

2002 ANNUAL REPORT



First 5 Commission of San Diego



www.first5sandiego.org





LETTER FROM THE CHAIR



Dear Parents and Community Residents of San Diego County:

It has been my pleasure to serve as the Chair of the First 5 Commission of San Diego during 2002. The Commission (formerly the San Diego County Children and Families Commission) was established as a result of the 1998 passage of Proposition 10, the California Children and Families Act. With the Act came an additional 50-cent tax on tobacco products and a promise to fund programs that promote early childhood development. This new resource provided communities with a unique opportunity to improve the lives of children during the most critical years of their development, from the prenatal stage to age five. Calendar year 2002 was the First 5 Commission of San Diego's third full year of operation. During the year, we worked with over 50 local agencies to provide needed services to children and their families. Through these programs the Commission was able to help children in every corner of the county. Some programs, such as parenting education, health assessments, and stipends for childcare providers, were offered countywide; others, such as school readiness programs in communities with low performing schools, were targeted to meet specific community needs.



During 2002, the Commission continued to seek and use community input to guide its decisions. A Technical and Professional Advisory Committee and four leadership teams – literacy, school readiness, civic engagement and evaluation – met monthly to advise the Commission and staff. In addition, the Commission hosted 17 community conversations across the county to listen to what parents and service providers had to say about the health and development of young children. In June, the Commission also hosted a very successful Literacy Summit attended by over 200 parents and professionals to talk about what we, as a community, can do to support a love of language and learning in children before they enter kindergarten.

In 2003, the Commission looks forward to continuous improvement in planning, programs and evaluation. First and foremost however, the Commission remains committed to ensuring that every young child in San Diego County receives the support he/she needs to enter kindergarten healthy and “ready to learn.”

Sincerely,

Ron Roberts
Commission Chair, 2002





FIRST 5 COMMISSION

of San Diego

The First 5 Commission of San Diego is committed to the vision that:

**EVERY CHILD IN SAN DIEGO COUNTY WILL ENTER SCHOOL PHYSICALLY, MENTALLY,
SOCIALY AND DEVELOPMENTALLY READY TO LEARN.**

THE COMMISSION STRIVES TO ACHIEVE THIS VISION BY:

- Funding services
- Advocating for policy change at local, state and national levels
- Coordinating and leveraging existing resources
- Developing infrastructure
- Building community capacity to support families

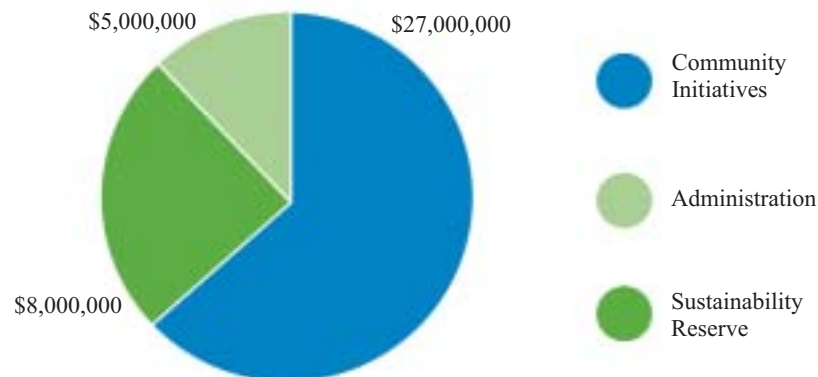
The Commission is responsible for approximately \$40 million annually to be used to promote the health and development of young children during their most critical early years, beginning prenatally to age five. Advising the Commission is a 15 member Technical and Professional Advisory Committee representing San Diego's great ethnic, professional and geographic diversity. The Commission uses a Strategic Plan developed with extensive community input to guide funding decisions. The accompanying pie chart shows the approved budget allocations for fiscal year 2002-2003.

DURING 2002, FUNDING ADDRESSED SEVEN PRIORITY RESULT AREAS SET FORTH IN THE STRATEGIC PLAN:

- Children are physically, emotionally & developmentally ready to learn
- Children have literacy skills that are developmentally appropriate
- Parents have high quality information and support
- Childcare/early education is high quality
- Community capacity for integrated, appropriate services is increased
- State Commission and other resources are leveraged
- The Commission and the community are mutually accountable for the effective use of Prop 10 funds

2002 • 2003

APPROVED BUDGET



CHILDREN ARE PHYSICALLY, EMOTIONALLY & DEVELOPMENTALLY READY TO LEARN

In order for a child to enter kindergarten “ready to learn” there are many elements of that child’s development that need to be addressed including the child’s physical and emotional health and the achievement of developmental milestones. Within San Diego County there are many organizations that work on these issues including school districts, health systems, and childcare programs. Rather than duplicate services, the Commission seeks to use its funding to fill in gaps and to implement promising practices. During calendar year 2002, the First 5 Commission of San Diego conducted two competitive grant cycles to address the physical health, emotional health and developmental needs of young children. Funded services included health and developmental screening and treatment, mobile health services, health education, nurse visits with new moms in their homes, and many others.

CHILDREN HAVE LITERACY SKILLS THAT ARE DEVELOPMENTALLY APPROPRIATE

The First 5 Commission of San Diego recognizes that pre-literacy skills in children birth to five and the literacy of parents are essential to the success of all its school readiness efforts. Strong literacy skills are built through literacy-related experiences and language development in early childhood.

A Literacy Leadership Team was tasked with the development of a long-term strategic plan for early literacy. Hosting a literacy summit was the first step in this planning process. The Literacy Summit was held on June 8, 2002 with over 200 participants representing diverse communities, such as childcare and education professionals, literacy organizations, parents, libraries, medical professionals, businesses, social service providers, and others.

The participants were educated about important concepts of early literacy, and began to identify potential linkages among literacy, education, library, health, social services, childcare, and other agencies to expand literacy outreach and education. The Commission will use the information obtained at the Summit and at community conversations to inform its planning processes. In addition, the Commission funded the development of a resource guide of literacy programs in San Diego County, and funded the development of early literacy training for library staff.

PARENTS HAVE HIGH QUALITY INFORMATION AND SUPPORT

The need for parent education and centralized information that is easy for parents to access was a common theme in many of the community conversations hosted by the First 5 Commission of San Diego. The Commission addressed these needs through:

- Local implementation of the Kit for New Parents. The Kit is distributed to every new mom in the county and includes educational videos and pamphlets on parenting issues. In 2002, over 55,000 kits were distributed in San Diego County.
- Funding awarded to parent education and centralized parent information programs through a competitive Request for Grant Applications (RFGA) process.

HIGH QUALITY CHILDCARE AND EARLY EDUCATION

In 2002, the First 5 Commission of San Diego’s major childcare improvement initiative was the San Diego CARES program. The CARES program was initiated by First 5 California (the State Commission), which provides 20% of the funding. In order to increase the education and retention of childcare professionals, the San Diego CARES program provides monetary stipends to licensed childcare providers who complete educational and job stability requirements. Both family childcare providers and those who work in childcare centers and preschools are eligible. Since the inception of the program in June 2001, 2,122 childcare providers have entered the program and 560 have received a \$1,500 stipend, via Commission funding, for completing the program requirements. The YMCA Childcare Resource Service administers the San Diego CARES program. To find out more call, 1-866-CARES SD (227-3773) or visit their website at <http://www.ymcacrs.org/providers/CARES.html>.

COMMUNITY CAPACITY FOR INTEGRATED, ACCESSIBLE, INCLUSIVE & CULTURALLY APPROPRIATE SERVICES IS INCREASED

Community participation is essential to the success of the Commission's efforts. As a result, a Civic Engagement Leadership Team meets monthly to develop and evaluate strategies for community engagement. Several successful strategies were employed in 2002:

- Participation in two statewide foundation-sponsored initiatives - the Civic Engagement Project and the Results for Children Initiative. These initiatives provided the Commission with technical assistance in community engagement and inclusive governance.
- Utilization of a Technical and Professional Advisory Committee (TPAC) and four leadership teams (civic engagement, evaluation, literacy and school readiness) to advise the Commission and the Executive Director. Members on TPAC and the leadership teams brought geographic, ethnic and professional diversity to the Commission's decision-making processes.
- Hosting of 20 community conversations, held in every region of the county, to seek input from parents and community members. Childcare and translation were provided at many of the conversations to make it easier for parents to attend.
- Expansion of technical assistance in community engagement and parent leadership provided to collaborative and parent groups through a contract with the Consensus Organizing Institute.
- Provision of technical assistance to community-based organizations through quarterly grantee meetings.
- Development of a "frequently asked questions" brochure and translation of several publications into Spanish.
- Utilization of a new group facilitation technique called "World Café" at the June 2002 Literacy Summit.

GRANTS FOR SMALL, PARENT-RUN ORGANIZATIONS

In the fall of 2001, the Commission released a Request for Grant Applications (RFGA) to award grants of up to \$10,000 for parent-run projects. In 2002, a total of \$309,000 was awarded to 35 organizations. The goal of the parent-run organization grants was to provide funding to small parent-run organizations that provide parent information, education, and family support services for families with young children.

The proposals demonstrated how parent groups, with even small amounts of funding, could develop innovative, community-based solutions for meeting the needs of children and families. Examples of the funded programs include:

- Training for dads-to-be
- Parent education
- Support, education, outreach and referral for families of children with disabilities
- Lending library for participants in parent education classes
- Playgroups and parent support groups
- Shaken Baby Syndrome prevention training for foster parents
- Support and training for parents in substance abuse recovery
- Public education on postpartum depression
- Literacy kits for parents with children in preschool

STATE COMMISSION AND OTHER RESOURCES ARE LEVERAGED

Proposition 10, passed by California voters in 1998, established a statewide commission as well as a local commission for each of the State's 58 counties. The State Commission, First 5 California, receives 20% of the Prop 10 tobacco tax funds and the rest is distributed to the county commissions based on the number of births in each county. First 5 California uses its funding for statewide media and educational campaigns and to develop and implement statewide initiatives. Local commissions participating in statewide initiatives typically receive state matching funds. In addition to partnering with the State Commission, the First 5 Commission of San Diego also seeks partnerships with other funders to coordinate planning and to leverage resources.

In 2002, the First 5 Commission of San Diego participated in two of the State Commission's major initiatives: the **School Readiness Initiative** and the **CARES** program. The purpose of the School Readiness Initiative is to provide comprehensive school readiness services to pre-kindergarten children and their families living in communities with low performing schools. Each school readiness program must address all five elements of school readiness: early care and education, parenting/family support, health and social services, school capacity, and school readiness program infrastructure and administration. In 2002, the Commission established a School Readiness Leadership Team to guide local school readiness efforts. Specific programs being implemented in San Diego County include: Kinder Camps, family literacy services, health screenings, planning and coordination between preschool and kindergarten teachers, and other programs tailored to the needs of each school community. In 2002, two San Diego County school districts began School Readiness Initiative programs. Six more districts will implement programs in 2003. The State and local commission have made commitments to fund these programs for at least four years and will be evaluating the impact of these programs on children's kindergarten readiness and school success.

The State-initiated **CARES** program was developed to improve the quality of family child care homes, centers and preschools. For more information, see the previous section entitled, "High quality childcare and early education."

TECHNICAL ASSISTANCE TO COMMISSION GRANTEES:

Through quarterly grantee meetings, agencies receiving Prop 10 funding had the opportunity to network, learn about each other's programs and receive technical assistance to help them to implement and sustain effective programs.

Technical assistance included:

- Sustaining programs with federal funding
- Developing program evaluations
- Resources for information technology planning
- Commission reporting requirements
- Results-based accountability and inclusive governance
- Community and systems change collaboration
- Media training



2002 ACCOMPLISHMENTS

THE COMMISSION AND THE COMMUNITY ARE MUTUALLY ACCOUNTABLE FOR THE EFFECTIVE USE OF PROP 10 FUNDS

During the first two years of operation, the Commission focused on establishing a local office, strategic planning, the development of funding guidelines and most importantly getting funds into the community to support needed programs. In 2001, the Commission approved an evaluation plan, "**Results 4 Children: Numbers and Stories**," which describes the Commission's multi-level evaluation strategy:

- To identify and monitor relevant community level indicators (such as the percent of babies born with low birthweight and the rate of substantiated child abuse reports)
- To evaluate the Commission's adherence to its mission, goals and operating principles
- To support continuous improvement by evaluating the effectiveness of funded programs

With the evaluation plan as its guide, the Commission took several important steps during 2002 to ensure the effective use of local Prop 10 funds:

- Formed an Evaluation Leadership Team comprised of grantees, County staff, and experienced evaluators
- Hired an Evaluation Manager and Evaluation Coordinator to oversee evaluation efforts and to manage and monitor grants and contracts
- Contracted with an independent evaluation firm, Zetetic Associates
- Provided grantees with one-on-one technical assistance from Zetetic to develop and implement program evaluation plans
- Coordinated with the State Commission, First 5 California, on evaluation strategies and indicators
- Received technical assistance from the Aspen Institute on an evaluation framework
- Conducted a Request for Statements of Qualifications (RFSQ) to identify vendors who could provide an internet-based data evaluation system

FUTURE FUNDING

Proposition 10 tobacco tax funding is expected to decline as smoking decreases. In fact, most local commissions are funding smoking cessation programs because research shows that maternal smoking during pregnancy and second-hand smoke are harmful to children. Revenues may decline even further if tobacco taxes are increased to offset State budget deficits or to fund other programs. Because the first five years of a child's life are so critical, the Commission has established a sustainability reserve to ensure that there is some level of funding over the coming years. In March 2003, the Commission will publish its next strategic plan, which will establish funding priorities for fiscal years 2003-2006. We hope you will support the efforts to improve the lives of all young children in San Diego County – what could be more important?

2002 COMMISSIONERS

Ron Roberts, Chair
Barbara Ryan, Vice Chair
Ken Colling, Secretary
Rodger G. Lum
W. Harold Tuck, Jr. (January - June)
Nancy Bowen (July - December)

2003 COMMISSIONERS

Greg Cox, Chair
Ken Colling, Vice Chair
Nora Faine, Secretary
Rodger G. Lum
Nancy Bowen

TECHNICAL & PROFESSIONAL ADVISORY COMMITTEE

January 2002 – June 2002

Barbara Ryan, Chair
Aurora Zepeda, Vice Chair
Joanne Bushby
George Cameron
Madonna Carlson
Glenda Duke
Marty Giffin
Kristin Gist
Nancy Graff
Annamarie Martinez
Rita Mooney
Pam Nagata
Lois Pastore
Mary Sammer
Charlene Tressler

July 2002 – December 2002

Barbara Ryan, Chair
Joanne Bushby, Vice Chair
George Cameron
Madonna Carlson
Gary Cox
Kristin Gist
Annamarie Martinez
Pam Nagata
Gene Nathan
Audrey Naylor
Lorraine Puckett
Kathlyn Roberts
Mary Sammer
Laura Spiegel
Charlene Tressler



GLORIA BRYNGELSON, EXECUTIVE DIRECTOR

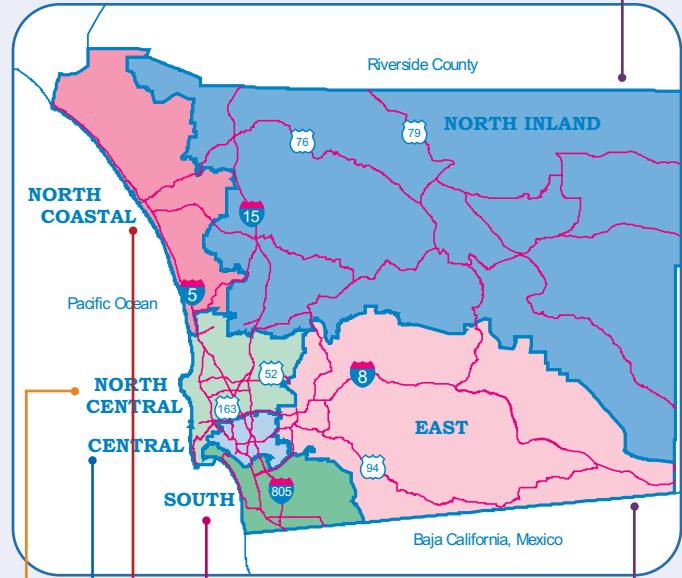
First 5 Commission of San Diego
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San Diego, CA 92101
Toll Free (866) 726-8831 • (619) 230-6460
www.first5sandiego.org

Central Region

+	Alpha of San Diego, Inc. ² AVHA Tots	\$288,076
+ [document]	Community Health Group ² In-home Parent Education for Babies Under One	\$220,000
[document]	Consensus Organizing Institute ² "All 4 Kids" Community Engagement Project	\$239,997
+ [document]	Family Health Centers of San Diego ² Project Steps to SEED	\$900,000
+ [document] [book]	Homey's Youth Foundation Family Health & Literacy Project	\$201,490
[document]	Multi-Cultural Child Development Center ² Immigrant Families Parent Education Program	\$50,000
+ [document]	San Diego Birthing Project ² Parent Education/In-Home Visitor Program	\$50,000
[document]	San Diego Community College District Center for Education & Technology Child Health & Intergenerational Linkage Development (CHILD) Project	\$95,131
[document]	San Diego State University Foundation ² Por La Vida: Familias Saludables	\$857,446
+ [document]	SAY San Diego, Inc. ² Born to Learn/Start Smart	\$400,000
+	Shiley Eye Center ² Save Our Children's Sight (S.O.C.S.)	\$267,416
+ [document]	St. Vincent de Paul Villages, Inc. Project S.A.F.E. C.H.I.L.D.	\$315,294
+	Supreme Council of the Somali Community in America, Inc. Somali Community Health Program	\$50,000

Funded Programs by Region¹ Calendar Year 2002

More detailed information about each program is available on the Commission's website...www.first5sandiego.org



North Coastal Region

+ [document]	Children's Hospital: C3 ² Children's Care Connection	\$1,500,000
[document]	Consensus Organizing Institute ² "All 4 Kids" Community Engagement Project	\$239,997
+	North County Health Services ² Project All Ready	\$198,387
[document]	North County Solutions for Change, Inc. ² Solutions for Kids	\$50,000
+	Palomar Family Counseling Services, Inc. ² Childnet Developmental Services	\$839,970
+ [document]	Palomar Pomerado Health ² Welcome Home Baby	\$1,300,000
+	Shiley Eye Center ² Save Our Children's Sight (S.O.C.S.)	\$267,416
+	St. Clare's Home, Inc. ² Little Angel's Learning Center	\$54,900
+ [document]	Vista Community Clinic Infancia Feliz	\$400,000

North Central Region

+	Alpha of San Diego, Inc. ² AVHA Tots	\$288,076
+ [document]	Bayside Community Center Giant Steps	\$196,366
+	Episcopal Community Services Kids First/Learning First	\$45,000
+	Home Start, Inc. Project PRAISE	\$99,104
[document]	North County Solutions for Change Inc. ² Solutions for Kids	\$50,000
+ [document]	Palomar Pomerado Health ² Welcome Home Baby	\$1,300,000
+ [document]	SAY San Diego, Inc. ² Born to Learn/Start Smart	\$400,000
+ [document]	SAY San Diego Healthy Start Military Family Cluster Our Kids Count	\$295,000
+	Shiley Eye Center ² Save Our Children's Sight (S.O.C.S.)	\$267,416

Legend

- + Physical and social-emotional health services
- [document] Parent education, support and information
- [book] Early/family literacy services and information
- [smiley face] Childcare provider training, education and cross-system coordination

¹ County of San Diego, Health and Human Services Agency Regions

² Program serves multiple regions. The funding amount listed is the total grant award, not the amount per region.

North Inland Region

+	American Lung Association of San Diego and Imperial Counties ²\$900,000 San Diego Childhood Asthma Initiative	
+	Children's Hospital: C3 ²\$1,500,000 Children's Care Connection	
+	Community Health Systems, Inc.....\$346,249 FFHC Health, Vision, Treatment & Outreach Assessment Project	
	Consensus Organizing Institute ²\$239,997 "All 4 Kids" Community Engagement Project	
	Fallbrook Union School District.....\$245,824 Parents as Teachers	
+	Mountain Health & Community Services, Inc. ²\$200,000 Rural Children & Families Project	
	North County Health Services.....\$60,000 Child Parenting Resource Center & Classes	
+	North County Health Services ²\$198,387 Project All Ready	
+	North County Serenity House.....\$219,627 Healthy Access for Children	
	North County Solutions for Change, Inc ²\$50,000 Solutions for Kids	
+	Palomar Family Counseling Services, Inc. ²\$839,970 Childnet Developmental Services	
+	Palomar Pomerado Health ²\$1,300,000 Welcome Home Baby	
	Poway Unified School District.....\$275,836 The Ready to Learn Project	
+	Shiley Eye Center ²\$267,416 Save Our Children's Sight (S.O.C.S.)	
+	St. Clare's Home, Inc. ²\$54,900 Little Angel's Learning Center	

South Region

+	Alpha of San Diego, Inc. ²\$288,076 AVHA Tots	
+	Centro de Salud de La Comunidad de San Ysidro..\$1,500,000 Healthy Steps Project	
+	Chula Vista School District (4 year grant).....\$3,172,080 School Readiness Initiative	
+	Community Health Group ²\$220,000 In-home Parent Education for Babies Under One	
+	National City Public Library.....\$105,825 Words on Wheels (WOW Mobile)	
+	National City School District (4 year grant).....\$1,530,062 School Readiness Initiative	
+	San Diego Birthing Project ²\$50,000 Parent Education/In-Home Visitor Program	
	San Diego State University Foundation ²\$857,446 Por La Vida: Familias Saludables	
+	Shiley Eye Center ²\$267,416 Save Our Children's Sight (S.O.C.S.)	
	South Bay Union School District.....\$288,420 Family Healthy Early Life Promotion (H.E.L.P.)	

East Region

+	Alpha of San Diego, Inc. ²\$288,076 AVHA Tots	
+	American Lung Association of San Diego and Imperial Counties ²\$900,000 San Diego Childhood Asthma Initiative	
+	Catholic Charities.....\$167,219 Healthy New Americans-East County of San Diego	
+	Community Health Group ²\$220,000 In-home Parent Education for Babies Under One	
	Consensus Organizing Institute ²\$239,997 "All 4 Kids" Community Engagement Project	
+	Family Health Centers of San Diego ²\$900,000 Project Steps to SEED	
+	Lemon Grove Project.....\$265,000 Lemon Grove School Readiness Project	
+	Mountain Health & Community Services, Inc. ²\$200,000 Rural Children & Families Project	
	Multi-Cultural Child Development Center ²\$50,000 Immigrant Families Parent Education Program	
+	San Diego Birthing Project ²\$50,000 Parent Education/In-Home Visitor Program	
	San Diego State University Foundation ²\$857,446 Por La Vida: Familias Saludables	
	Santee School District.....\$160,000 Children & Families Ready 4 School	
+	Therapeutic Services, Inc.....\$711,580 Building Bridges	

Countywide

+	Child Abuse Prevention Foundation.....\$350,000 Developmental Screening & Enhancement Project	
+	Children's Hospital: Anderson Center.....\$175,000 Welcome Baby Teeth	
+	Children's Hospital: Partnership for Smoke Free Families.....\$100,000 PSF P10 Families	
	Jewish Family Services of San Diego.....\$50,000 Parent Education Program	
	Joy of Sports Foundation.....\$50,000 Star Program for Parents of Pre-schoolers	
	Info Line of San Diego County, Inc.....\$217,902 Parenting Link	
	Info Line of San Diego County, Inc.....\$50,000 Info Line Early Literacy Guide	
+	Lawrence Family Jewish Community Center.....\$49,984 Nierman Pre-School	
	San Diego READS.....\$200,000 Early Literacy Training for Library Staff	
	San Diego State University Foundation, Exceptional Families...\$543,601 Healthy and Ready to Learn	
	San Diego State University Foundation: KPBS.....\$741,000 Project Q Kids: Raising Quality Children	
	UCSD Regional Perinatal Systems.....\$704,356 Kit for New Parents – Welcome Baby Program	
	Union of Pan Asian Communities.....\$425,742 Families Living in Good Health Together (F.L.I.G.H.T.)	
+	YMCA Childcare Resource Service.....\$596,880 Health Consultant/Behavioral Health Specialist Project	
😊	YMCA Childcare Resource Service.....\$2,355,420 San Diego CARES	