



2013-14 Community Report: A Year in Review

Investing in Our Youngest Children NOW...for Success in the Future



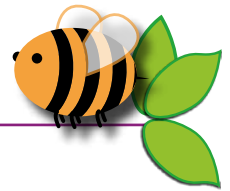
About First 5 Sacramento



Research shows that a child's brain develops more in the first five years than at any other time in their

life. Early experiences shape how the brain grows and develops influencing emotional, physical and intellectual growth. What parents and caregivers do during these years to support their child's growth will have a meaningful impact throughout life.

Based on this research, California voters passed Proposition 10, the California Children and Families Act in 1998, adding a tax on tobacco products to support programs for children ages 0-5 and their families. First 5 Sacramento funds community agencies to deliver prevention and early intervention services aimed at improving the health and well-being of children and their families.



Our Vision: Sacramento will have strong inclusive communities, safe and healthy families and valued children who can realize their potential and enjoy productive and fulfilling lives.

Our Mission: The First 5 Sacramento Commission is committed to supporting the healthy development of children prenatal through age five, the empowerment of families and the strengthening of communities.

First 5 Sacramento Commissioners and Alternates

Commissioners

Phil Serna, Chair
Dave Gordon
Jason Sample
Olivia Kasirye, M.D.
Scott Moak
Beth Hassett

Alternates

Roberta MacGlashan
Donna Sneeringer
Terrence Jones, D.D.S.
Kathy Kossick
Christina Elliott
Steve Wirtz



2013-14 Accomplishments



During Fiscal Year (FY) 2013-14, First 5 Sacramento Commission invested more than \$22 million into Sacramento County. This report summarizes the clients, services and related outcomes for programs funded by First 5 Sacramento.

Proposition 10 funds were allocated across six result areas – Health, Dental, Nutrition, Early Care, School Readiness and Effective Parenting to over 30 community-based and public agency providers. In FY 2013-14 these providers reported serving an aggregate of 70,441 children and parents/caregivers.

Health

First 5 Sacramento provides a foundation so children have access to and utilize routine medical care. Efforts included connecting children and their families to important preventative services to ensure they have a healthy start in life.

- Sacramento Covered provided culturally sensitive, multilingual application assistance to 557 children ages 0-5 to help them successfully enroll in and utilize health insurance and take advantage of available health and dental services.
- The Department of Health and Human Services Child Protective Services HEARTS for Kids program provided 675 children ages 0-5 with head-to-toe medical clearance exams. These exams documented the health status of children in protective custody; addressed health issues; documented suspected signs of abuse or neglect; and connected children to medical and dental homes. In addition, 426 children received home visits from a public health nurse for additional follow-up and support.

Reduction of African American Child Deaths

For 20 years, Sacramento County African American children have died at twice the rate of children of other races. In response to this disparity, First 5 Sacramento funded education campaigns and programs to provide information, services and support to the African American community. Launched in FY 2013-14, these pilot programs are aimed at improving pregnancy and birth outcomes, reducing infant sleep related deaths and reducing child abuse and neglect homicides.

- Runyon Saltzmann & Einhorn launched a perinatal education campaign and produced a website; radio and television ads; billboards; bus shelters; convenience store posters; digital ads; and a social media campaign targeted to African American women ages 18-35. These multi-media elements delivered 1,068,574 impressions.

- The California Black Health Network, WellSpace Health and Center for Community Health & Well-Being began to develop cultural brokers services to provide education and support to mothers, and connect them to important services such as prenatal care.

First 5 Sacramento expanded services at the Valley Hi and Meadowview Family Resource Centers and re-established the Arden Arcade Family Resource Center to provide families with parent education, crisis intervention and home visitation services.

Dental

First 5 Sacramento is committed to improving the oral health of young children through education, prevention, screenings, treatment and systems change. Services included mobile screening services; children's dental clinics; expansion of fluoridated drinking water; and efforts focused on increasing access to dental care for low-income children.

- The Sacramento County Water District completed their fluoridation project, and as a result, approximately two-thirds of Sacramento County's children now have access to fluoridated drinking water.
- The 5 Children's Dental Clinics provided 11,404 screening services and 12,849 preventative and restorative services.
- Smile Keepers mobile dental services provided screenings and fluoride varnishes to 7,107 children.

Nutrition

Women, Infants, and Children (WIC) lactation support services provided mothers with assistance and advice to improve successful breastfeeding and increase duration rates.

- The Community Lactation Assistance Program served 4,971 mothers. During that time, approximately 21.7% of six-month old infants on WIC were exclusively breastfed. This percentage is higher than the national six-month exclusive breastfeeding rate of 16.4%, but was still below the California rate of 27.4%.



Early Care

First 5 Sacramento funds early care services designed to improve the quality of child care in Sacramento County. Child Action, Inc., through the Quality Child Care Collaborative (QCCC) and Sacramento County Office of Education (SCOE), via the Preschool Bridging Model Plus (PBM Plus) provided technical assistance to early care providers with a focus on professional development and improving the quality of child care environments.

- Through the QCCC, Child Action, Inc., provided services that impacted 132 child care programs serving 4,267 children. The QCCC, (a multidisciplinary consultation team of health, mental health, special education and child development specialists) provided on-going consultation, technical assistance and training to child care providers.
- PBM Plus served 120 providers reaching 1,558 children in Sacramento County. Services included workforce and professional development and trainings; resources to improve the quality of child care; and eye and vision screenings at child care sites.

School Readiness

School Readiness services provided children ages 0-5, their parents, teachers and primary caregivers a wide range of services to help ensure children are ready for kindergarten; schools are ready for children; and families and communities understand how to support early learning and development.

- 9 school districts provided services at 35 schools serving 5,260 children and 5,085 parents/caregivers.
- A study conducted by Applied Survey Research used a School Readiness Assessment tool to measure the readiness of 1,540 children entering kindergarten, and included feedback from 69 kindergarten teachers and 1,067 parents. The results of the study demonstrated that children engaged in First 5 Sacramento supported preschool arrived at kindergarten significantly better prepared than other children.

Effective Parenting

Effective Parenting services provided family support and parent education services to help families learn about child development and effective parenting strategies. Services were offered through the Birth & Beyond Program at 9 Family Resource Centers located in low income communities and to the Sacramento Children's Home Crisis Nurseries.

- The Birth & Beyond Program provided services to 5,235 children and 8,152 parents/caregivers through parenting education, crisis intervention and home visitation programs. 211 children and 254 parents were served at the new Arden Arcade Family Resource Center.
- The Crisis Nurseries, North and South, provided respite care to 570 children and 403 families.



What's Next for First 5 Sacramento?

First 5 Sacramento's three-year Strategic Plan Funding Cycle begins on July 1, 2015 and runs through June 30, 2018. Approximately \$69.7 million will be invested in the following Priority Areas:

Health

- Access to health and dental services
- Children's Dental Clinic (Galt)
- Support services for pregnant moms
- Education for prenatal care and infant safe sleeping
- Breastfeeding support
- Advocacy on obesity prevention

Early Care and Development

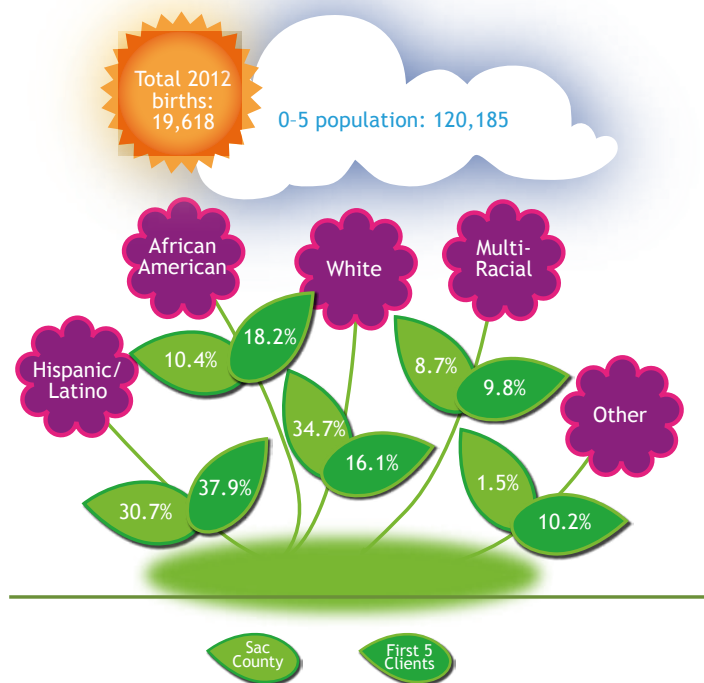
- Technical assistance and training for child care providers to increase the quality of care .
- Advocacy on accessibility to affordable quality child care .
- Programs to help children become ready for kindergarten, such as: pre-school; transitional summer camps; play groups; parent education workshops; comprehensive health and developmental screenings; and referrals to services .

Empowered Families

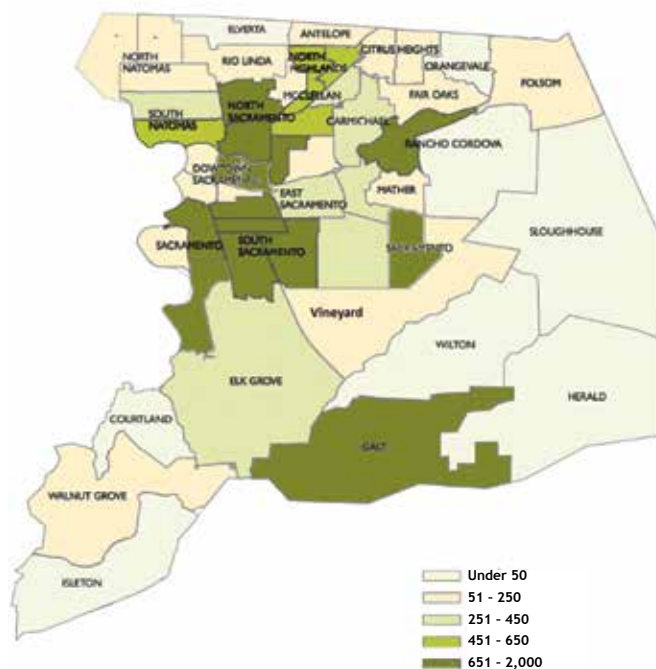
- 9 Family Resource Centers
- Parent education classes and workshops
- Safe and emergency child care
- Parent support during times of crisis
- Resources and referrals to services
- Community Building Mini-Grants



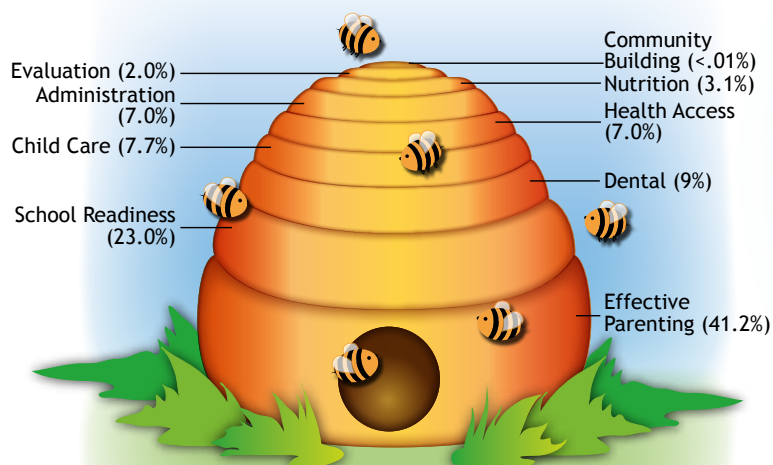
Sacramento County Children Ages 0-5 Ethnicity of Children



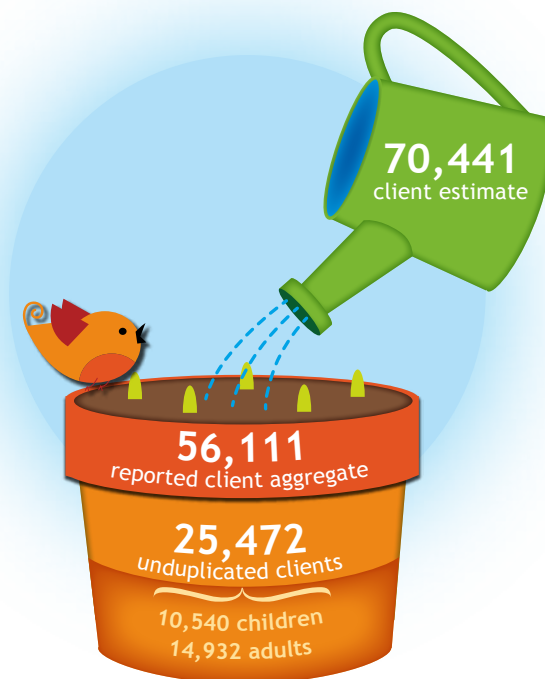
Families by Geographic Location



Program Expenses Fiscal Year 2013-14



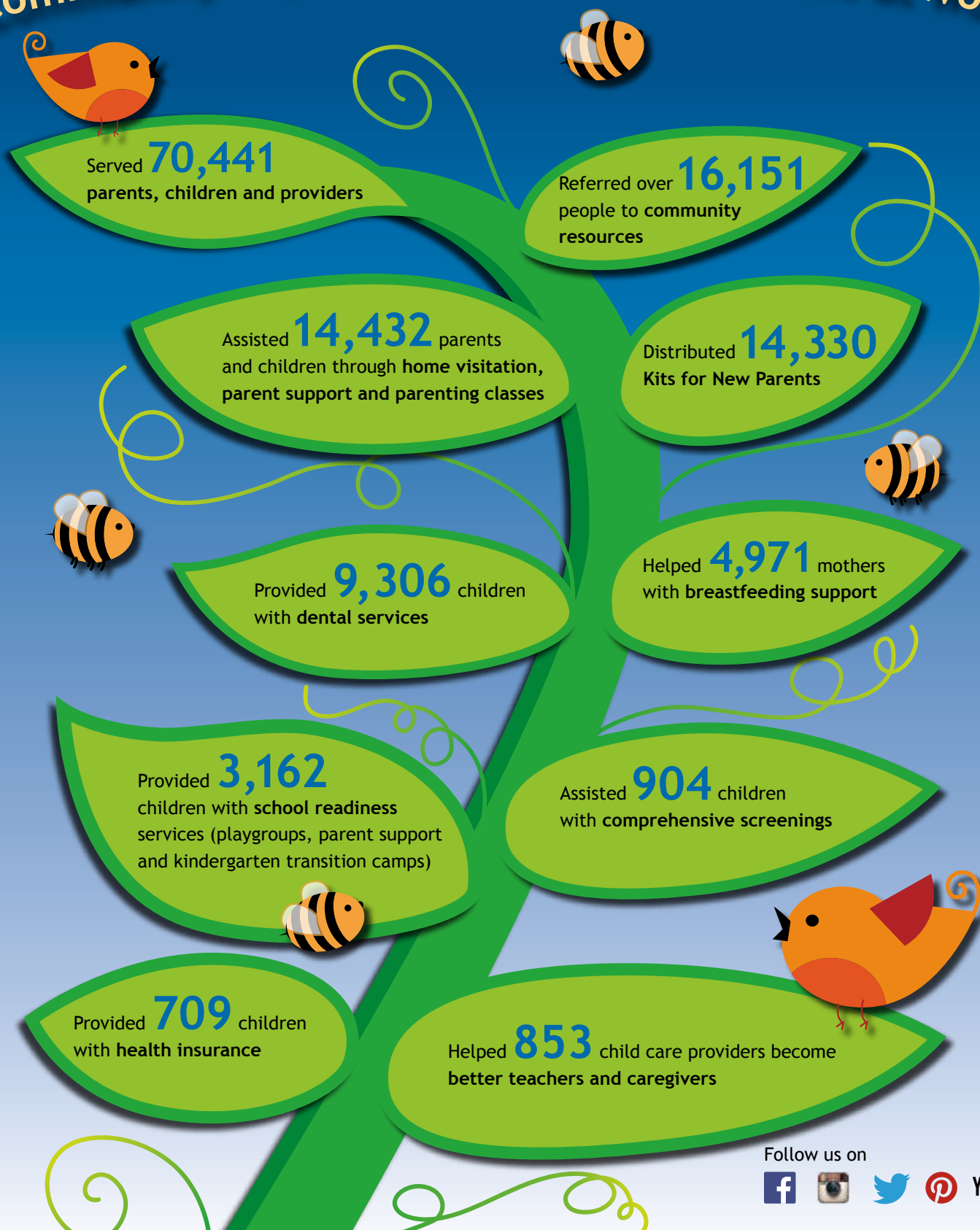
Children and Parents Served





First 5 Sacramento invested more than **\$22 million** from July 2013 through June 2014 in prevention and early intervention programs for children ages 0-5 and their parents.

Community Impact: Proposition 10 Dollars at Work



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