



Report from Executive Director
October 16, 2014

I. Update on Administrative Operations

- Ethics Training
 - AB 1234 requires local officials and members of various boards, committees and commissions to take a 2 hour Ethics Training Course every two years.
 - Notice on upcoming ethics trainings have been sent by the Clerk of the Board's office to all Commissioners.
 - Training may be taken at one of the "Live Sessions" provided by County Counsel or online, as detailed on the attached.
- Strategic Planning
 - Staff is conducting a literature review of key topic/strategy areas to inform Commission's strategic planning process.

II. Update on Commission Initiatives

- Neighborhoods for Learning
 - Pleasant Valley NfL
 - "Let's Move with Fruits and Vegetables" - in collaboration with VC Public Health, NfL is offering a new interactive nutrition education and obesity prevention program in Somis for preschool-aged children and their families.
 - An eight lesson nutrition program includes exercise and take home easy tips for parents.
 - Port Hueneme/South Oxnard NfL
 - After losing physical space for Parent and Child Together classes, NfL has partnered with Westminster Presbyterian Church to offer new PACT classes at the church site, in collaboration with MICOP.
 - Ojai NfL
 - Outdoor Classroom Curriculum - NfL recently started a two week outdoor environment Parent and Child Together class.
- Countywide Strategies
 - Help Me Grow (HMG) - Showcasing Ventura Model
 - Staff from Ventura County Public Health (VCPH) and First 5 Ventura County presented on Ventura's local efforts to integrate Help Me Grow and QRIS at the annual California Alternative Payment Program Association (CAPPA) conference in Sacramento.
 - VCPH also presented local efforts at the quarterly Statewide Developmental Screening Collaborative meeting in Sacramento.

- 2-1-1 Resource and Referral Hotline
 - 2-1-1 staff are developing ways to support HMG efforts through centralized resource and referral services and ensuring resource directory entries related to children's growth, development, and special needs are complete and up-to-date.
 - In the second half of FY 2013-14, 1,553 calls received from families with a child 0-5 in the home, serving 2,083 children and reaching 137 pregnant women.
 - Basic needs such as housing, utilities, food, and clothing represented the vast majority of callers' needs, followed by mental health and health care.
 - Significant unmet needs tracked by the program include shelter, diapers, and transportation.

- Developmental Screenings - Ventura County Public Health (VCPH)
 - In the last fiscal year, Regional Health Educators expanded their work to the geographical communities surrounding NFLs, working to map out community needs and capacity, identify service gaps, and develop targeted service plans.
 - Approach has led to new partnerships, new populations served, and streamlining services with other agencies.
 - Conejo Valley
 - Developmental screenings are being offered onsite at the Conejo Creek Condominiums, a 540 unit complex, with many families who don't own a car or do not drive.
 - VCPH is working with the On-Site Manager to promote developmental screenings through the Association's monthly newsletter for residents.
 - Pleasant Valley
 - In collaboration with the Pleasant Valley NFL, support is provided to the QRIS preschools in the area.
 - Developmental Milestone class is offered at each site; support is also provided to preschool teachers with any concerns from families during their group ASQ assessment.
 - Casa Pacifica
 - With support from VCPH, Casa Pacifica staff have started conducting ASQ developmental screens in the cottage that houses children 0 - 5 years of age.
 - Support is provided by VCPH in screening implementation, referrals, and follow-up as needed.

- New Preschool Spaces for Ventura County
 - Child Development Incorporated (CDI) successfully applied for State Preschool Expansion funding and is planning to utilize those funds for up to 72 spaces currently funded by the Hueneme/South Oxnard NFL.
 - Efforts are under way to identify other opportunities to replace NFL funded slots with more sustainable State Preschool slots, and to identify turn-key ready facilities for additional spaces when they become available.

- Quality Rating and Improvement System (QRIS) Updates and Opportunities
 - In light of the impending sunset of two existing federal and state funding streams, F5VC and VCOE are examining opportunities that will allow for continuation of Ventura County's QRIS work.
 - Funding from California's Race to the Top grant is available through December 2015 (with a no-cost extension through June 2016).
 - Funding for First 5 California's Child Signature Program (CSP) is currently available through June 2015, with no indication yet as to whether it will be extended.
 - QRIS block grant included in the State budget allocates \$50 million statewide to provide increased funding for State Preschool programs operating at quality Tiers 4 or above.
 - The existing 17 RTT Consortia in California are anticipated to be the first priority for this funding.
 - California is preparing a federal application for Preschool Expansion Funding and the Ventura County RTT consortium was selected to be one of 12 subgrantee partners, out of a field of 200 applicants.
 - If successful, funds will be used to increase the number of full day state preschool slots.
 - Emphasis will be placed on inclusion spaces for children with special needs.
 - VCOE is serving as the local lead on this application.
- Communications, Education and Development
 - Parent Leadership Training Series - "Leaders for Change"
 - Goals of the "Leaders for Change" series are to help parents identify and build on their leadership strengths and to take on new leadership roles in the systems serving children and families.
 - Trainings are being provided through the statewide Parent Services Project, in collaboration with First 5 Ventura County, The Partnership for Safe Families & Communities, The Oxnard Alliance for Community Strength, Child Development Resources and Aspiranet.
 - Train the Trainer model - once initial trainings are completed, one parent and one agency representative will attend a "Train the Trainer" workshop to learn how to provide future local trainings.
 - Local Literacy Events
 - StoryFest - Ventura NfL and Ventura Education Partnership
 - StoryFest brought several thousand parents to the Ventura Unified School District Education Service Center for read-alouds in English, Spanish and American Sign Language, along with dozens of literacy-oriented exhibits with resources for families.
 - Every child attending received a free book.
 - F5VC distributed early literacy information and an additional 350 free books to parents inquiring at the F5VC table.
 - F5VC is a sponsor and participates on the StoryFest planning committee.

- Annual “Celebrate the Child” Event – Child Development Resources (CDR)
 - As an event sponsor, F5VC distributed 500 books to participating families.
- Social Media Outreach
 - F5VC’s monthly ‘Talk, Read, Sing’ drawing continues to drive social media engagement around early literacy.
 - Parents share a post about reading with their child to vie for a tote bag full of children’s books and a winner is selected at random.
 - 40 parents shared their stories.
 - Posts reached 817 people—the highest ‘reach’ by far.

III. County, Regional and National Updates

- Policy Updates
 - AB 1787 - Lactation Accommodation in California Airports
 - Governor Brown signed the nation’s first law requiring major airports in California to provide a clean, private space for mothers to express breast milk.
 - The new law will take effect on January 1, 2016, impacting commercial airports with over 1 million passengers each year.
 - AB 1174 – Dental Professionals
 - Expands the innovative Virtual Dental Home (VDH) Model where trained dental hygienists or assistants provide oral health screenings to young children outside of a dentist’s office.
 - AB 1174 also helps facilitate the use of the VDH model by expanding the scope of practice for dental hygienists and dental assistants, and by making teledentistry a Medi-Cal reimbursable service.
- Senator Hannah Beth Jackson to Receive 2014 Early Learning Champion Award
 - Early Edge CA will be presenting Senator Hannah-Beth Jackson with the 2014 Early Learning Champion award in recognition of her outstanding leadership on behalf of young children and early education.
 - Event will be held on Thursday, October 23, 2014 at 10:30 a.m. at the Hueneme Head Start Preschool, 500 West Clara Street, Oxnard.
- Bipartisan Support for Universal Preschool - Gorell-Brownley Debate
 - At the recent League of Women Voters Debate at Cal State Channel Islands, both candidates indicated they would “support the federal government giving funds to the states for universal preschool”, and stressed the importance of preschool.
- Board of Equalization (BOE) (see attached letters)
 - BOE’s use of Prop 10 funding for the administration of Prop 10 tobacco taxes grew from approximately \$2 million annually to approximately \$18 million in the current fiscal year.
 - Legislature asked BOE to detail expenditures and methodology for allocating costs related to tobacco funded programs by October 15, 2014.
 - BOE was also directed to convene a stakeholders’ meeting by February 1, 2015 to discuss alternative approaches to reduce the burden on Proposition 10, with a report due to the Legislature by April 1, 2015.
 - First 5 Association of California is closely monitoring these activities.

- Business and Community Leaders Outreach
 - Conejo Valley Democratic Club
 - Raising of America video on the benefits of preschool recently shown to approximately 35 members of the Conejo Valley Democratic Club.
 - Showing generated additional requests for viewings of the documentary in East County.
 - Social Justice Fund
 - Upcoming viewings are scheduled in conjunction with the Social Justice Fund Convenings at the Oxnard Heritage Center on October 25, 2014 and November 15, 2014.

IV. Upcoming Events

- **First 5 Association of California Meeting**, October 22, 2014, 10:00 a.m. – 3:00 p.m., Marriott Burbank Airport Hotel (agenda attached)
- **First 5 California State Commission Meeting**, October 23, 2014, 10:00 a.m. – 4:00 p.m., Marriott Burbank Airport Hotel (agenda attached)
- **Funders Forum, November 12, 2014**, 12:00 p.m. – 1:30 p.m., VCCF Non-Profit Center, 4001 Mission Oaks Blvd., Camarillo (Funders Forum is co-sponsored by First 5 and VCCF.)
- **First 5 Committees**
 - **Administration/Finance Committee**, November 7, 2014, 9:30 – 11:30 a.m., F5VC offices