



Report from Executive Director  
March 20, 2014

I. Update on Administrative Operations

- Form 700 – Web-based Filing System
  - Clerk of the Board has sent reminder notices to all Commissioners regarding filing electronically by the April 1, 2014 deadline.
    - Please contact Kathy Rangel at 648-9990 for any questions or assistance.
- Staffing Update
  - Alicia Wagner officially joined the First 5 staff in December, after working with the Commission for the past year as a temporary Fiscal Administrator; Alicia will be job sharing the Fiscal Administrator position with Sandy Aguilar who has rejoined our team.
    - Alicia will mainly handle accounts payable, with Sandy focusing on internal and external financial reporting.
  - We bid farewell to Max Sanchez who joined F5VC over 7 years ago as a Contracts Administrator and wish him the best as he begins a new professional journey in information technology.
- Program Audits
  - Annual program audits for internal fiscal review of First 5 expenditures have been initiated for FY 2012-13 with 4 contractors, representing 5 funded programs.

II. Update on Commission Initiatives

- Kit for New Parents Distribution (Ventura County Public Health)
  - The Kit for New Parents distribution effort engages approximately 36 diverse distribution partners who have distributed more than 3,700 kits year to date.
  - Recently added partners are extending outreach to new populations.
    - At New Start for Moms, a program where women who are pregnant or have young children can get help for alcohol and other drug related problems, program participants are receiving classes based on the DVD in the New Parent Kit.
    - At the Boys and Girls Club in Oxnard, teen participants who are new parents are receiving presentations on the Kit along with discussions.
    - The Port Hueneme Naval Base Mom's Club members are also receiving the Kit for New Parents and participating in DVD discussions.

- Triple P (Ventura County Behavioral Health)
  - At the mid-year point, Triple P Level 4 and 5 services are on track to exceed annual service targets by year end.
    - 226 participants have received Level 4 services against a target of 300; 48 participants in Level 5 against a target of 15.
  - Both subcontractors are on track to meet their target for leveraging MediCal funds which is a new requirement for this fiscal year.
  
- QRIS Evaluation (Quality Rating and Improvement System)
  - American Institutes for Research (AIR) has been contracted by the California Department of Education (CDE) to conduct an evaluation of QRIS, a requirement of the federal RTT - ELC funds supporting this work.
    - The purpose of the study is to learn how well program quality is measured by the ratings in Ventura County and in other county systems, and how professional development provided to sites supports improvements in quality and child outcomes.
      - 45 QRIS sites throughout the county have been selected for an in-depth evaluation.
  
- Obesity Prevention
  - Breastfeeding Hospital Consortium
    - March Consortium meeting focused on using data to drive improvement.
      - Comparison data on countywide breastfeeding rates was shared with Consortium participants, with discussion on how to use this data to drive improvement and tell their hospital's "story".
  - Nurturing in a Nutshell
    - Nurturing in a Nutshell is a 4-hour training that focuses on the physiology of breastfeeding and mother-baby attachment through breastfeeding.
    - In March, the last of the Nurturing in a Nutshell trainings was held at Community Memorial Hospital.
      - A total of 280 health professionals have been trained, with the majority from Community Memorial Hospital.
  - Kaiser Permanente Community Benefit Grant Program
    - F5VC submitted a Letter of Inquiry for additional grant funding, building on current efforts funded by Kaiser to improve countywide breastfeeding rates.
      - Letter included a proposal to expand the Hospital Consortium, increase the number of Baby Friendly hospitals in Ventura County, support hospitals with additional training resources, and connect hospitals, clinics and WIC through increased communication and shared resources.
    - Applicants invited to submit a full application will be notified in April, with funding announcements in June.
  - Workplace Breastfeeding Recognition
    - F5VC will soon launch a workplace breastfeeding recognition campaign to recognize employers who support breastfeeding for their employees and customers.
    - Employers will be featured on the F5VC website, as well as linked to the Breastfeeding Coalition of Ventura County and Healthy Ventura County websites.

- Community Education
  - Parent Engagement Training
    - “Parents Inspiring Parents” is a free parent leadership series to increase parent involvement as leaders in the community. (see attachments)
      - Training will take place on seven consecutive Saturdays at the Boys & Girls Club in Oxnard, starting on March 29, 2014; parents will explore topics such as: boards and committees, media outreach and effective communications, the legal system, and opportunities for fathers as community leaders.
    - “Parents Inspiring Parents” is a cooperative effort by First 5 Ventura County, the Oxnard Alliance, Strategies, Casa Pacifica, United Parents, and the Partnership for Safe Families and Communities.
  - CAPS (community access television)
    - First 5 Ventura County was highlighted on a recent segment of “Conversations with Neal Andrews”, a local CAPs program.
      - Interviews of Claudia Harrison and Heather Hanna with Ventura City Councilman Neal Andrews can be viewed at: <http://vimeo.com/88316597>
  - Legislative Meetings
    - First 5 staff have been working closely with our State Legislators and their local district staff to advance interest in early childhood and to explore greater partnerships.
- Results Based Accountability
  - Transition to Persimmony Data Collection Software System
    - Process and timelines for data transfer and new system setup established with Mosaic and Persimmony.
    - Data Learning Community Established
      - Data Learning Community, formed of NfL staff primarily responsible for data collection, will work closely with F5VC staff on transitioning from GEMS to Persimmony.
      - The Data Learning Community is the newest in a series of Learning Communities, including NfL Leadership, Early Learning, and Family Strengthening.

### III. County, Regional and National Updates

- Assemblyman Jeff Gorell introduced AB 2107 – California Preschool Investment Pilot Program (see attachment)
  - AB 2107 would establish a 5 year pilot program to increase access to preschool for low-income children through additional funding for vouchers/subsidies.
    - Program would be piloted in 5 counties which will be selected based on a set of criteria, including length of existing waiting lists, capacity to increase the number of slots, and RTT participation.
  - Pilot program would create a state fund called the California Preschool Investment Fund (CalPIF) in which corporations or individual investors will receive a tax credit for their contributions to the fund.

- **Ventura County Self-Sufficiency Benefits Calculator**
  - First 5 Ventura County, in partnership with the United Way and Community Action of Ventura County, introduced the Self-Sufficiency Benefits Calculator to agencies across the county in 2010.
    - Benefits calculator is a web based software tool for connecting families with benefits for which they are eligible (e.g., CalFresh, Medi-Cal, housing assistance);
  - As utilization by community-based organizations has been low, an RFQ was released in March 2013 for consultant services to provide an analysis of the current project, with recommendations for improvements.
    - Based on consultant's report of low utilization, barriers encountered by other statewide and national agencies who have implemented similar projects, and the ongoing project management costs required to monitor use and impact, First 5, United Way and Community Action decided not to renew the license, which expired in January 2014.

#### IV. Upcoming Events

- **Ventura County Together Monthly Meeting**, April 7, 2014, 10:00 – 11:30 a.m., VCCF Non-Profit Center, 4001 Mission Oaks Blvd., Camarillo
- **Strengthening Families Leadership Summit**, April 24, 2014, 8:00 a.m. to noon, Oxnard Performing Arts Center, 800 Hobson Way, Oxnard, CA (see attached)
  - **Triple P Master Class with Dr. Matt Sanders (founder of Triple P)**, April 24, 2014, 1:00 p.m. to 2:30 p.m., Oxnard Performing Arts Center, 800 Hobson Way, Oxnard, CA
- **First 5 Standing Committees**
  - **Health Best Practices Committee**, March 27, 2014, 1:00 – 2:30, VCCF Non-Profit Center, 4001 Mission Oaks Blvd., Camarillo
  - **Administration/Finance Committee**, May 2, 2014, 9:30 – 11:30 a.m., F5VC offices (PLEASE NOTE: April meeting has been canceled.)

## PROVIDER ANECDOTES

### Triple P - Ventura County Behavioral Health

“Josh” is a four year old male who was aggressive and had a short attention span at school and at home. Mother called this clinician in a panic because “Josh's” school wanted to expel him the same day they called for a meeting. Clinician accompanied mother to offer her support during the meeting with “Josh's” teachers, teacher's aide, and the director of the school.

The meeting focused primarily on Josh's behavior issues that went on during class time, but mother and the clinician felt that teachers failed to recognize “Josh's” positive qualities as well. Clinician relied on Triple P strategies to redirect the conversation, helping school staff identify and verbalize specific examples of “Josh” engaging in appropriate behaviors in the classroom. Clinician encouraged mother to express the Triple P strategies that have been helping her in managing “Josh's” behaviors at home.

During the meeting, school staff started to change their perception of “Josh's” negative behaviors and recognized that he sometimes followed directives. As a result of the meeting, the school director along with the teachers, decided to not expel client on that day and gave him another opportunity to stay at the school.

### Triple P - Hueneme Neighborhood for Learning

Julian is a toddler who attends the EL/PACT Little Explorer classes with his aunt. His aunt is his primary caretaker, since his father works long hours during the day and mother is no longer in the picture.

Julian had difficulty adjusting to the routines and expectations of the class. He was aggressive with adults and with the children in class. As is the case with most parents, the aunt was embarrassed by his behavior and considered not bringing him to class. During a conversation with the aunt, Wendy Reyes, PACT teacher, advised her to be patient and invited her and Julian's father to attend the Triple P Seminars.

After one day of attendance, the father realized what an important role he played in Julian's life. He began attending the PACT classes on his days off. Julian's aunt and father attended the Triple P seminars and learned valuable information. They were able to work together to make rules at home and follow through with Triple P strategies.

Julian is now displaying positive changes in class. He has an easier time sharing, cooperating, following directions, and has a greater attention span. This family serves as a role model for other parents who are attending PACT classes and face similar issues. They can see firsthand that Triple P is a program that will bring positive results for their children and for themselves as parents.