

First 5 San Diego 2008 Year in Review

Looking Back at 2008
Moving Forward in 2009



First 5 San Diego's Vision

First 5's strategies and accomplishments in 2008 continued to support the Commission's vision:

Every child in San Diego County will enter school
ready to learn

Overview

What First 5 San Diego has done:

- Mature
- Strengthen
- Stabilize
- Safeguard



Overview

Measuring effectiveness: *CMEDS database*

Stabilizing services: *Multi-year encumbrances*

Changing parents' behavior: *Public Awareness*

Aligning developmental systems: *KidSTART*

"Capitalizing" universal oral health: *Fluoridation*

Responding to crisis: *Safety net strategies*

Future thinking: *Strategic planning*

Health

Healthy and Developmental Services (HDS)

In 2007/08 more than:

- 1 in 7 (33,000) children served
- 8,000 first-time parents received newborn home visits
- 13,000 children screened for developmental, behavioral, vision, hearing, or speech delays

Health

Healthcare Access (HCA)

- **Outreached** to 130,426 families
- **Enrolled** 9,210 children & 3,352 pregnant women in health insurance
- **Retained** enrollment for nearly 95% of children at 18 months
- **Reduced** rate of use of hospital emergency rooms for non-emergency care:
 - 22% - 41% lower than previous year
 - 41% - 55% lower than County rate (21.8%)

Health

Oral Health Initiative (OHI)

- More than 13,000 children and nearly 2,000 pregnant women received oral health screening
- Approximately 14,000 children and 1,900 pregnant women received dental treatment

Learning

School Readiness (SR)

- 5,052 children and their families participated in early care and education activities
- 6,642 parents and caregivers participated in parenting education and classes
- Children gained in four areas, particularly “health and safety”
- Sustainability planning

Learning

Preschool for All (PFA)

- 2,113 children participated in enhanced preschool classrooms
- Children showed significant gains in four areas, particularly in “effective learning”

CARES

- More than 530 early care and education providers completed college classes and received stipends from the CARES program

Family

First 5 for Parents

- More than 4,600 parents and 17,000 children participated in parent education programs
- Parents gained confidence, increased knowledge, and improved parenting

Kit for New Parents

- More than 65,000 kits were distributed in English and Spanish

Family

211

- Assisted more than 162,000 people; approximately 38,600 were families with children 0-5
- Established warm line; trained 211 operators
- Approved funds for technology upgrade
- Approved funds to build fundraising capacity

Community

Public Awareness

- Increased parents' knowledge and access to First 5 San Diego resources
- Developed "parent-friendly" outreach materials:
 - Website – 650% increase in website hits
 - First 5 San Diego warm line 1-888-5 FIRST 5
 - 1000 calls to warm line
 - 599 referrals to First 5 San Diego programs
 - Brochures – Over 115,000 brochures distributed

Community

Fluoridation

- Finalized technical study
- Procured project manager
- Presented offer to City of San Diego
- Started negotiations with City of San Diego

Moving Forward

Strategic Plan

- Guide strategies and investments for the next 5 years
- Development of new plan has begun:
 - Procured specialist
 - An advisory team has met twice
 - Proposed revisions to vision, mission and values
 - Needs assessment is underway

Moving Forward

KidSTART

- Funded planning process
- Funded first year of implementation planning
- Integrated “systems coordination” of HDS
- Identification and treatment of children under age 5 who are at higher risk for social-emotional developmental delays

Looking Ahead

- New Strategic Plan
- Economic impact studies
- Increased parents' access to services
- KidSTART pilot project
- Oral health safety net
- 10-year financial plan
- Safeguard local funds

Improving the lives of
children ages 0 through 5

