

First 5 Commission of San Diego

January 12, 2009

Staff Report

Contracts Update

- Kit for New Parents. A total of 16,876 Kits were distributed from October – December 2008. A total of 301,781 Kits have been distributed from January 2002 – December 2008.
- Innovative Grant Opportunities. Since the inception of the program in January 2004, the Commission has approved awards for 35 Innovative Grants. Staff is currently monitoring 9 active contracts. At today's meeting, one new award is being recommended for award.

Health Projects Update

- Healthy Development Services (HDS). The project continues on target as it enters its 3rd year. Meetings are scheduled in January to plan the implementation of the augmented services authorized by the Commission at the December 16th meeting.
- KidSTART (formally SART): Two planning workgroups have been formed to discuss next steps in identifying community and clinical pathways, and the implementation of a KidSTART Center. The initial meeting of the Center workgroup was held on December 9th and the Pathways group met on December 18th. At both meetings common goals were identified for both workgroups and definition of the target population was discussed.
- Fluoridation. Negotiations with the City of San Diego for planning and construction to provide fluoridation at all three water treatment plants began November 6th and may conclude before the end of this month.
- Oral Health Initiative (OHI). The project is on target. OHI staff and partners continue to meet monthly to share best practices.
- Healthcare Access (HCA). HCA is on target. A follow-up CMEDS training will take place in early January to ensure successful implementation. HCA partners continue to meet quarterly to share best practices.

School Readiness Update

- Preschool for All (PFA). This program is on target and there are no significant updates to report.
- CARES. This program is on target and there are no significant updates to report.
- School Readiness (SR). This program is on target and there are no significant updates to report.
- Special Needs Project (SNP). This project is on target and there are no significant updates to report.
- Reach Out and Read. This program is on target and there are no significant updates to report.

Community Engagement Update

- **Public Awareness and Community Outreach.** Public service announcements (PSA's) regarding the Commission's Healthy Development Services (HDS) program continue to air on television and radio stations, and are displayed on transit shelters throughout the county. The Commission's 2007/2008 annual report/2009 calendar, designed and produced by MJE, the Commission's communications consultant, is currently being distributed to families through the Commission's contractors. With assistance from Harder+ Co., MJE and staff have developed informational materials for local legislators to educate them on the First 5-funded services in their jurisdictions. On December 15, TPAC member and HDS provider Kristin Gist, along with First 5 communications staff and MJE's senior advisor met with Senator Denise Ducheny to share information about the Commission's programs and outcomes in the south region. Ms. Ducheny expressed interest in ways that First 5 could help with the current state budget situation, and agreed to have her staff visit a local HDS program.
- **Parent Development Initiative.** The First 5 for Parents project is in its third year and continues to provide parent education and support services through 10 contractors across the county.
- **Strategic Planning.** Staff continue to work with the strategic planning consultant, MIG, Inc, in developing the Commission's new strategic plan for 2010 – 2015. MIG will present the initial draft of the new strategic plan framework at the Commission's January 12, 2009 meeting. Community input to inform the strategic plan's development is being obtained through key informant interviews and focus groups with parents, as well as through online surveys.

Evaluation Update

- **Fiscal Impact Study.** Harder + Company Community Research and Commission staff have contracted with economic professors David Berri and Jennifer Van Gilder to perform a fiscal impact study of Prop 10 in San Diego County. Data from the Healthcare Access Initiative and the Oral Health Initiative have been gathered and submitted for a cost benefit analysis of program impacts. In addition, all contractors submitted salary and position data for a local job creation/workforce impact analysis. Regional data will also be analyzed regarding reduction in long-term, tobacco-related health costs due to the Proposition 10 tobacco tax. This study will use methodology employed in fiscal impact studies in other counties.
- **Family Survey.** The Family Survey was completed in early December and results are being analyzed. A draft report will be reviewed by the Evaluation Leadership Team in February. Over 1,200 households in San Diego County with children ages 0 to 5 responded to this random-digital telephone survey on a range of issues concerning young children. In addition, there was a target to administer the ASQ-SE to a minimum of 200 families to get data not otherwise available on social emotional indicators for young children. Remarkably, 845 families agreed to also complete the ASQ-SE. This far exceeds expectations and suggests there will be a rich data set on social emotional factors for young children.
- **Data System.** The CMEDS system is in full implementation. Contractor training has begun and group trainings have been completed. There are currently over 290 trained users. Contractors will submit their quarterly reports for the first time in the second quarter.
- **The 211 Secret Shopper Survey project** is in full operation. Commission staff and its evaluation contractor meet regularly with 211 staff and to review survey results and use the data to improve processes and training. The goal is to improve the quality and accuracy of information provided to callers. The project will conclude in February 2009.

Fiscal Update

- As of November 30, 2008, the yields on the Operating and Sustainability Funds were 3.77% and 4.38% respectively.
- Fiscal has filled the vacant Associate Accountant position with a candidate from the HHSA transfer list. The new Associate Accountant started December 19, 2008 and will be performing fiscal reviews of Commission contracts.
- Fiscal staff is preparing for the FY 2009-10 budget-building process.