Services has been notified of the selection and will issue the award letter.