AGENDA

COMMISSION MEETING

Thursday, March 13, 2008
1:30 p.m. – 4:30 p.m.

Multi-Purpose Room

First 5 LA
750 N. Alameda Street
Los Angeles, CA 90012

COMMISSIONERS
Los Angeles County Supervisor
Yvonne Burke
Chair

Jonathan E. Fielding, M.D., M.P.H.
Vice Chair

Nancy Au
Jane Boeckmann

Neal Kaufman, M.D., M.P.H.
Marvin J. Southard, D.S.W.

Evangelina R. Stockwell, Ed.D.
Corina Villaraigosa
Carolyn R. Wilder

EX OFFICIO MEMBERS
Jacquelyn McCroskey, D.S.W.

Connie Russell
Deanne Tilton
Harriette F. Williams, Ed.D.

EXECUTIVE DIRECTOR
Evelyn V. Martinez

750 N. Alameda Street
Suite 300
Los Angeles, CA 90012
PH: 213.482.5902
FAX: 213.482.5903
www.first5la.org
contact@first5la.org

Item 1 Call to Order / Roll Call
ACTION

CONSENT CALENDAR: (Items 2-3)

Item 2 Approval of Commission Meeting Minutes
ACTION
  • Thursday, January 10, 2008
    • Yvonne Burke

Item 3 Approval of Monthly Financials
ACTION
  • December, 2007
  • January, 2008
    • Anthony Bellanca

COMMISSION: (Items 4 - 9)

Item 4 Announcements by the Commission Chair
INFORMATION
  • Yvonne Burke

Item 5 Executive Director’s Report
INFORMATION
  • Evelyn V. Martinez

Item 6 UPDATE: Los Angeles Universal Preschool (LAUP)
INFORMATION
  • Yolanda Bosch

Item 7 UPDATE: Legislative Update
INFORMATION
  • Carol Baker

Item 8 UPDATE: Early Developmental Screening and Early Intervention Initiative (EDSI)
INFORMATION
  • Teresa Nuno

Item 9 Public Comment
INFORMATION

A public entity.
Item 1

Call to Order / Roll Call
Item 2

Approval of
Commission Meeting Minutes

January 10, 2008
COMMISSIONERS PRESENT:

Commissioners:
Nancy Au
Jane Boeckmann
Yvonne Burke (Chair)
Jonathan Fielding (Vice Chair)
Neal Kaufman
Evangelina Stockwell
Corina Villaraigosa (Arrived @ 1:50 pm)
Carolyn Wilder

Ex-Officio Commissioners:
Jacquelyn McCroskey (Left @ 2:55 pm)
Deanne Tilton
Harriette Williams

COMMISSIONERS ABSENT:

Commissioners:
Marv Southard (Excused)
William Arroyo (Alternate) [Excused]

STAFF PRESENT:
Evelyn V. Martinez, Executive Director
Carol Baker, Director of Public Affairs
Anthony Bellanca, Finance Director
Yolanda Bosch, Director of Grants Management & Legal Compliance
Armando Jimenez, Director of Research & Evaluation
Teresa Nuno, Director of Planning & Development
Maria Romero, Executive Assistant

LEGAL COUNSEL:
Craig Steele, Attorney-at-Law

CALL TO ORDER / ROLL CALL:
(As sitting Vice Chair, Commissioner Fielding called the meeting to order and proceeded with the election of the Commission Chair for 2008).

1. Vice Chair Fielding called the meeting to order at 1:38 pm.

2. Election of Commission Chair – 2008

Nominations for the position of Commission Chair were opened. Supervisor Yvonne Burke was nominated. There were no other nominations.

M/S (Jonathan Fielding / Carolyn Wilder) APPROVED AS RECOMMENDED

Supervisor Burke was congratulated on her election as Commission Chair and assumed leadership of the meeting.
3. Election of Commission Vice Chair – 2008

Nominations for the position of Commission Vice Chair were opened. Commissioner Jonathan Fielding was nominated. There were no other nominations.

M/S (Yvonne Burke / Carolyn Wilder) APPROVED AS RECOMMENDED

Commissioner Fielding was congratulated on his re-election as Commission Vice Chair for a second term in 2008.

4. Announcements by the Commission Chair

RECEIVED

CONSENT CALENDAR: (Items 4 – 5)

5. Approval of Commission Meeting Minutes - Thursday, November 8, 2007

M/S (Jonathan Fielding / Nancy Au) APPROVED AS RECOMMENDED

Approval of Commission Meeting Minutes - Wednesday, November 28, 2007

The minutes of November 28, 2007 were amended to reflect the attendance and participation of Cynthia Harding, who attended in lieu of Commissioner Fielding and is the designated alternate.

M/S (Jonathan Fielding / Nancy Au) APPROVED AS AMENDED

6. Approval of Monthly Financials – October, 2007

M/S (Jonathan Fielding / Nancy Au) APPROVED AS RECOMMENDED

Approval of Monthly Financials – October, 2007

M/S (Jonathan Fielding / Nancy Au) APPROVED AS RECOMMENDED

COMMISSION: (Items 7 - 9)

7. Executive Director’s Report

RECEIVED AND FILED

In addition to the written report, Executive Director Martinez reported on the following Commission-related issues:

- **Literacy Campaign:** The campaign “Read Early, Read Aloud” that was launched last November garnered a lot of media attention reached an audience of over 10 million people. Coverage of this campaign ranged from the San Fernando Valley to Long Beach, including advertisements in La Opinion, one of our partners in the campaign.
Secure and Affordable Healthcare Act of 2008: Governor Schwarzenegar and Assembly Speaker Fabian Núñez have co-authored this legislation which is the funding mechanism for the Governor's health care reform plan. The healthcare plan would insure 5.1 million people in Californian at a cost of $14.4 billion. This cost would be paid through a $1.75 per pack increase in tobacco tax, and fees imposed on hospitals and employers. The plan is scheduled to be heard on the Senate Health Committee on January 16th. This legislation faces opposition, most notably from Senate Majority Leader Don Perata. However, both the Governor and the Assembly Speaker are being persistent and there is a reasonably good chance that the plan will pass the legislature and that this financing mechanism will be on the November ballot. An increased tobacco tax will likely result in a drop in sales and reduced revenues for Proposition 10 Commission and related programs. The plan would be partially financed by Healthy Kids funds, resulting in a loss of this revenue for First 5 LA. However, should this legislation pass, the State would assume responsibility for providing coverage for uninsured children ages 0-5 years. The Governor's Office and the First 5 Association reached agreement to include Proposition 10 in a backfill for the loss of the tobacco tax increase. The proposed ballot initiative would provide a backfill to Proposition 10 funding. The Board of Equalization would develop a formula for this backfill within 18 months of the imposition of the new tax.

Cal CARE: Last fall, Senate Republicans introduced a healthcare package, known as Cal CARE. One of the bills included in the healthcare package, and introduced by Senator Cox, would have had the net result of diverting funds from the County First 5 Commissions and exclusively allocating this funding for children's health care. This bill currently sits in the Senate Health Committee and has not been scheduled for a hearing. The Senate Republicans had intended the funding mechanism for Cal CARE to be included on the November 2009 ballot; however, due to a lack of interest by the public and a lack of progress on their bills, this seems unlikely.

SJR 11: This is a resolution supported by the County First 5 Commissions, which urges the President and Congress to enact legislation to ensure the continuation of funding for the National Children's Study, passed unanimously and was adopted by the legislature. The National Children's Study is a long-term observation of children's health as impacted by genetics and environmental conditions.

8. Approval of the Full Cycle 2 School Readiness Initiative Funding (Option 1) For an Amount Not-to-Exceed $42 Million

Before staff began their presentation on Option 1, Chair Burke asked if the Commissioners had any questions on Option 2. Commissioners did not have any questions and staff proceeded with their presentation and recommendation of Option 1.

In 2001, as part of its Cycle 1 School Readiness Initiative (SRI) partnership with First 5 California, First 5 LA allocated $67 million to fund School Readiness Programs throughout Los Angeles County. SRI engages families, community members, and educators in a holistic approach towards preparing children ages 0-5 for kindergarten. In developing the initiative, First 5 California adopted the National Education Goals Panel definition of school readiness: (1) children ready for school; (2) schools ready for children; (3) family and community supports; and (4) services that contribute to children's academic success. SRI focuses on communities with the lowest performing schools (e.g., deciles 1, 2 and 3 – out of 10) as measured by the Academic Performance Index (API).
First 5 LA’s initial allocation of Cycle 1 funds provided financial resources to support 42 SR Programs serving 53 high need communities. Cycle 1 funds were originally disbursed through an open Request For Proposals (RFP) process which resulted in 17 of the 42 SR Programs being funded. In 2003, First 5 LA approved an alternative funding approach in which communities were selected to participate in the initiative and received extensive technical assistance provided by First 5 LA staff and consultants in order to develop their SRI proposals. This targeted approach resulted in the remaining 25 SR Programs being funded. Communities were selected to participate in the targeted approach based on the following indicators:

- Number of children ages 0-5;
- Number of children ages 0-5 below 200% of poverty;
- Number of births with late or no prenatal care;
- Number of low birth weight births;
- Number of kindergarten students in low performing schools; and
- Number of births to mothers with less than a high school education.

In 2005, First 5 California announced its commitment of Cycle 2 funding totaling $200 million to continue supporting 206 SR Programs throughout the state for an additional four years. First 5 LA’s Cycle 2 funding allocation from First 5 California is $67 million which equals the amount of funding that was provided during Cycle 1. In order to ensure that Los Angeles County SR Programs did not experience a gap in funding between Cycles 1 and 2, First 5 LA submitted Cycle 2 funding applications to First 5 California in January 2007. All 42 SR Program applications were subsequently approved by the State Commission.

In addition to providing funding for program implementation, First 5 California provides First 5 LA with an annual allocation of coordination funds in the amount of $340,000 for a total of $1.36 million over four years. First 5 LA uses these coordination funds for staff expenses related to the following: completing program accountability activities (e.g., adherence to First 5 California and SR Program RFP policies, timely and accurate reporting, etc.), reviewing progress and evaluation reports, performing site visits and observing program implementation, reviewing budgets and expenditures, preparing First 5 California annual and fiscal reports, identifying areas for program/initiative improvement, highlighting best and promising practices, and sharing critical challenges and successes with First 5 California.

In order to receive Cycle 2 funding, all SR Programs met the following criteria: (1) maintenance of Cycle 1 levels of service; (2) implementation Evidence-based and/or Promising Practices; (3) local cash match requirements; (4) collaboration with other County and State First 5 programs and projects; and (5) participation in statewide evaluation activities. First 5 LA’s failure to adhere to all five funding requirements would mean a loss of millions in state funds for Los Angeles County.

Beginning in September 2007, First 5 LA implemented a special series of the Sustainability Project tailored specifically for SRI grantees. The Sustainability Project supports agencies in developing and implementing plans to sustain outcomes for children ages 0-5 in Los Angeles County. Through a structured eight-month, team-based curriculum, agencies strategically plan how to build their internal capacity to pursue and secure resources that will address their long-term needs. Twenty-one (21) SRI grantees, representing 30 SR Programs are currently participating in the project. Each agency has brought together two- to four-member sustainability teams which may include the executive director, superintendent or assistant superintendent, school principal, finance officer, program director, development director and board members. Throughout the process teams identify not only critical financial needs, but
also essential political, technical and administrative resources required to achieve long-term sustainability. The series will culminate with a Resource Forum in April 2008 bringing together SR Programs and representatives from local private and corporate foundations, corporations, county offices and other nonprofit agencies. During the forum, SRI teams will present their sustainability plans and receive feedback from the panelists.

First 5 LA's Commission evaluation shifted to concentrate on the effects of the initiative on children, families, organizations, and schools in Los Angeles County in July 2006. It also highlighted lessons learned from the initiative that will inform other First 5 LA efforts with similar funding and implementation strategies as the School Readiness Initiative.

The purpose of the evaluation was to provide outcome data on key components of the initiative and to answer the following questions:

1. How has the School Readiness Initiative been implemented in Los Angeles County?
   a. Who participated in SR Programs and which communities were served?
2. What are outcomes for children participating in School Readiness Initiative programs?
3. What are outcomes for parents and families participating in School Readiness Initiative programs?
4. How have schools been prepared for children entering school and their families?
5. What systems of care have been developed and/or cultivated to support children's readiness for school?
   a. What are similarities and differences between school-led and community-led SR Programs?
   b. What has been learned about collaboration and coordination?

Children and parents participating in SR Programs have demonstrated some statistically significant changes in their knowledge, skills and abilities during their participation in the School Readiness Initiative. Parenting practices and behaviors have changed, generally, in a positive direction based on the Time 1 and Time 2 survey conducted by the American Institutes for Research (AIR). Additionally, grantee program evaluations support some of the findings of the parent survey. Qualitatively, some parents expressed that they have more of a voice in the school and community which provides an opportunity for them to advocate for their children.

In examining schools' readiness for children and their families, there are activities the CBO-led and school-led programs have employed to provide a smooth transition of children and their families from early care settings to school. Evaluation of these types of efforts could be more systematic and deliberate so that key stakeholders are more aware of what strategies tend to be most effective.

SRI funds more programs than any other First 5 LA initiative. Over the past five years, SR Programs have solidified critical community partnerships between families, schools and community-based agencies. In many instances such partnerships did not exist in these communities prior to the implementation of SRI. Continuation of SRI funding will provide an opportunity for First 5 LA to leverage over $85 million dollars in First 5 California and local grantee funds for Los Angeles County. Conversely, discontinuing funding will result in:

- An abrupt disruption of school readiness services in 53 of the county's communities of highest need.
• A lack of coordinated services to over 29,000 children ages 0-5 and their families annually, since SRI funding has often served as the “glue” for collaborative approaches.
• An elimination of a platform for collaborating with other First 5 LA efforts such as Best Start, Family Literacy, etc.

Staff recommends that the School Readiness Initiative be fully funded for the remaining three years of Cycle 2, as presented in Option 1. This recommendation is based on factors related to a thorough analysis of the initiative that was conducted over the past year which included the following factors:

• Evaluation results that demonstrate SRI’s achievement of positive outcomes among children and families participating in SR programs;
• The potential for SRI to serve as a platform for launching future Commission efforts such as Best Start (Prenatal Through Three);
• SRI’s alignment with the Next Five Strategic Plan, as well as the Commission’s recently adopted Policy Agenda; and
• The extensive leveraging opportunity the initiative provides First 5 LA.

Commissioner McCroskey commented that she believed in the continued funding of the School Readiness Initiative.

Commissioner Stockwell publicly thanked the parent who wrote the letter of support to each of the Commissioners. Commissioner Stockwell commented that she was supportive of refunding the initiative based on the staff recommendation.

Commissioner Williams commended the evaluators of this initiative and stressed the need to focus on a longitudinal study.

Commissioner Au commented that she was supportive of refunding the School Readiness Initiative based on the staff recommendation.

Commissioner Villaraigosa commented that having educated parents typically translates to also having their children educated.

Commissioner Kaufman commented that he was worried that the School Readiness Initiative would not exist in three to five years as there will not be sufficient funding based on revenue projections. Furthermore, Commissioner Kaufman commented that he did not understand the cost per child. In his view, if this information was not clear, then a policy evaluation could not be done.

Commissioner Kaufman proposed the following amendment to the motion:

The funding of school districts should be done within 90 days after the review of their leveraging proposals.

The amendment was seconded by Commissioner Fielding to begin discussion.

Commissioner Fielding commented that he would like to see a cost per family analysis. He found it absolutely shocking that a recommendation would be made by staff without any cost-effectiveness information as part of the recommendation. While Commissioner Fielding commended the providers, he did express his concern about the scalability of this initiative.
Commissioner McCroskey suggested that a special meeting of SRI Commissioner Liaisons and grantees be scheduled to hear directly from those individuals providing the services.

Commissioner Williams commented that a lot of time and effort had been put into the staff report and recommendation. Commissioner Williams also commented that she was bothered by amendments being made at the last minute at the Commission meeting. Commissioner Williams commented that there is a systematic process and it should be followed. The materials that were received ahead of time had a specific recommendation; and, this is the issue that should be voted on by the full Commission.

The proposed amendment to the motion was rescinded and a vote was taken on the proposed staff recommendation.

M/S (Corina Villaraigosa / Nancy Au) APPROVED AS RECOMMENDED

9. Public Comment

Tricia Bowers, LAUSD – “Ready for School”
Richard Cohen, Westside Children’s Center
Julie Castillo, Parent
Cindy Diaz, Van Nuys Communti Adult School
Laura Diaz, Hope Street Family Center
Peggy Funkhouser, Urban Education Partnership
Magdalena Garcia, Human Services Association – Pasitos
Deborah Hayee, LAUSD – Hyde Park “Ready for School”
Luis Hernandez, Human Services Association
Paula Kaplan, Vista Del Mar
Jim Managia, St. John’s Well Child Family Center
Bruce McDaniel, Lennox School District
Alex Morales, Children’s Bureau
Jennifer Pavelka, PAC/LAC
William Turner, Urban Education

ADJOURNMENT

The meeting adjourned at 4:31 pm.

The next regularly scheduled Commission meeting will be on:

February 14, 2008 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA 90012

Meeting minutes recorded by Maria Romero.
Item 3

Approval of Monthly Financials

December, 2007
January, 2008
Los Angeles County Children and Families First -
Proposition 10 Commission
Statement of Net Assets
December 31, 2007

Assets

Current Assets:
Cash 7,846,782
Cash- Morlin Mgmt Corp 26,950
Investment:
   Operating and Allocated funds * 858,029,622
Interest Receivable 1,220,503
Total current assets 867,123,857

Fixed Assets:
   Building - Net 13,036,352
   Furniture & Equipment - Net 515,215
Total fixed assets 13,551,567

Total Assets $880,675,424

Liabilities and Net Assets

Current liabilities:
   Deferred Revenue 1,782,280
   Other liabilities 8,092
Total current liabilities 1,790,373

Net Assets:
   Investment in capital assets 13,551,567
   Restricted 863,198,896
   Unreserved 2,134,588
Total net assets 878,885,051

Total Liabilities and Net Assets $880,675,424

* Operating and Allocated funds - Included within this investment account is approximately $11.3 million intended for operating expenses for the next 12 months.
Los Angeles County Children and Families First - Proposition 10 Commission
Statement of Net Assets
January 31, 2008

Assets

Current Assets:
Cash 3,808,236
Cash- Morlin Mgmt Corp 26,950
Investment:
Operating and Allocated funds * 862,899,046
Total current assets 866,734,232

Fixed Assets:
Building - Net 13,036,352
Furniture & Equipment - Net 515,215
Total fixed assets 13,551,567

Total Assets $880,285,799

Liabilities and Net Assets

Current liabilities:
Deferred Revenue 1,782,280
Other liabilities 5,163
Total current liabilities 1,787,444

Net Assets:
Investment in capital assets 13,551,567
Restricted 862,656,008
Unreserved 2,290,781
Total net assets 878,498,356

Total Liabilities and Net Assets $880,285,799

* Operating and Allocated funds - Included within this investment account is approximately $11.3 million intended for operating expenses for the next 12 months.
Item 4

Announcements by
the Commission Chair
Item 5

Executive Director's Report
Memo

To:        Board of Commissioners
From:      Evelyn V. Martinez, Executive Director
Date:      March 13, 2008
Subject:   EXECUTIVE DIRECTOR’S REPORT

I. STRATEGIC PLAN 2009-2014

First 5 LA staff is conducting activities for our upcoming Strategic Plan for the years 2009-2014. At the January 17th Joint Planning Committee meeting (JPCM), staff presented the proposed Strategic Plan process – this included the design for Commissioner and public engagement as well as the timeline for this process. At this time, the consultant team of Cecilia Sandoval, Gina Airey, Marge Nichols and Eric Wat was also introduced.

The presentation provided examples of key strategic planning issues that could be addressed during this process including some of the most recent board policy decisions critical to this plan. These were developed by staff, initial Commissioner input and the consultant team. Commissioners Au, Kaufman, McCroskey, Williams and alternate Cynthia Harding who were present at the meeting offered additional feedback and stressed the importance of including in strategic planning discussions on the role of the Commission in the areas of sustainability, scalability and accountability. As a result of this meeting, the consultant team asked that all Commissioners provide suggestions to inform the thematic content of the interview protocols to be used in the Director and Commissioner focus group and one-on-one interviews. These will be convened by the Consultant team over the next two weeks.

II. ORAL HEALTH AND NUTRITION INITIATIVE

On February 21st, P&D staff presented a summary of the Commission’s oral health projects to a group of community based organizations at the Maternal and Child Health Access monthly meeting. More than 30 representatives from various community-based organizations were in attendance. Participants engaged in an open conversation about the needs for dental care and oral health instruction for expectant mothers and children; of special interest to those in attendance was the Commission’s Oral Health Community Development project and how important it is to provide fluoridated water to the communities served by these organizations in order to prevent dental caries. A major point was made on the need to address community outreach and education on oral health overall.
III. ORAL HEALTH COMMUNITY DEVELOPMENT PROJECT

Per a board directive, First 5 LA released a Request for Qualifications (RFQ) for the Oral Health Community Development (OHCD) Project to prospective water system design expert(s) on January 25, 2008. First 5 LA seeks a qualified water system design expert(s) to assist staff in the OHCD proposal review and project implementation process. Proposals are due March 7, 2008. Funding for the water system design expert(s) will begin June 2008.

First 5 LA also launched its second funding cycle and released a Request for Proposals (RFP) to prospective water agencies on January 31, 2008. First 5 LA is reaching out to eligible water agencies interested in implementing an OHCD Project. Information meetings regarding the OHCD Project were held in February 2008. Proposals are due April 17, 2008. OHCD funding to water agency(ies) will begin in September 2008.

In response to a request by the Chair (Supervisor Zev Yaroslavsky), the $20 Million OHCD Project was approved by the board in September 2007. Subsequently, the board directed staff to develop a project and establish an allocation that would invest in preventive early childhood oral health measures through community water fluoridation infrastructure and related public education. The Project will allow communities in Los Angeles County to fluoridate their water supply to an optimally fluoridated level to prevent tooth decay, especially in young children. The OHCD Project will supplement existing fluoridation efforts of the Metropolitan Water District (MWD) by helping cities throughout Los Angeles County achieve optimally fluoridated water levels. As such, priority will be given to agencies blending its water with MWD water. Commissioners Jonathan Fielding and Jane Bocockmann are the board liaisons to this project.

In support of First 5 LA’s efforts to effectively integrate its initiatives and to build off of the infrastructure established through previous Commission investments, funding priority for this Project will be given to water agencies proposing to provide optimally fluoridated water through this Project to the Commission’s Priority Areas. First 5 LA Priority Areas are: Baldwin Park, Bell, El Monte, Hawthorne, Huntington Park, Lancaster, La Puente, Lynwood, Panorama City, South Gate, South LA, and Long Beach.

IV. CHILD WELFARE DENTAL SUMMIT

February was National Children’s Oral Health Month and staff was invited to the Child Welfare Dental Summit organized by the office of Supervisor Antonovich. On behalf of the Commission, Cynthia Harding presented our efforts on Oral Health and shared some information about the projects being carried out by the Commission to address oral health needs in children. During the event statistical information about child welfare services was shared, Dr. Harold Slavkin, Dean of the USC School of Dentistry, addressed the needs for early prevention of dental disease, making special emphasis on the 0 thru 5 population. After the presentation approximately 70 participants engaged in an open discussion about oral health needs and some attendees suggested that every preschool funded by First 5 should have a dental component.

V. LOS ANGELES COUNTY CHILDREN’S PLANNING COUNCIL (CPC)

In December of 2007, CPC completed a three month planning period which brought together CPC and First 5 LA staff, the SPA/AIC Council members, and community stakeholders to develop a four-year comprehensive Scope of Work (SOW) which expanded upon the agreements from the 2007-2011 strategic partnership that commenced on October 1, 2007. Key deliverables of this SOW include a sustainability plan, standardized policies and procedures for all SPA/AIC Councils, training and technical assistance plan to support capacity building efforts, and an evaluation plan.
VI. COMMUNITY OPPORTUNITIES FUND (COF)

First 5 LA is nearing the selection of grantees for the COF’s first cycle. The COF, reflecting support and assistance in planning by Commissioners Kauffman, Au, Williams, and McCroskey, presents a new funding mechanism utilizing a responsive grantmaking approach. The fund provides $13 million across four funding cycles ($3.25 million per cycle) to support organizational capacity building and policy and advocacy activities that will lead to sustainable outcomes in the following Funding Priority areas: supportive parents and caregivers, good health (including oral health, nutrition, and physical activity), and prevention of unintentional injuries.

The application process began with submissions of Letters of Intent (LOI) in September 2007. Of the 117 organizations that provided LOIs, 36 were selected for proposal consideration in November 2007. The proposal narratives were reviewed in January and February by external reviewers selected from the philanthropic, nonprofit, and public sectors, while staff evaluated the required appended documents, including review of financial statements. Staff have since conducted site visits of the applicant agencies, and are finalizing recommendations to be presented at the April 2008 Commission meeting. Based on the funding distribution outlined within the Implementation Plan, it is anticipated that 11 capacity building and 3 policy and advocacy projects will be recommended.

VII. “THEY DO WHAT YOU DO” PUBLIC EDUCATION CAMPAIGN

The 2006 First 5 LA “They Do What You Do” Public Education campaign was a $1.4 million investment to increase the awareness within First 5 LA’s target market of the importance of parental behavior. The campaign focused on good nutrition and dental health, and informed parents that they could receive referral and other information at 888-First5-LA. This Telly and MarCom Creative award-winning campaign resonated with the First 5 LA family of grantees, Commissioners, child advocates, and most of all, families.

In July, the Commission approved a two-year marketing budget and public education plan that would, in part, build on this public education campaign. In the coming weeks, First 5 LA will relaunch the “They Do What You Do” campaign to continue to inform and educate our target market on how to be a positive role model for the children in their lives. This year’s campaign will be mounted through a wide range of traditional and non-traditional channels.

All media outlets will be providing First 5 LA with “added value” to our media buys. Some of these will include additional airings at no cost, promotion of First 5 LA on the outlet’s Web site, and editorial spots in print and on news and informational programs.

The television campaign will utilize the PSAs created for the last campaign, and will focus on Hispanic television stations. The radio campaign will include airtime on stations with largely Hispanic or African-American listeners. The print campaign includes ads in Hispanic, African-American and Asia-focused publications. In addition, the campaign will take our message directly to the streets where our audience lives by utilizing outdoor media such as bus and park benches along with placed-based banners in supermarkets.

To build on the public’s awareness of First 5 LA generated by the rollout of this campaign, First 5 LA will also be launching two additional marketing efforts. To increase parental awareness of the 888-First5-LA helpline, we will be distributing 150,000 of our 888-First5-LA promotional “bucksips” in the 100 WIC centers in L.A. County. And to help parents raise children who are safe, health, and ready to learn, we will be launching our new Ready Set Grow! parent guide, with distribution through our grantees and the WIC centers.
VIII. FIRST 5 SOUTHERN CALIFORNIA ALLIANCE FOR LEARNING AND RESULTS (SCALAR) EVALUATION PROJECT DESCRIPTION

The eight Southern California Region First 5 Commissions are partnering to summarize their collective evaluation results across the region. These Commissions have formed an evaluation workgroup known as the First 5 SCALAR (Southern California Alliance for Learning and Results).

The overarching goal of the group is to collect, analyze, manage and communicate results from the Southern California Regional Commissions, allowing both the accountability and learning functions of evaluation to be fulfilled.

The results of the group’s work will be a centralized repository of regional evaluation findings, well-documented analyses of those documents and relevant research, and effective and responsive dissemination of the lessons learned. The overall purposes of the SCALAR are to provide a greatly enhanced understanding of the efforts of First 5 Commissions throughout the region.

The first major step toward achieving the SCALAR’s goals was the release of an RFQ last week seeking applications from individuals or groups wanting to serve as consultants on the project. Specifically, they will be applying for Phase 1 (of two), which will result in the creation of a central repository of evaluation findings from across the region and a greatly increased understanding of what our cumulative work has revealed about regional Commissions’ efforts. The RFQ is currently posted on all of the regional First 5 Commission websites.

In the near future, regional Commissions will be contributing a total of $180,000 toward the SCALAR’s work - $25,000 of which will come from Los Angeles. In addition, $36,000 of State Technical Assistance funds will be directed toward the effort, bringing the total budget to $216,000. Accompanying each Commission’s contributed funds will be a letter of commitment to the project. Riverside will be serving as the fiscal agent for First 5 funds for the duration of the project, San Bernardino will administer the TA funds, and Los Angeles will provide staffing as needed for various tasks throughout the project – such as drafting and releasing RFQs or any other key documents.

The workgroup will use panels of individuals drawn from regional Commissions to review applications, conduct applicant interviews, and negotiate the selected consultants’ final contract. At present, the contract is to cover a 13-month period, but extension is an option. Since Riverside will be administering the combined First 5 funds, the consultant contract will reside with them. As such, the final, signed contract must be approved by First 5 Riverside’s Board at their May meeting, allowing the consultants’ work on the project to begin.

IX. LEGISLATION IMPACTING MAA/TCM PROGRAMS OF FIRST 5 COMMISSIONS

The State Department of Health Care Services (DHCS) issued a draft policy letter making changes in the TCM program that could have an adverse effect on the use of First 5 funds from independent Commissions.

The draft policy letter resulted from audits that have led DHCS to believe some of the TCM claims for reimbursement were not correctly being done. The audits do not involve First 5 funded programs. However, in the process of conducting the audits, DHCS discovered a technical problem. Since its inception, State TCM law has stated that local government agencies (LGAs), which are the only agencies permitted to send claims to the state for reimbursement for TCM
services, may contract only with "non-public entities" for those services. That means that TCM services funded by independent First 5 Commissions, those Commissions not established as a department within the County structure, cannot be reimbursed through the TCM claiming process. This also impacts MAA in exactly the same way because the language is identical in the State MAA statute. As of right now, DHCS is looking only at TCM, but if legislation is drafted to address the TCM problem, it will most likely also address the MAA problem as well. The First 5 Association is currently working on proposed bill language to address immediate issue to allow independent First 5 Commissions to participate in the program.

If the proposed bill language is not approved, First 5 LA would be negatively impacted by the current legislation in place since we are an independent Commission from Los Angeles County. First 5 LA would no longer be eligible to participate in the leveraging of MAA / TCM funding. As such, the current staff resources dedicated to this program would no longer be available.
Item 6

UPDATE:
Los Angeles Universal Preschool
(LAUP)
Memo

To: Board of Commissioners

From: Evelyn V. Martinez, Executive Director

Date: March 13, 2008

Copies To: Nancy Au
Jane Boeckmann
Neal Kaufman, M.D., M.P.H.
Marvin J. Southard, D.S.W.
Evangelina R. Stockwell, Ed.D.
Corina Villaraigosa
Carolyn R. Wilder
EX OFFICIO MEMBERS
Jacquelyn McCroskey, D.S.W.
Connie Russell
Deanne Tilton
Harriette F. Williams, Ed.D.

EXECUTIVE DIRECTOR
Evelyn V. Martinez

750 N. Alameda Street
Suite 300
Los Angeles, CA 90012
PH: 213.482.5902
FAX: 213.482.5903
www.first5la.org
contact@first5la.org

A public entity.

BACKGROUND:

On November 28, 2007 the Commission passed a motion whereby they approved a FY07-08 LAUP operational budget not to exceed $60 million, of which $40 million was allocated for the period of July 1, 2007 thru December 31, 2008. An additional reserve of $20 million for capital expenditures was set aside to be used on an as needed basis related to preschool seat expansion via the Preschool Capital Contingency Fund, for the remainder of the current fiscal year.

As part of the Commission’s motion, First 5 LA staff was directed to meet with LAUP to redefine the scope of work and budget for the remainder of this fiscal year within the parameters of the motion passed by the Commissioners. As stated in the motion, the following actions were also to take place:

- First 5 LA staff and legal counsel are directed to initiate and negotiate the necessary contract amendments and other implementing actions with LAUP.
- Staff shall report back to the Commission at its March 2008 meeting regarding the status and progress of these items.

First 5 LA staff proceeded to move the process forward as requested by the Commission by hand delivering a letter to Gary Mangiofico on December 17, 2008, requesting a meeting with LAUP staff during the first two weeks of January to redefine the scope of work and budget for the remainder of this fiscal year. The initial budget and scope of work meeting set for January 23, 2008 was cancelled at the request of Supervisors Yvonne Burke and Don Knabe and later rescheduled for March 5, 2008.

In the interim, staff of both organizations have continued with the day to day activities that are necessary to keep communication open on a programmatic level. Ongoing meetings between both organization’s Research and Evaluation Departments have continued in order to share information and coordinate surveys. The PoP Quarter 2 report was
submitted by LAUP on time. Staff members from both organizations are working together to resolve the under utilization of PoP dollars due to the structure of reimbursement that the state has structured. First 5 LA and LAUP staff members are also working to better incorporate LAUP providers in the Partnerships for Families community capacity building efforts that are being done on a countywide basis to strengthen ties between child welfare service agencies and early child education providers. Ongoing monthly meetings have also occurred between both organizations staff concerning the work being done through both Workforce Initiatives. The Director of Planning and Development from First 5 LA and the Vice President of Programming Planning and Development for LAUP have been meeting regularly also concerning the Workforce Initiatives coordination.

The meeting with LAUP occurred as scheduled on March 5, 2008 and addressed the FY 2007/2008 budget as well as the amended scope of work. The meeting was attended by LAUP CEO Gary Mangiofico and his executive staff; First 5 LA management staff and facilitated by Yolanda Bosch, the First 5 LA Director of Grants Management and Legal Compliance. Miriam Long, Senior Deputy to Supervisor Yvonne B. Burke and Nick Ippolito, Deputy to Supervisor Don Knabe were also in attendance. An agreement was reached that LAUP would submit a line item Operating Budget for the six-month period ended June 30, 2008 in an amount that is not to exceed $34,092,126. LAUP also agreed to submit an amended scope of work to reflect the $60 million dollar budget. Both organizations also committed to meeting on a monthly basis to keep communication open and to develop better understanding of how each organization works internally.
Item 7

UPDATE:
Legislative Update
Memo

To: Board of Commissioners
From: Evelyn V. Martinez, Executive Director
Date: March 13, 2008
Subject: UPDATE: Legislative Update

Since Government Affairs staff members last updated Commissioners about health care reform efforts and other legislative matters at the January 10th Commission meeting, a number of significant developments have occurred, including:

- The failure of the health care reform bill crafted by the Governor and state Assembly leadership. The proposal, which passed the Assembly, received only one vote in the Senate Health Committee, where it died. The bill would have drawn funding from First 5’s Healthy Kids programs.

- The failure of a Republican health care reform funding bill authored by Senator Dave Cox (R-Fair Oaks) that would have stripped First 5’s of their funding. This bill also died in the Senate Health Committee.

- Assertions by Senator Cox and two of his GOP colleagues that First 5’s are “sitting on” $2 billion in unspent funds and spending money on bogus programs. These allegations were made at a Capitol news conference covered by the Sacramento Bee and repeated in other media venues.

Finally, of significant concern is the state’s continued budget crises and the possibility that First 5 funds — now under intensified scrutiny by legislators — could be diverted to help fill the $16 billion budget gap. Senate Budget Chair Denise Ducheny made a public statement in a Budget Committee hearing last week to the effect that Prop 10 revenues need to be considered (along with other off-budget special funds) as a way to keep services intact, especially those services that can bring in federal financial participation, like Medi-Cal. So far, no formal budget proposal exists to seize First 5 funding, a move that would require a two-thirds majority vote.

Government Affairs staff members monitored the developments above and responded where appropriate. Most staff activity has focused on efforts to educate legislators about First 5 LA investments and, where needed, correct misconceptions about our funding balances.
Senator Cox’s mischaracterizations about First 5 funding reserves, which he repeated at the Senate Health Committee hearing on his bill, were covered in a Sacramento Bee article in which First 5 Association Executive Director Sherry Novick was also quoted trying to explain that First 5’s had large fund balances because they work on multi-year budgets.

At the January 16th Health Committee hearing, Cox also accused First 5’s of misusing funds by spending them on “photography classes” and “swim lessons” – an assertion challenged by Senator Sheila Kuehl (D-Los Angeles), who said that those programs, in her opinion, seemed worthwhile.

In the days following the Bee article, Cox went on to repeat his charges on a conservative talk show in Sacramento and, in Los Angeles, on KFI’s popular John and Ken radio show. Neither shows invited First 5 representatives to respond to Cox’s allegations. A February 19th, front-page Los Angeles Times article on Prop. 10 funds and other initiative monies that are usually considered “off-limits” for use in balancing the state budget included similar assertions by Cox that Prop. 10 commissions have huge sums of monies on the “sidelines.” The articles also included a response from First 5 LA that commission funds are in fact committed and distributed through a “long-term strategic and financial process.”

In addition to Senator Cox’s criticisms, GOP state Senator George Runner (Lancaster) appeared on a Kern County TV/radio show parroting Cox’s allegations about large funding balances and claiming “fraud” existed in First 5 programs. Runner and a third GOP senator, Jim Battin (Moreno Valley) also sent e-mail newsletter blasts to their constituents claiming First 5 funds were “gathering dusts” and “cobwebs.”

In an effort to inform Senator Runner – a member of Los Angeles County’s state legislative delegation – about First 5 LA’s programs and funding balance, staff met personally with his District Manager and has had several phone conversations with her. Staff members discussed in detail how First 5 LA programs are funded and provided information about First 5 LA programs in Runner’s district. After staff members repeatedly sought clarification from Runner’s office about what he was referring to his publicized claim of “fraud” in First 5 programs, the Senator’s district manager offered the explanation that Runner “misspoke.”

Laying the ground work for a statewide response to the Republican senators’ criticisms, First 5 California and the First 5 Association have gathered information from county commissions to explain fund balances and show positive outcomes. The intention is to share that information with legislators. First 5 LA and commission staff members in Orange County, meanwhile, are tailoring a separate response that we hope to extend to other First 5’s in the Southern California region for use as an educational tool with legislators.

In addition to meeting with Runner’s staff, the First 5 LA Government Affairs team has met with staff members in other legislative offices – and, where possible, the elected officials themselves – at the state and local levels in an effort to inform them about how First 5 LA’s funding balance is committed, the fact that the commission has allocated unspent dollars for a variety of programs as part of its multi-year funding strategy, and how First 5 LA-funded programs benefit children and their families by filling social service gaps in the law makers’ districts and throughout the region.
Item 8

UPDATE:
Early Developmental Screening and Early Intervention Initiative (EDSI)
BACKGROUND:
In May 2004, the Commission approved the Healthy Kids Early Developmental Screening and Intervention (EDSI) Framework and authorized staff to move forward with implementation. The EDSI framework was developed in response to the Commission’s decision to set aside a portion of the Healthy Kids Initiative funds to improve the quality of children’s health care, with particular attention to behavioral and developmental health. While the EDSI initiative is linked conceptually to the Healthy Kids Initiative, it is considered a stand-alone effort to improve services, systems and policies for developmental care. Through a 5-year strategic partnership with UCLA’s Center for Healthier Children Families and Communities, the EDSI project aims to transform community systems in Los Angeles County to lead to earlier identification and intervention for young children with developmental or behavioral concerns through: 1) a community learning collaborative; 2) parent education and 3) a policy agenda. The learning collaborative is the first of its kind nationally where both medical providers and Early Care and Education (ECE) professionals are involved in a quality improvement project.

The EDSI project completed its second year at the end of November 2007. The second year of the project focused on completing the planning, design and implementation of the learning collaborative, detailing the policy leveraging report and agenda, and piloting a parent education session within WIC centers in Los Angeles County. A summary of the project’s recent implementation activities are presented below.

PROJECT UPDATE:

I. Learning Collaborative
Beginning in Spring 2007, eight primary care practices and 12 ECE settings from two geographical areas in Los Angeles County (Metro and Westside) joined the EDSI Learning Collaborative. The teams participated in three two-day Learning Sessions, each followed by an action period where they have had the opportunity to try out changes in their settings. During the action periods, the teams have measured their progress toward improvement goals. Project faculty began coaching teams to assist them in applying key change ideas into their own organizations. Teams sought to make changes in three broad areas during the collaborative:
1) Eliciting and addressing parents’ informational needs and promoting positive parent/child interactions;
2) Identifying children at risk; and
3) Linking families to community resources.

Progress toward goals by primary care providers in the Collaborative included:

- Most of the clinician practices focused their initial efforts on organizing their practices to encourage more teamwork and goal-setting related to preventive services.
- All of the practices are testing at least one structured developmental screening tool designed for use in primary care (Parent Evaluation of Developmental Status (PEDS), PEDS-Developmental Milestones, and the Ages and Stages Questionnaire [ASQ]). Practices are also testing psychosocial/depression screening strategies and are testing preventive services summary sheets to organize their activities and goals within the practice around screening and anticipatory guidance.
- Each of the practices has put into place a process for collecting surveys from parents, as well as conducting chart reviews to examine progress in developmental and psychosocial screening in addition to anticipatory guidance counseling.

Throughout the collaborative, ECE sites have been attempting to make several major changes to improve their early identification and intervention system. The list includes:

- Improving their conversations with families about children’s development
- Implementing the use of a valid structured developmental screening tool (ASQ, ASQ:SE, or PEDS) among all parents, to give structure to the conversation and to normalize this process for all parents
- Building their list of resources and developing relationships with community resources (e.g. offering parenting education classes on site, creating a community resource binder)
- Coached teams in collecting and reflecting upon feedback from parents
- Building a relationship with medical providers that might serve the same children

II. Policy Agenda
During Year 2 of the project, EDSI was designated as one of two pilot programs for the California ABCD Screening Academy, which is a technical assistance effort directed by The Commonwealth Fund and the National Academy for State Health Policy (NASHP). The intent of the state team collaboration with a pilot is to test policy strategies with the pilots and learn from the pilots what practices need to make substantial improvements. This collaboration has helped to highlight EDSI activities among state leadership as well as among the 22 states participating in the ABCD Screening Academy. Contributions of EDSI staff to the California ABCD logic model produced a policy framework that is quite similar to that of the EDSI project. EDSI staff also are planning policy meeting that will be convened in Summer 2008, in coordination with a state ABCD policy event. The meeting will focus on current opportunities to leverage promising policy developments. Priority topics for this meeting are (1) achieving consensus on what outcomes we should be using to evaluate performance in early identification/recognition and response and, (2) how to tie existing mandates together for providers, to make EDSI changes sustainable.
III. WIC Participation
In 2007, EDSI staff in collaboration with PHFE WIC piloted and evaluated an educational session on talking to the doctor about developmental or behavioral concerns. A DVD of the training session is available for future train-the-trainer efforts within other WIC programs. Beginning in September 2008, the WIC session will be implemented fully in the three largest WIC programs in Los Angeles County: PHFE (300,000 clients), LA Biomed (100,000 clients), and Northeast Valley Health Corporation (NEVHC) (78,000 clients). The session is expected to reach about 86% of Los Angeles County WIC clients.

As the EDSI project enters Year 3, areas of focus include continued work with the pilot Learning Collaborative, planning for the expansion Learning Collaborative that is slated to launch in several new geographical areas in September 2008, coordinating EDSI with STEP activities, planning for the policy meeting in June 2008, adapting the parent education curriculum for use in additional WIC programs, and working with the state ABCD team and local policy efforts to build a more favorable environment for EDSI goals. With the implementation of Best Start LA, another area of focus during the third year will be pursuing opportunities for integration and joint leveraging with BSLA and other First 5 LA investments.
Early Developmental Screening and Intervention (EDSI) Strategic Partnership

First 5 LA Commission Meeting
March 13, 2008

EDSI

EDSI Goal

Our goal is to create a community approach to early identification and promoting optimal development

- Parents have the knowledge, confidence and supports to promote optimal development;
- Health care and early care and education providers discuss and address development with parents effectively;
- Providers understand and use pathways to family supports and services;
- Relationships between providers and agencies promote access to resources;
- Policies support these community outcomes.
EDSI Project Components

1. Improving care in 5 partnership areas in Los Angeles County
   - Learning collaboratives (primary care practices, ECE, community partners)
   - Elicitation of parent concerns, addressing parent priorities, identifying children at risk, working as part of a system

2. WIC classes for parents
   - Skills for talking with providers
   - Parents shape children's development, parents are the best observers, providers rely on parents to understand children's development

3. Policy
   - Sustainability/spread of scalable changes
   - Understanding how to achieve an improved system (e.g., unified vision, clear roles, expectations, motivation)

How Could the System Be Different?

- Importance of "recognition and response" — all encounters are opportunities for prevention or promotion.

- Relationships between providers and parents matter and drive good care/support.

- Focusing on child and family strengths, not just concerns, creates more chances to help parents.

- Providers give more effective support/care when they act as part of a system.
Changes and Desired Results

**Clinicians**
- Practice-wide systems for preventive services, anticipatory guidance and parent education
- Screening tools to elicit parents' concerns
- Tracking system to follow-up on referrals

**Early care and education**
- Discuss observations and concerns
- Use of health/inclusion consultation
- Trusting relationships with parents
- Encourage screening/discussion with primary care clinician

Communication with parents
- Relationships between PCPs and ECEs
- Relationships with community resources
- Continuous learning culture

- ⬆ Appropriate referrals
- ⬆ Follow-up for at-risk children
- ⬇ Parents understand their child’s development & behavior
- ⬇ Parents read together with child
- ⬇ Families are linked with resources

- ➩ Teachers/staff adapt activities to meet child’s needs

Examples from Teams: Simple Changes that Transform Systems

- The ECE principal organizes break schedules so the team can meet. She lets the teachers create the ideas and gives them feedback on what might work best.

- The community clinic hadn’t known that their case managers focused only on adult services. Now there is a case manager who knows all of the pediatric/early childhood resources.
Comments from Teams

• “We have changed conversations with parents because we are now talking about (development and anticipatory guidance) and are consistent from parent to parent. Patients say this is cool and have never seen it done before.”

• “ASQ is helpful in breaking down expectations of development. It provides a standard for all parents. It has built confidence and leadership. We are a better pediatric practice.”

• “The critical tools are getting the providers and nursing staff to the point where they ask "Hey, where’s the ASQ?"
Comments from Parents

• “You help us realize that it’s okay to request for the Dr. to check our child completely if we see that they don’t.”

• “It’s a good idea to write down what we observe of our child right away. Good idea to write down questions and take to the Dr.’s office and to not be shy to ask many questions.”

• “I like the handout because it makes us feel like you really care about us and our children.”

Policy Activities: Examples

• California ABCD Screening Academy
  – Formed multiple working groups
  – Similar logic model & change areas as EDSI
  – Leveraging to co-convene policy meeting

• Steps To Excellence Program (STEP)
  – Coordinate expectations and measures
  – Recruit expansion learning collaborative ECE settings from among STEP applicants
  – Shared learning/training opportunities
Making Changes That are Sustainable and Scalable

- **Sustainability of outcomes**
  - Create champions who can spread to peers and networks
  - Create new expectations/norms for parents, communities, senior leadership
  - Improve policies & resources

- **Scalability**
  - Link improvements to emerging standards in the professions
  - Focus on changes that aren’t sensitive to setting (e.g., parent-centered care)

Upcoming Activities

- Policy meeting
- Design of expansion collaborative
Item 9

Public Comment