Call to Order / Roll Call

1. Chair Don Knabe called the meeting to order at 1:33 p.m.

Consent Calendar: (Items 2 – 3)

2. Approval of Meeting Minutes from the June 24, 2004 Commission Meeting

   M/S  (Renatta Cooper / Neal Kaufman)  APPROVED AS RECOMMENDED

3. Approval of Monthly Financials

   M/S  (John Hatakeyama / Jane Boeckmann)  APPROVED AS RECOMMENDED

Commission: (Items 4-10)

4. Announcements by the Chair

   Received
5. Executive Director’s Report

**RECEIVED AND FILED**

In addition to the written report, Executive Director Martinez commented on the following Commission-related issue.

- **Joint Legislative Audit Committee of the State Legislature** - The formal response to the audit mandated by the Joint Legislative Audit Committee of the State Legislature was submitted to the Office of the California State Auditor. In the written response, First 5 LA stated its definition of “administrative costs” which is different from the definition used by the auditors during the audit process. Overall, the audit was more programmatic rather than fiscal as previously anticipated. However, during the auditor’s exit interview, First 5 LA was referred to as a “model for sound management practices.”

  The final audit report and rebuttals will be filed with the Joint Legislative Audit Committee and will be made public on July 15, 2004.

- **Los Angeles Universal Preschool (LA-UP)** – Legal counsel will be sending out a copy of the final proposed contract and recommendations from the Operations Committee on the proposed governance structure for LA-UP to all Commissioners, Board of Supervisors, and Supervisorial Deputies.

- **Southern California Regional Prop 10 Meeting** – The group is giving consideration to establishing a separate non-profit foundation to focus on the 0-5 population. If created, this new, non-profit foundation would only include the Southern California region (Imperial, Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara, San Diego, Ventura)

- **Staffing** - Victor Abalos was introduced as the new Director of Communications. Mr. Abalos joins First 5 LA with over 25 year of experience in the field of public and media relations.

6. Approval of the Los Angeles Universal Preschool (LA-UP) Contract, Including the Proposed Membership of the Board of Directors, that will Govern the Independent Non-Profit Entity Being Created to Operate Universal Preschool in Los Angeles County

*This item has been continued to a special Commission meeting on July 12, 2004 and was not discussed at this meeting.*

7. Approval of the UCLA Center for Healthier Children, Families and Communities as the Evaluator of the Partnerships For Families (PFF) Initiative for an Amount Not to Exceed $4,014,812 for 5½ Years and Authorize the Executive Director to Negotiate the Contract

*This item has been continued to a future Commission meeting and was not discussed at this meeting.*

8. Approval of $75,000 for the LA Area E-Health Coalition to Support the Planning and Development of a Patient Controlled, Longitudinal Health Record for all Residents in the Greater Los Angeles Metropolitan Region

The primary aim of the LA E-Health Coalition is to improve quality of care for all patients through allowing disconnected health information systems to share patient medical history. The 0-5 population will particularly benefit from enhanced quality of care facilitated through sharing of medical information. In particular, the reduction of medical errors such as duplicative treatment, prescriptions made without knowledge of prior and current medications, redundant laboratory tests, etc.
The creation of a unified, longitudinal, secure, and closely monitored health data source will also allow agencies foundations and other related entities a unique opportunity to look at health care services and trends across geography and time. Additionally, the concept of community health will have a concrete, measurable, definition that facilitates effective and efficient interventions and planning.

M/S (Neal Kaufman / John Hatakeyama) APPROVED AS RECOMMENDED

9. Approval to Authorize Staff to:

1) Proceed with the Development of a Funding Mechanism (RFP) to Identify and Fund the Best Babies Collaboratives in an Amount Not to Exceed $7.5 Million Over 3 Years

2) Begin Contract Negotiations with Cedars-Sinai Medical Group for the Implementation of the Healthy Births Center for $3.5 Million and $1.5 Million for the Coordination and Network Support of the Healthy Births Learning Collaboratives for 3 Years

Commissioner Neal Kaufman recused himself from participating in the discussion and the vote of this item due to a potential conflict of interest.

Dr. Carolina Reyes, Project Director for the Healthy Births Initiative, presented the findings from the Revised Final Phase 1 Report and described the current state of perinatal health in Los Angeles County, identifying priority areas for intervention.

The recommended strategies address the need for services, systems improvement, community building and support policies and advocacy. Funding for Best Babies Collaboratives (BBCs) will support services in areas where birth outcomes are most disparate and where the greatest impact will be made. Funding for the existing Healthy Birth Learning Collaboratives (HBLCs) will provide participating county-wide perinatal service providers with continued network support and capacity building to promote collaboration and improved quality of care. Funding for the Center will provide county-wide coordination around broader issues relating to the needs of all of pregnant women, babies and new parents in Los Angeles County including policy and advocacy. The Center will also provide the central coordination of training, technical assistance and network support to the HBLCs and BBCs as well as, serve as a perinatal community resource.

M/S (Jane Boeckmann / Jonathan Fielding) APPROVED AS RECOMMENDED

10. Approval of the Smoke-Free Policy for First 5 LA

Casey Beyer, Director of Government Affairs, provided background information on the proposed policy. Director Casey identified three objectives of the smoke-free policy:

1. the need for a policy tool to engage public
2. continued development of anti-tobacco legislation and climate
3. formalizing policy on targeted issues – how tobacco cessation supports the First 5 LA Strategic Plan

Commissioners specifically asked what the primary purpose was for enacting this policy as there seemed to be many components to the policy. Commissioner Fielding identified three goals within the proposed policy:

1. smoke-free environment within First 5 LA
2. the provision of support for integrating a smoking control components within First 5 LA initiatives and efforts, as appropriate
3. the authority to support others, with evidence and public policy analysis, in helping to reduce the overall toll of tobacco use

Director Beyer stated that the smoke-free policy was consistent with the major tenets of the new strategic plan and a direct complement to several programs within it. The proposed policy was in response to a high public demand for clarity on tobacco policy and would set precedent for other First 5 County Commissions.

Commissioner Cooper expressed her concern about the “criminalization” of smoking. Furthermore, Commissioner Rezvani commented that the role of First 5 LA should be limited to a policy for media relations and education purpose as the organization is not in a capacity to strictly enforce any anti-smoking policies. Commissioner Lowe stated her support for the policy but said that First 5 LA should be judicious in its application.

*It was the consensus of the Commissioners that the proposed smoke-free policy be referred back to the Communications/Government Affairs Committee for further discussion and clarification in its purpose.*

11. PRESENTATION: Partnerships For Families (PFF) Initiative

Vice Chair Veloz welcomed Mary Emmons, Executive Director, of Children’s Institute International (CII). Ms. Emmons and her team provided a report on the progress of the Partnerships For Families (PFF) Initiative.

The *Partnerships for Families* (PFF) program model utilizes a community partnership approach to protecting children 0-5 and providing support for their families. Community partnership efforts engage the whole community in creating an extensive safety net for children and families, and work to build both family and community capacity. In addition, unlike the traditional medical model that is deficit-driven, the community partnership model is asset-based. This model employs processes to identify community assets and builds on and enhances their strengths.

PFF will be implemented at the family, community, and County levels. Strategies at the family level will be employed to increase family protective capacity and engage families in community-level decision making. Strategies at the community level are directed at increasing the capacity of communities to engage families, improve and enhance supports and services, and enhance the safety and well-being of young children. Strategies at the County level will work to bridge the gap between County systems and community level services and supports for families.

12. PRESENTATION: Los Angeles Health Survey from the Department of Health Services

The LA County Health survey is a population-based telephone survey of Los Angeles County Residents. First 5 LA’s Research partnership with the LA County Health Survey is designed to make the collection, analysis and dissemination of data specific to children prenatal to 5 and their families one of the primary areas of focus for the survey.

The survey was conducted by the Office of Health Assessment and Epidemiology whose mission is to ensure the availability of high quality and comprehensive health data on the Los Angeles County population and to facilitate its use for public health assessment, policy development, program planning and evaluation.

13. PRESENTATION: Healthy Kids Initiative – Year 1 Review

Vice Chair Veloz welcomed Pam Lyons (L.A. Care) and Wendy Schiffer (Department of Health Services).
First 5 LA and its partners (L.A. Care and the Department of Health Services [DHS]) implemented the Healthy Kids Initiative to achieve health insurance coverage for all children ages birth through 5 in Los Angeles County. A comprehensive approach to health coverage for young children and their families was adopted by enrolling them in Medi-Cal, Healthy Families, and Healthy Kids, and by providing assistance with other health related needs.

Key components of the DHS Outreach Partnership include capacity building (county-wide trainings), community and school-based outreach, screening and enrollment assistance, utilization and retention assistance, and CHOI Data Reporting System.

Key components of L.A. Care include multi-program approach to outreach (Medi-Cal, Healthy Families, Healthy Kids), regional community advisory committees, community education centers, community partnerships, marketing activities (health fairs, media placements, 1-888-4LA-KIDS).

10. Public Comment

None.

ADJOURNMENT

The meeting adjourned at 4:57 p.m.

The next Commission meeting is scheduled for:

July 12, 2004 at 1:00 p.m.
Multi-Purpose Room
333 S. Beaudry Avenue, Suite 2100
Los Angeles, CA  90017

Meeting minutes recorded by Maria Romero.