



Report from Executive Director
October 17, 2013

I. Update on Administrative Operations

- Commission meeting schedule for Calendar Year 2014
 - Proposed schedule for 2014 will be developed and circulated to Commissioners in October, to be adopted by the Commission in December.
 - Proposed meeting location will be at Ventura County Office of Education with considerations for other opportunities to engage with community partners.

II. Update on Commission Initiatives

- Community Outreach and Education
 - F5VC Website Redesign
 - New site will improve alignment with social media and partner websites.
 - Existing F5VC site was built before the days of social media.
 - Social media now links us to 640 Facebook and 340 Twitter followers, numbers which are magnified significantly when our posts are shared.
 - F5VC also hosts a YouTube channel, Pinterest and LinkedIn pages and manages the website and social media pages for the Partnership for Healthy Ventura County.
 - New website will be unveiled in early 2014.
 - Early Literacy Project - November
 - Many events are being planned for this year's fall campaign to promote reading to children.
 - In addition to Ventura NfL's StoryFest, Pleasant Valley NfL will hold their 4th annual World BookFest on November 2nd at the Camarillo Community Center.
 - Commissioners are invited to participate as volunteer readers.
 - Working with the Ventura County Library system and KBBY, First 5 staff join "Trick or Treat at the Mall" on Halloween, distributing treats such as Potter the Otter books, reading tips and library card registrations.
 - First 5 will be working with libraries throughout the county to encourage library card registration for families with young children and co-developing an "Abuela" storytime.
 - Through an "Early Literacy Challenge" on Facebook, families can commit to healthy reading practices and win free books.

- Neighborhoods for Learning.
 - Ventura NfL (see attached media)
 - Ventura NfL and the Ventura Educational Partnership held their 7th Annual StoryFest in October to promote literacy and family engagement.
 - Approximately 1,000 children and 1,500 family members participated in a variety of activities.
 - 50 community volunteer readers participated in storytelling.
 - 51 participants signed up for library cards.
 - 20 local community organizations were present with booths, including the City of Ventura and Ventura County Library.
 - Volunteers included 40 Ventura High School AVID students, High School Band members, and ASL interpreters from GLAD.
 - 1,270 free books were distributed.
- Countywide Strategies
 - Parent Navigation Support – Ventura County Public Health (VCPH)
 - VCPH health educators received over 240 referrals in FY 2012-13 for parent support related to concerns with their child’s development.
 - Referrals come primarily from developmental screenings held at NfLs and in the community.
 - Other significant referral sources are community professionals and agencies, i.e., WIC, Tri-County Regional Center/Early Start, physician offices, mental health clinicians, and preschools.
 - Primary areas of concern for referrals are communication delays, followed by concerns over behavior and social/emotional development.
 - Health educators work with parents to promote understanding of child development, recommend activities parents can do to support their child's development, and provide tools and resources to empower parents in navigating early intervention and special education services.
 - Obesity Prevention
 - Good for Kids Restaurant Program
 - West Ventura Program - second restaurant signed up to participate on Ventura Avenue as part of the HEAL Zone grant (Taqueria Tepatitlan).
 - Countywide Program - two previous partners, Winchester’s Grill and Giorgio’s Pizza, have been re-engaged and signed new agreements.
 - New restaurants are added to the F5VC website regularly.
- Results Based Accountability
 - GEMS users counties plan to release an RFQ to identify a software vendor who can implement a common data system for multiple First 5 counties.
 - GEMS counties are working collaboratively to reduce long-term costs and to develop a more user-friendly system.
 - Proposed RFQ will be released by Orange County Commission in November, with a final recommendation brought to each individual county Commission in December.

III. County, Regional and National Updates

- Local Planning Council Public Forum on QRIS
 - Public Forum on local Quality Rating and Improvement (QRIS) efforts hosted by the Local Planning Council in October.
 - Local, State and Federal updates were shared, followed by an orientation on local QRIS implementation efforts.
 - QRIS implementation partners from First 5 California's funded E4 Institute, WestEd, Program for Infant/Toddler Care, CSU Channel Islands, and Ventura College also shared highlights about the work in Ventura County.

- F5 Leadership Role in Partnership for Healthy Ventura County
 - Robin Godfrey, F5VC's Director of Communications, Education and Development, has been selected as the incoming co-chair for the Partnership for Healthy Ventura County.
 - Beginning in January, Robin will work alongside the existing Chair, a position she will then move into in 2015.
 - HVC (formerly ALEAN VC) is a countywide obesity collaborative with several hundred members, representing public agencies and nonprofits, individuals and businesses.

- Developmental Screening Collaborative – “Help Me Grow” Designation
 - Ventura County has been designated as an official Help Me Grow affiliate.
 - Following participation in a year-long technical assistance grant, Ventura County's Developmental Screening Collaborative successfully applied to become an official Help Me Grow affiliate.
 - Help Me Grow focuses on system reform and policy development to promote early identification of developmental concerns and connection to early intervention services.
 - Ventura County is the first of the technical assistance grant counties to become an affiliate and is only the 4th California county to gain this distinction.
 - Strengths of the Ventura County application included having key pieces already in place as well as having a collaborative of key stakeholders to drive implementation.
 - The Collaborative developed a work plan for the next 2 years which will focus on shared data collection and development of a centralized access point for services.

- VC Children's Oral Health Collaborative
 - Collaborative has released two requests for consultants to assist with defined scopes of work around access to oral health care and education.
 - One consultant is being sought to develop an asset mapping tool, a database of dental care providers and a system for referrals of children needing dental care.
 - A second consultant will assist the collaborative in identifying oral health resources for priority populations, “messengers” for target audiences, and to develop an implementation plan for education.
 - First 5 Ventura County has been an integral part of the Oral Health Collaborative, working with multiple county partners towards the vision that “all children in VC enjoy optimal oral health”.

- RTT-ELC supplemental grant award
 - Ventura County is eligible for a supplemental award of up to \$798,350 for the time period of July 1, 2013 through December 31, 2015.
 - F5VC and VCOE staff are currently assessing whether the minimum requirements of 36 additional sites can be met, with revised RTT-ELC Action Plans and budgets due to the CA Department of Education by December 2, 2013.
 - Supplemental RTT-ELC funding provided California with 75 percent of the amount requested in the original RTT-ELC application from 2011.
 - The majority of the supplemental award is slated to go to the 16 county consortiums to increase the number of sites participating in QRIS.

- 15th Anniversary of Proposition 10
 - 15th Anniversary campaign will celebrate California voters' passage of Proposition 10 in 1998 and the transformative effect on children's services in this state.
 - Campaign will also look ahead to the next 15 years, and seek to galvanize support for the work we do and the work yet to be done.
 - First 5 Association and local commissions will be reminding the public of this essential investment through print and online media, a dedicated web page, special events, legislative visits, video, film screenings and more.
 - A First 5 Association website highlights the 15th anniversary celebration (www.first5association.org/15years).
 - Locally, we will host our annual Business and Community Leader's breakfast with a screening and panel discussion of the new documentary "Raising of America".

- Legislative Updates
 - AB 290 (Alejo), Foundations for Healthy Nutrition in Child Care, signed into law.
 - AB 290 requires that the already mandated Preventive Health and Safety training for child care providers includes information about the importance of early childhood nutrition and the federal resources of Child and Adult Care Food Program (CACFP); implementation is effective January 1, 2016.

IV. Upcoming Events

- **First 5 Association of California Meeting**, October 23, 2013, 10:00 a.m. – 3:00 p.m., Burbank
- **First 5 California State Commission Meeting**, October 24, 2013, 10:00 a.m. – 3:00 p.m., Burbank
- **Ventura County Together Monthly Meeting**, November 4, 2013, 10:00 – 11:30 a.m., VCCF Non-Profit Center, 4001 Mission Oaks Blvd., Camarillo
- **Funders Forum, November 21, 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.)
- First 5 Standing Committees
 - **Administration/Finance Committee, November 1, 2013**, 9:30 – 11:30 a.m., F5VC offices