



Report from Executive Director  
August 15, 2013

## I. Update on Administrative Operations

- Staff Updates
  - Heather Hanna, F5VC Resource Development Manager, will be honored at United Way's upcoming "Spirit of Community Partnership" Awards Luncheon, as the recipient of this year's Young Leaders Society award, recognizing her outstanding community service.
  - Our new Community Education Coordinator, Diana Arellano, will be coordinating and supporting F5VC's obesity prevention projects and community education campaigns.
    - Diana brings a wide range of experience in community outreach and coordination of health and education programs for local families, having served as Research and Logistics Assistant with Strategies/Interface Family and Children Services, and Community Outreach Coordinator with Clinicas del Camino Real, Inc.
  - As our new Communications Assistant, Nani Oesterle will work on F5VC's website, social media, e-newsletters and press announcements, and representing F5VC at community outreach events.
    - Nani brings experience in developing fundraising and public relations collateral, community and relationship building, and case management. She previously worked with us as a project manager under the Packard Grant to launch F5VC's Business and Community Leaders Alliance.
- Commission's FY 2012-13 Annual Audit
  - Pre-audit meeting held in August with Auditors and Administration/Finance Committee (established as the Commission's "Audit Committee") to review audit procedures for FY 2012-13.
    - Commission's annual audit scheduled to begin on September 4, 2013 and to be presented to the Commission at the October meeting.

## II. Update on Commission Initiatives

- Neighborhoods for Learning
  - Moorpark/Simi Valley Neighborhood for Learning (MSVNfL)
    - Recognizing that drowning is the number one cause of preventable death among young children, the MSVNfL collaborated with the Conejo Valley YMCA, to offer swim lessons to 65 Moorpark children, ages 3-5.
      - Moorpark Rotary has funded the "Kids Learning to Swim" program for 6 years, with an emphasis on water safety and swim basics.
  - Pleasant Valley NfL
    - Parent & Child Together (PACT) program exceeded their already considerable projections for FY 2012-13, providing classes for 523 participants as compared to their initial target of 400.

- NfL 5 Protective Factors Training and Peer Review
    - NfLs completed year-long training process to imbed the 5 Protective Factors into their daily work; training was facilitated by Strategies.
      - NfL Directors mapped NfL services to the 5 Protective Factors and participated in a peer review process.
        - NfLs assembled teams of stakeholders, including parents, members of their governance boards, key staff and partners.
        - NfLs were matched with another NfL of similar size and focus and visited their paired site.
          - Following an in-depth self assessment, most NfLs chose two specific strategies for building protective factors.
            - Key strategies included parent engagement and father involvement.
        - NfL line staff participated in a learning community, receiving training on family centered practices, boundaries, early warning signs of abuse and neglect, and the role of culture, values, and beliefs in family support.
        - In FY 2013-14, NfLs will implement actions plans developed as part of the training and peer review.
      - Ventura County Public Health and the Human Services Agency are now also launching on 5 Protective Factors training for staff.
- Countywide Strategies
  - Help me Grow (Developmental Screening Collaborative)
    - Landon Pediatric Foundation, as the lead agency, is submitting an application to become a Help Me Grow site, affiliated with the national network.
      - Help me Grow is a national model that guides counties in implementation of system reform and program development to promote early detection, intervention and connections to services for at-risk children and their families.
        - Help Me Grow sites implement key aspects of the model, including outreach to healthcare providers, centralized telephone access point, community outreach, and data collection and analysis.
    - First 5 Ventura County is proud to collaborate with Landon, Ventura County Public Health, and other members of the Developmental Screening Collaborative to implement Help Me Grow in our county.
  - Prenatal Support and Care (Ventura County Public Health)
    - Planning efforts underway with Kaiser to implement the 4Ps Plus into their prenatal care setting.
      - Perinatal Substance Use Taskforce and stakeholders have been long focused on extending the reach of prenatal risk screening, using the 4Ps+ tool beyond the current group of safety net clinics.
  - Regional Professionals – Health Educators (Ventura County Public Health)
    - Health educators offer NfLs a wide array of parent education topics to be delivered throughout the year. (see attached listing of offerings)
      - In FY 2012-13, 1,049 parents attended parent education classes with the offerings customized to the needs of the NfL.

- Obesity Prevention
  - Promoting Breastfeeding
    - First 5-Convended Hospital Consortium
      - Fifth convening of Hospital Consortium held in August, with a focus on prenatal and breastfeeding messages to families.
      - Consortium brings together hospital leaders from all six of Ventura County's hospitals with perinatal units, to collaborate, identify areas for improvement and share best practices.
        - Ventura County Hospital Consortium is facilitated by First 5 Ventura County and independent consultant Carol Melcher through a grant provided by Kaiser Permanente.
    - Nurturing in a Nutshell
      - 66 nurses at St. John's Regional Medical Center participated in first set of "Nurturing in a Nutshell" trainings.
        - Trainings provided to hospital nurses and physicians in coordination with the Consortium to increase rates of successful breastfeeding.
        - Additional trainings will be offered at Community Memorial Hospital and Ventura County Medical Center in November.
    - Breastfeeding Awareness
      - Proclamation presented by Supervisor Kathy Long to the Board of Supervisors to establish World Breastfeeding Week in Ventura County (August 1 - 6, 2013).
        - World Breastfeeding Week is celebrated in more than 170 countries to encourage breastfeeding and improve the health of babies around the world.
        - Proclamation coincided with the launch of the Breastfeeding Coalition's new website, [www.breastfeedventura.org](http://www.breastfeedventura.org).
      - In support of National Breastfeeding Awareness Month, F5VC's Robin Godfrey and Lactation Educator, Paris Maloof-Bury from Community Memorial Hospital's New Parent Center, were interviewed by Nancy Rodriguez of KHAY/KVYB/KBBY/KVEN/KRRF about breastfeeding support in Ventura County.
        - Interview will air on August 18, 2013 during the "In Touch with the Tri-Counties" show.
  - Good for Kids (GFK)/HEAL Zone Grant
    - First GFK restaurant on Ventura Avenue, El Jaracho, was featured in the Ventura County Star. (see attached media)
      - Two other restaurants on the Avenue have also signed a GFK agreement.
  - Potter the Otter is Back!
    - Potter the Otter, a children's book focusing on healthy beverages which was written and designed by a First 5 Santa Clara County staff member, is back with a new book focusing on recreation and active play.
    - Bilingual publication will be distributed to families across the county through funded partners, local events and social media.
      - First 5 California will be distributing Potter books to local libraries.

- Recreation Assessment
  - As active play is an essential component of staying healthy, F5VC staff is in process of identifying free or low cost recreation for young children.
  - Assessment will look at recreation departments and community organizations, as well as our own Neighborhoods for Learning and their partners.
    - Staff will explore strategies to help communities and organizations highlight what's available and fill the gaps.
- Preschool Quality Rating and Improvement System (QRIS)
  - QRIS Implementation Update
    - In FY 2012-13, 43 early education sites were assessed using the 5 Tier QRIS Matrix that rates the level of quality, with 5 being the highest level.
      - 43 sites represent 75 classrooms and 2,000 children, covering 9 school districts.
    - 84% of participating programs achieved a Tier 3 or higher rating, demonstrating that the vast majority of these programs are of good to excellent quality.

<b>2013 Actual QRIS Ratings</b>		
Tier	Number of Sites	Percent
5	5	12%
4	19	44%
3	12	28%
2	7	16%
1	0	0%

- Community Investment Loan Fund
  - Second Community Investment Loan, of nearly \$90,000, is being finalized.
    - Loan funds will enable the Princeton Montessori School in Moorpark to add a new infant/toddler classroom for 14 children.
      - Princeton Montessori School was also eligible to receive loans through EDC-VC from other funding sources to implement significant program improvements and upgrades in their existing preschool classrooms.
  - Alma Ferrel, owner of ABC Kids Preschool and Child Care in Fillmore, and First 5 Ventura Counties first loan recipient, was recognized by the Pacific Coast Business Times as a 2013 Spirit of Small Business Awards winner, celebrating small business ownership and entrepreneurship in the Tri-Counties area. (see attached media)
    - First 5 Ventura County Community Investment Loan Fund enabled Alma to expand a small family child care business into a large-scale center-based early care and education program.
      - More than 80 of the 120 children served by ABC Kids are 0-5, and 38 of those are infants or toddlers.
  - First 5 Ventura County's Community Investment Loan fund provides low-cost capital for facilities development, implemented in partnership with EDC-VC.

### III. County, Regional and National Updates

- Final State Budget
  - Passage of a balanced 2013-2014 state budget saw very modest beginnings of restoration for the Early Childhood Education (ECE) sector.
    - \$25 million in additional funding for State Preschool
    - \$10 million in unspent child care funds to expand non-CalWORKS child care
    - \$15.8 million to backfill federal sequester cuts
    - Protected from realignment of CalWORKS child care to the county level
  - Over \$1 billion has been cut from State-funded ECE since the recession began in 2008.

### IV. Upcoming Events

- **Funders Forum, August 22, 2013**, 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.)
- **Ventura County Children’s Oral Health Collaborative, September 4, 2013**, 8:30 – 10:30 a.m., VCCF Non-Profit center, 4001 Mission Oaks Blvd., Camarillo
- **Ventura County Together Monthly Meeting, September 9, 2013**, 10:00 – 11:30 a.m., VCCF Non-Profit Center, 4001 Mission Oaks Blvd., Camarillo
- **First 5 Standing Committees**
  - **Administration/Finance Committee, September 6, 2013 (tentative)**, 9:30 – 11:30 a.m., First 5 Ventura County offices

## PROVIDER ANECDOTES

### Pleasant Valley NfL

When Jenny was only 29 months old, her mother was one of the first families to sign-up for the PV NfL PACT classes offered in Somis. In August 2011, PV NfL hired a new teacher who began to assess the development of each child in her class. Jenny was now 3 yrs, 7 months old and the teacher noticed that she had poor communication skills, was unable to follow instruction or self regulate, had little to no concentration, and was not yet potty trained. The PACT teacher shared her concerns with the PV NfL Resource Specialist who then arranged for a Public Health developmental screening.

The Health Educator visited the parent on four occasions and provided resource materials to help her with the following concerns/skills: potty training, managing stress, color identification, cutting paper, and letter/number recognition. The Health Educator also referred Jenny to the Somis School District for further evaluation. In the meantime, Jenny and her Mom have attended weekly classes in Somis, with age appropriate lessons and received positive praise from the teacher for her efforts. The teacher has also met with Mom and Jenny before or after class for one-on-one support. The teacher mentored Mom to help her understand her child's development and modeled for her how to redirect Jenny's high energy, encourage her to follow instructions, establish home chores and activities, appealing to Jenny's abilities.

About 45 days after the developmental screening by Public Health, the Somis School District personnel contacted Mom. Due to the language barrier, the PV NfL Resource Specialist assisted Mom in completing a detailed questionnaire. Somis School District personnel tested Jenny and also conducted observations during the PV NfL class. The District's screening concluded that she was not eligible for services from the Somis School District.

The family continued to faithfully attend PV NfL PACT classes and Mom used many of the teacher's learning activities at home, including having Jenny help with chores and time in the day to teach Jenny letters, numbers, and focusing activities. Mom did not have many books at home except for a Spanish language child's Bible that she read to Jenny every day.

Mom has been attending ESL Conversational English classes since January 2011 and has begun learning to read English. She now owns a few English language storybooks and reads them to Jenny. Mom has become much more confident of her ability to be her child's first teacher.

Jenny will be attending Kindergarten this fall and Mom is much more comfortable knowing Jenny is ready. Jenny can write her name, knows her alphabet, numbers, shapes, colors, can use scissors, is able to focus, listen to stories, and follow instructions and more. Jenny has become the PACT teacher's helper in class, guiding new students to activity tables. At home, Dad has joined Mom in reading bedtime stories to Jenny. Mom is very appreciative of the support she received from PV NfL, which she says has helped her family be better able to support their daughter's learning – as well as their own – for years to come.

### **Prenatal Support and Care (Ventura County Public Health)**

The Prenatal Support and Care PHN (Public Health Nurse) began seeing a 30 year old mother, pregnant with her second child. About four years ago, due to a congenital anomaly, the mother had a traumatic termination of her first pregnancy and began drinking heavily. She also used marijuana daily for anxiety. She stopped drinking when she found out she was pregnant at 16 weeks gestation, but continued to use marijuana. She accepted PHN services late in her second trimester.

The PHN was able to explain to her how her substance use was being used as a coping mechanism for not dealing with her prior trauma and that unless she dealt with that, she was at high risk for relapse. The PHN was also able to work with her to quit using marijuana and encouraged her to enter A New Start for Moms. She expressed surprise at how comfortable and accepted she was there.

She delivered a healthy baby girl, free of substances, as evidenced by negative toxicology screens. Because of her involvement with the PHN as well as A New Start for Moms, she was cleared by Children and Family Services and able to keep her baby. She is currently in a very supportive home with family, continues to remain sober and her daughter is receiving the necessary follow-up to identify and treat any developmental issues that may arise.

### **2-1-1 (Interface Children & Family Services)**

Each month, the 2-1-1 resource and referral hotline handles approximately 400 calls from callers with a child 0-5 or expectant mother in the home. Below is a sampling of recent calls to 2-1-1:

A caller with three children under five (including an infant with a disability) reached out to 2-1-1 seeking permanent shelter as the place where she was living was sold. She is staying with friends temporarily. She was told that because she made too much money last year (due to unemployment benefits), she is ineligible for CalWorks. Her source of income at the moment is her infant son's SSI benefits. Since her son is disabled, she feels that she can't work right now. Her son, who has a low immune system, can't go into shelters so she declined shelter referrals. The Caller requested R.A.I.N. housing information. 2-1-1's Call Specialist referred the caller to a few different Transitional Shelters in Ventura County and to her local First 5 Neighborhood for Learning. The caller was interested in First 5 NfLs for early education for her four year old.

A 2-1-1 caller from Santa Paula, age 16, is the only family member working in her home. She wanted to take her father and younger siblings away from her mother so they could live in a better place and stable environment. The caller wanted some affordable housing referrals and food since her mother has used all the food stamps. All of her siblings were under 5. The 2-1-1 Call Specialist referred her to Food Share to help feed her family. 2-1-1 also referred the caller to her local First 5 Neighborhood for Learning and to the Homeless Prevention and Rapid Re-Housing Program. A follow-up was scheduled to see how else 2-1-1 could help her get out of her home and assist her with financial stability.

## Ventura County Public Health Parent Education Curriculum

- **Step by Step: How Children Grow and Develop (a series of 4 classes)**
  - Step by Step: An Overview of Developmental Domains and Milestones
  - Step by Step: An Overview of Typical Development
  - Step by Step: An Overview of Everyday Learning Moments
  - Step by Step: An Overview of Developmental Check-ups and Early Intervention Services
- **Reading Your Baby's Cues**
  - Tuning Into Your Unique Child
  - Reading Your Baby's Cues
- **New Parent Kit Curriculum (Building a Healthy Start)**
  - The First Years Last Forever (Attachment & Bonding)
  - Ready to Learn (Early Literacy)
  - Quality Child Care
  - Discipline (Setting Limits with Love)
  - Safe from the Start (Car seats, Home Safety, Outdoor Safety, Gun Safety)
  - Your Healthy Baby (Nutrition)
- **Safe Sleep For Your Child (0-12 Months)**
- **Nutrition, Physical Activity & Childhood Obesity Prevention for Ages 0-5**
- **Childhood Injury Prevention**
- **Program Presentation Outreach- Children First Ventura County**
  - Program information/ overview
  - ASQ Screening Tool
  - Community Resources
- **Temperament**
- **Making the Most of your Doctor's Visit**
- **Childhood Obesity Prevention, Weight Management**
- **Maternal Obesity Prevention**
- **Chronic Disease Prevention (e.g., diabetes, cardiovascular disease, etc.)**
- **Children's Body-Mass-Index (BMI) and Health Goal-Setting**
- **Maternal, Infant, Toddler, and Child Nutrition**
- **Dietary Recommendations for Children**
- **Various Nutrition-Related Topics**
- **Breastfeeding**
- **Age-Appropriate Physical Activities for Young Children**
- **Physical Activity Before, During, After Pregnancy**