



County of Santa Cruz

BOARD OF SUPERVISORS

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AGENDA: 1/29/08

January 18, 2008

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

RE: ANNUAL REPORT OF THE FIRST 5 COMMISSION

Dear Members of the Board:

Attached is the 2007 Annual Report of the First 5 Commission. I recommend that the Board accept and file this report and direct the Chairperson to thank the members of the Commission for their efforts on behalf of the County.

Sincerely,

ELLEN PIRIE, Chairperson
Board of Supervisors

EP :pmp
Attachment

cc: First 5 Commission

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Commissioners

Beth Benjamin
 Toni Campbell, *Ph.D.*
 Cecilia Espinola, *M.S.W.*
 Pola Espinoza
 Rama Khalsa, *Ph. D.*
 Salem Magarian, *M.D.*
 Jim Marshall
 Mark Stone
 Michael Watkins

Executive Director
 Susan True

January 14, 2007

Chair Ellen Pirie
 Santa Cruz County Board of Supervisors
 701 Ocean St.
 Santa Cruz, CA 95060

Dear ~~Chair Pirie~~^{Ellen}:

It is my pleasure to submit First 5 Santa Cruz County's annual report to your Board.

We are proud of the accomplishments on behalf of our county's youngest children. I am pleased to use this report to show the **work** First 5 does to ensure that family-friendly services and education are available so that each child reaches the fifth year of life healthy, ready and able to learn, and emotionally well developed.

Please do not hesitate to contact me if you have any questions or request further information. I would be happy to present the outcomes of First 5 investments to your Board.

Best regards,

Susan True
 Executive Director

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First 5 Santa Cruz County
(AKA The Santa Cruz County Children and Families Commission)

Annual Report to the Board of Supervisors January, 2008

Reporting period: 7/1/06-6/30/07

Role of the Commission:

Proposition 10 and the resulting California Children and Families Act of 1998, directs monies from sales tax on tobacco products to support local initiatives that promote the well being of children ages 0 to 5. The act requires each county to institute a commission to administer and manage the funds at the local level.

Meetings: Please see attachment A.

Commission Structure:

First 5 Santa Cruz County was established by the Santa Cruz County Board of Supervisors on December 8, 1998 by urgency ordinance to ensure that family-friendly services and education are available so that each child reaches the fifth year of life healthy, ready and able to learn, and emotionally well developed.

The Board appoints nine Commission members to implement strategic planning and administer tobacco tax revenues. Proposition 10 requires the Health Services Agency Director, Human Resources Agency Director and one representative from the Board of Supervisors to be members of the Commission. Additionally, each Supervisor appoints one Commissioner from his/her district and one Commissioner is an at large representative.

Commission Staff:

The Commission is a public entity legally separate and apart from the County. First 5 Santa Cruz County utilizes the County Counsel and County Auditor for services. Six staff members conduct the business of the Commission. The Commission has an administrative contractual relationship with United Way of Santa Cruz County.

Commission Priorities

According to the Children Now County Data Book, 2005, Santa Cruz County children compare well to those across the state in several areas (infant mortality, health insurance coverage and teen births), but poorly in others (lack of dental insurance and preschool participation). Progress toward the U.S. Department of Health and Human Services' "Healthy People 2010" objectives has been significant in some areas, particularly in prenatal care, breastfeeding, infant mortality, insurance coverage and teen births. The local Child Care Planning Council 2005 Needs Assessment, county third grade reading scores and U.C. Berkeley's child welfare data analysis highlight the unique challenges for the county in the cost of child care, support for English language learners and growth in annual foster care rates.

The areas of highest cumulative risk related to poverty, child maltreatment, parental educational attainment and linguistic isolation and the areas with the greatest child populations in Santa Cruz County are the Watsonville, Freedom, and East Santa Cruz/Live Oak zip codes. The highlighted Results and funding levels for 2006 – 2009 within each goal area are:

Healthy Children	
Results	Strategy
<ul style="list-style-type: none"> • Increase insurance coverage • Increase medical/ dental homes • Increase use of preventive health services <p>\$900,000 per year</p>	<p><i>Initiative:</i> Comprehensive insurance enrollment with "no wrong door" for enrollment</p> <p><i>Target PopuZation:</i> children 0-5 living below 300% of Federal Poverty Level</p>
Children Learning and Ready for School	
Results	Strategy
<ul style="list-style-type: none"> • Increase parental involvement in children's learning and development • Increase participation in quality structured activities • Increase use of quality child care practices • Improve pre-literacy skills. <p>\$650,000 per year</p>	<p><i>Initiative:</i> Comprehensive School Readiness Supports for children, families, providers and schools</p> <p><i>Target PopuZation:</i> Communities with API scores 1-3 with special emphasis on Freedom and Radcliff attendance zones</p>
<ul style="list-style-type: none"> • Improve pre-literacy skills <p>\$290,000 per year</p>	<p><i>Initiative:</i> Professional development support for child care providers through multiple methods</p> <p><i>Target Population:</i> All child care providers in priority ZIP codes, licensed providers with less that 12ECE units and informal Family Friend or Neighbor providers throughout county</p>
<ul style="list-style-type: none"> • Improve pre-literacy skills <p>\$77,000 per year</p>	<p><i>Grants:</i> Provide coordinated literacy education and materials</p>
Strong Families	
Results	Strategy
<ul style="list-style-type: none"> • Decrease child abuse and neglect <p>\$450,000 per year</p>	<p><i>Initiative:</i> Coordinated community approach to preventing abuse including comprehensive referrals, assessment and services</p> <p><i>Target Population:</i> Children identified as at risk for maltreatment</p>
<ul style="list-style-type: none"> • Increase use of effective parenting practices <p>\$217,000 per year</p>	<p><i>Grants:</i> Direct service supports for Positive Attachment</p>

Primary Accomplishments, Activities and Programs

Healthy Children:

The Healthy Kids Initiative has two main partners to increase insurance comprehensive coverage for Santa Cruz County children:

The Health Care Outreach Coalition (HCOC) provides assistance with application and enrollment in public health insurance to income-eligible families. Through community outreach workers called Certified Application Assistors (CAAs), children from families earning up to 300% of the Federal Poverty Level receive assistance in applying for Medical, Healthy Families, and the local Healthy Kids health insurance plans. Additionally, HCOC staff participate in community events and respond to business and community

agency requests for presentations and additional information regarding health insurance. HCOC assists in the management of the One-e-App online application system, providing training and technical assistance to all CAAs. HCOC assisted 669 children in applying for public health insurance and assisted 488 children in renewing their applications.

The Central Coast Alliance for Health is the county organized health plan providing Healthy Kids insurance for families not eligible for public health insurance and below 300% of the federal poverty level.

- The Health Care Outreach Coalition measured the amount of health care utilization among children reapplying for health insurance. Between July 1, 2006 and June 30, 2007, 97% of children utilized care prior to renewal.
- The 2006 HEDIS measures¹ established the percentage of children enrolled in Healthy Kids for 12 continuous months (between 12/31/05 and 12/31/06) who accessed health care. Sixty-one percent (61%) of children enrolled in Healthy Kids received a well-child visit.
- The 2006 HEDIS measures established the percentage of children enrolled in Healthy Kids for 12 continuous months (between 12/31/05 and 12/31/06) who had a medical home. Ninety-one percent (91%) of children enrolled in Healthy Kids had a primary care physician visit and 18% have visited the emergency department within the last year..
- The 2006 HEDIS measures established the percentage of children enrolled in Healthy Kids for 12 continuous months (between 12/31/05 and 12/31/06) who had visited a dentist. Sixty-seven percent (67%) of children enrolled in Healthy Kids had a dental visit within the last year.

Strong Families:

Decrease child abuse and neglect

Families Together provides an alternative way for Santa Cruz County to respond to reports of abuse and neglect received by Family and Children's Services (FCS). Of all the referrals to the child welfare screening unit, only about 8% meet the necessary criteria to receive services from FCS. While most of these children have not been abused or neglected, many could benefit from coordinated community based support. The California Department of Social Services estimates that one-third of telephone hotline referrals are re-referrals of the same families from the previous year. By assisting these families, Santa Cruz County can intervene early, before family difficulties escalate to the point of maltreatment, increasing child safety and successfully engaging families in decision-making.

Santa Cruz Community Counseling Center and Human Resources Agency are the lead agencies for Families Together whose goal is to protect children from maltreatment and support healthy child development. In addition, other collaborative partners (Health Services Agency, Families In Transition, La Manzana Community Resources, Live Oak Family Resource Center, Mountain Community Resources, and Familia Center) also

¹ HEDIS (Health Plan Employer Data and Information Set) is a set of standardized performance measures used by the 2006 Health Care Quality Measurement (HCQM) annual report to track the quality of care that children enrolled in Healthy Kids are receiving in Santa Cruz County. See the "Methodology" section for more information about these measures.

play critical roles in the program. Together, these partners served 119 children and 303 parents during the first year of service.

The level of risk among the parents/primary caregivers was measured using the Structured Decision Making: Family Prevention Services Screening Tool (SDM:FPSST).

- Of the 42 parents/primary caregivers in the Intensive pathway who took two assessments, 81% demonstrated decreased risk between first and last assessments.

Increase use of effective parenting practices

The Parent Education Collaborative (lead agency Community Bridges) consists of five family resource centers: Davenport Resource Service Center, Familia Center, La Manzana Community Resources, Live Oak Family Resource Center, and Mountain Community Resources. Together, they provide coordinated, ongoing parent education resources countywide to parents of children ages 0-5. By offering a range of options and providing a variety of ways to access support and training, parents can link to parent education services in the way that works best for them. The spectrum of services includes information and referral, single topic workshops, parent/child drop-in classes, and an 8-week Positive Discipline series. The collaborative served 1,084 children and 918 parents.

Parents who completed both Time 1 and Time 2 of the Family Survey were evaluated on questions concerning effective parenting practices.

- Parents were asked if they calm themselves down before problem solving with their child. Of the 79 parents who answered this question, the percentage who reported that they did calm themselves increased from 56% at Time 1 to 68% at Time 2.

Children learning and Ready for School

First 5 Santa Cruz County continues to implement a local component of First 5 California's School Readiness Initiative to improve the transition from early care settings to elementary schools and to increase the schools' and communities' capacity to promote the success of young children. Each School Readiness program includes five "Essential and Coordinated Elements" for school readiness: Early Care and Education, Parenting and Family Support Services, Health and Social Services, Schools' Readiness for Children/School Capacity, and Program Infrastructure, Administration, and Evaluation. School Readiness efforts focus on communities with low-performing schools as measured by the Academic Performance Index (API) and can be based at schools or in school-linked settings.

Locally, the School Readiness Initiative is titled Steps to Success, and focuses on two elementary school areas, Freedom and Radcliff Elementary. Steps to Success works to increase the readiness of children for school by funding and/or providing services, and supports schools' readiness for children through capacity-building activities.

Neighboring school communities of Starlight, Alianza and Landmark have received support to implement Summer PreK and Kinder Transition. Over 3,297 children, 360 providers and 932 parents were served in programs to support comprehensive school readiness skills.

Improve pre-literacy skills

Increase participation in quality structured activities

Migrant education implements a five-week summer academy for entering kindergarteners at five Pajaro Valley Unified School District elementary school sites for non-migrant children who have little or no preschool experience. Of the 84 children who participated in the Summer Pre-K Academy and who completed two assessments, 87% had an increase in letter sound recognition.

Increase parental involvement in children's learning and development

Several partners offer programs that provide parents with training or materials designed to encourage increased reading frequency. Raising a Reader provides a weekly rotating book bag program through early care and education settings. La Manzana Community Resources provides access to a range of workshops and classes to ensure children are living in literacy-rich environments supportive of cognitive development. Families enrolled in the Live Oak School District-State Preschool Program receive intensive home and preschool resource support to promote their children's pre-literacy skills. The Santa Cruz Public Libraries "Read to Me" program provides hands-on early literacy strategies, techniques and concepts. 1004 parents and 166 providers were served and 203 have completed both Time 1 and Time 2 of the Family Survey.

- Particularly noteworthy, there was a statistically significant increase in the percentage of parents who reported reading seven or more times per week to their child from 24% at Time 1 to 36% at Time 2.

Increase use of quality child care practices

Preschool Language and Literacy Foundations (PLLFF) provide professional development classes aimed to increase the early literacy and language knowledge of child care professionals caring for children 0-5 years of age in Watsonville and Freedom. Of the teachers/providers who participated in PLLFF classes, 73 completed the post-class survey (40 from the fall 2006 series, and 33 from the spring 2007 series).

- In both the fall and spring classes, 100% of these teachers/providers self-reported an increase in child literacy knowledge.

Teachers/providers in the Early Literacy Foundations initiative were enrolled in the Cabrillo SEEDS of Emergent Literacy course. Forty-seven teachers/providers completed two assessments using the ELLCO tool to determine the percent who maintained or increased their scores on three measures of pre-K literacy activities.

- The overwhelming majority of teachers/providers increased their scores on the Literacy Environment Checklist (98%), Classroom Observation-Approaches to Book Reading (85%), and Classroom Observation-Approaches to Children's Writing (89%).

Early Literacy Foundations also provided engagement with Family, Friend and Neighbor informal providers through early literacy enhancement of the Child Development Resource Center's Growing, Learning, and Caring program. Twenty-eight providers completed two assessments using the SEEDS survey, to determine the percent who maintained or increased their use of three key literacy activities.

- Eighty-two percent (82%) of FFN providers increased the number of times they described what they or their child were doing during daily routines, read at least 2-3 books every day with their child, had many conversations with their child about things around them, and sang songs and played games with their child every day.

Future Goals: 2006-2009 Strategic Plan

The Commission will begin work on 2009-2012 Strategic Plan in the fall of 2008

First 5 Santa Cruz County
2006-2007 Commission Meetings

First 5 Commissioners	9/13/06	10/13/06	12/20/06	1/24/07	2/28/07	4/25/07	6/27/07
Benjamin, Beth	Present	Present	Present	Absent	Present	Present	Present
Campbell, Toni	Present	Present	Present	Present	Present	Present	Present
Castro, Maria	Present	Present	Present	Present	N/A	N/A	N/A
Espinola, Cecilia	Present	Absent	Present	Present	Present	Present	Present
Espinoza, Pola	Absent	Absent	Present	Present	Absent	Present	Present
Khalsa, Rama	Absent	Absent	Present	Present	Present	Present	Present
Magarian, Salem	Present	Absent	Present	Present	Present	Present	Absent
Marshall, Jim	Present	Present	Present	Present	Present	Present	Present
Stone, Mark	Present	Present	Present	Present	Present	Present	Present