

FISCAL YEAR 2022-2023

Local Outcomes Report



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Acknowledgments

First 5 San Bernardino would like to thank and acknowledge our partner agencies who contributed their data to this report. We would also like to thank the Systems and Impact Team who oversaw First 5 San Bernardino’s fiscal year 2022-2023 data reporting systems as well as EVALCORP and Westbound Communications for supporting the development of this report.

Greetings from the Executive Director

Dear Colleagues and Community Partners,

I am pleased to provide First 5 San Bernardino's annual outcomes report for the period July 2022 - June 2023. The Commission's investment into the various systems that support early childhood development have proven to produce impressive results and allows support of evidence-based strategies and collective impact efforts including coordination, collaboration, alignment and leveraging across systems throughout the County.

Supporting Children

Through our investments in initiatives such as Family and Community Support Partnership, Help Me Grow Inland Empire, Quality Start San Bernardino, the Maternal Health Network and others, we continue to support children from prenatal through 5 years of age and their families. Through parent education, health care, social service and quality childcare, thousands of children and their parents, caregivers and childcare providers have been served in the fiscal year 2022-2023 with positive outcomes.

Improving Child Well-Being

Our Commission continues its commitment to build and support a comprehensive system of care for children ages 0-5, with a vision that community organizations, collective impact groups and the workforce will be equipped to effectively collaborate and serve families to improve the well-being of the whole child.

Community Leader

We know the early childhood years are the foundation for lifelong well-being, and First 5 San Bernardino looks forward to meeting goals that promote, support and enhance the health and early development of our children, their families and communities. Fiscal year 2022-2023 yielded some exceptional outcomes as we continue to bounce back from COVID, build strong and diverse relationships, lead collaborations and coalitions, and drive collective impact.

Responsive in a Changing Environment

Although all statewide First 5 Commissions are experiencing a more rapid decline in revenue than anticipated, First 5 San Bernardino will pivot and adjust accordingly. We continue to be guided by our North Star that promotes a cohesive and complementary system that ensures all children in San Bernardino County are healthy, safe, nurtured and prepared to thrive.

Our strategic framework provides a roadmap for how First 5 San Bernardino will act as a champion for children and families. We envision a system where stakeholders and services are integrated and sustainable, and that families experience as accessible, inclusive and equitable.

We remain committed to building out First 5 San Bernardino's brand – an important component in developing credibility with stakeholders. Brand recognition and organizational awareness are intertwined and, over time, will position First 5 San Bernardino externally as a known market leader in child advocacy.

I'm proud to lead a team that facilitates remarkable systems integration and achieves the results outlined in this year's outcomes report.

On behalf of the Commission, I acknowledge and thank our stakeholders — parents, contracted agencies, educators, legislative and government partners, community non-profits, faith-based and community partners and so many more — for working together to achieve outstanding outcomes for our youngest children and their families that will yield benefits for our communities for generations to come.

Sincerely,

Karen E. Scott
Executive Director



Karen E. Scott
Executive Director of
First 5 San Bernardino



Total Community Members Served

In 2022-2023, First 5 San Bernardino served 61,050 individuals:

42,584 Children | 14,414 Primary Caregivers | 4,052 Providers

The following report presents an overview of accomplishments and successes achieved through First 5 San Bernardino's (F5SB) funded initiatives during fiscal year 2022-2023 in each of the three Strategic Priority Areas of the 2020-2023 Strategic Plan:

Child Health

Children prenatal through age 5 and their families can access the full spectrum of health and behavioral health services needed to enhance their well-being.




Family Supports

Families and communities are engaged, supported and strengthened through effective resources and opportunities that assist them in nurturing, caring and providing for their children's success and well-being.

Early Learning

Children from birth to age 5 benefit from high quality early childhood care and education, family engagement and support that prepares all children to reach their optimal potential in school and life.

This report is organized by Strategic Priority Areas. The list of corresponding initiatives includes a narrative summary and the corresponding data for fiscal year 2022-2023. Systemwide strategies are also identified for each initiative:

-  **Prevention efforts:** A focus on prevention strategies through outreach campaigns, provider trainings and caregiver education.
-  **Family supportive resources:** Provision of supports for families, including services, supplies or other assistance.
-  **Collaboration for systemwide efforts:** Initiatives that include collaboratives with other service or system partners.



Children prenatal through age 5 and their families can access the full spectrum of health and behavioral health services needed to enhance their well-being.

Program	Systemwide Strategies	Description	Data
Asthma Treatment & Maintenance	Family supportive resources	Provides free pediatric asthma care to families including complete evaluation, examination, care plan and extensive patient family education both in-person and through a telehealth clinic.	<ul style="list-style-type: none"> • 1,789 children served • 1,708 parents served
Children's Assessment Center	Family supportive resources	Provides forensic interviews and medical exams in a child-friendly location for children who have suffered physical and/or sexual abuse to reduce unnecessary trauma for victimized children during the investigation of child abuse cases.	<ul style="list-style-type: none"> • 498 children served • 1,484 parents served • 30 providers served through 6 trainings
Early Childhood Mental Health Systems Coordinator	Family supportive resources; Collaboration for systemwide effort	Strengthens early childhood mental health system of care for high risk 0-5 population by facilitating meetings and trainings for early childhood mental health service providers, strengthening relationships with community partners and streamlining and identifying gaps in services.	<ul style="list-style-type: none"> • More than 95 collaborative meetings with 22 partnering agencies representing: <ul style="list-style-type: none"> ◦ county government ◦ criminal justice ◦ education ◦ family services agencies and community-based organizations • 8 trainings with 14-61 providers
Media/Outreach Campaign	Prevention efforts; Collaboration for systemwide effort	Prevents child abuse and neglect by raising awareness of resources for at-risk families through community events, trainings, health fairs and media campaigns; Builds capacity in service providers to deliver trauma-informed and culturally sensitive services.	<ul style="list-style-type: none"> • 20,955,808 media campaign views • More than 16 regional collaborative meetings • 294 parents received shaken baby prevention information • 26 Pack 'n Play mobile cribs distributed • Nearly 400 providers served at annual Children's Network Conference
Inland Empire Father Involvement Coalition	Prevention efforts; Family supportive resources; Collaboration for systemwide effort	Uses resources, education, services and expertise from a coalition of county departments, and community and faith-based organizations to reduce absenteeism and support engagement from fathers.	<ul style="list-style-type: none"> • 631 professionals and family serving providers served • More than 1,070 community fathers and families served
Inland Empire Help Me Grow	Family supportive resources; Collaboration for systemwide effort	Supports early identification of developmental delays and connects families to existing community resources; Collects data and conducts evaluation to identify any gaps in the early identification and intervention service system.	<ul style="list-style-type: none"> • 3,143 children served
Maternal Health Network	Prevention efforts; Collaboration for systemwide effort	Builds a collaborative network of maternal health providers to ensure equity in service delivery, increase quality of care for families with high-risk pregnancies, strengthen the workforce to meet community needs, improve data collection to guide quality improvement and decision-making and improve coordination of care and collaboration across sector providers and county coalitions.	<ul style="list-style-type: none"> • More than 95 partner engagements including meetings, training, summits, webinars, technical assistance, information sharing and support for organizations.

Program	Systemwide Strategies	Description	Data
Promoting Breast-feeding Through Professional Mentorship	Prevention efforts; Collaboration for systemwide effort	Supports hospitals in obtaining their Baby-Friendly designation by ensuring that each has a plan to provide breastfeeding support to mothers and babies; Brings together local maternal health and support groups, including WIC, Black Infant Health and Maternal Health Network to support partnerships across the groups and trainings.	<ul style="list-style-type: none"> • 2,121 providers served • 10 webinars • 4 hospital collaborative meetings • 11 advocacy sessions • 9 general continuing education sessions with 30-113 attendees
Screening, Assessment, Referral, and Treatment / Early Identification and Intervention Services	Family supportive resources; Collaboration for systemwide effort	In partnership with the County of San Bernardino Department of Behavioral Health, SART/EIIS supports the socio-emotional and developmental health of young children by conducting developmental screenings, providing early intervention services and improving the system of services through regular collaborative meetings with early intervention service providers. Children are assessed using Child and Adolescent Needs and Strengths (CANS) at pre- and post-testing.	<ul style="list-style-type: none"> • 2,593 children served <ul style="list-style-type: none"> ◦ SART: 2,246 ◦ EIIS: 347 • SART improvements on CANS: <ul style="list-style-type: none"> ◦ 77% improvement in attachment difficulties ◦ 77% improvement in adjustment to trauma ◦ 74% improvement in emotional/physical dysregulation • EIIS improvements on CANS: <ul style="list-style-type: none"> ◦ 73% improvement in anger control ◦ 72% improvement in emotional/physical dysregulation ◦ 71% improvement in attachment difficulties
The NAEBOR Clinic	Prevention efforts; Family supportive resources	Provides tailored care for Black and African American families by working with social workers and community health workers to improve pregnancy outcomes and patient experiences.	<ul style="list-style-type: none"> • 7 healthy babies born • 43 parents served • 2 providers served • 161 prenatal visits made

Healthcare Provider Success Story

The NAEBOR Clinic's mission is to develop an obstetric clinic tailored to the needs of the Black community, offer patient-centered and individualized care and improve pregnancy outcomes and patient experiences. This year, the clinic not only had seven healthy babies born, but left lasting impacts on the mothers. Seventy-five percent of the mothers who were seen at the clinic were free from hypertensive issues, which are related to poor birth outcomes for African American/Black mothers, and 75 percent of the mothers also elected to breastfeed.

- The NAEBOR Clinic



Family Support

Families and communities are engaged, supported and strengthened through resources and opportunities that assist them in nurturing, caring and providing for their children’s success and well-being.

Program	Systemwide Strategies	Description	Data
Daily Referral	Family supportive resources	Works with case managers and social workers to support at-risk children by providing for vital needs such as shelter, transportation, food, education and medical services.	<ul style="list-style-type: none"> • 557 children served through direct support • 7,500 children served through Celebration of Giving
Family and Community Support and Partnerships	Family supportive resources; Collaboration for systemwide effort	Strengthens families and reduces child abuse through a prevention-focused coalition of organizations that provide evidence-based Nurturing Parenting Programs to improve parenting and family functioning; Assesses families for risk of child abuse at program entry and exit (Adult Adolescent Parenting Inventory, AAPI-2).	<ul style="list-style-type: none"> • 720 children served • 927 parents served • 100% of clients completed and exited the program with low to medium risk score • Of clients who entered FCSP as high risk: <ul style="list-style-type: none"> ◦ 45% exited as low risk ◦ 55% exited as medium risk
Inland Empire Children’s Cabinet	Collaboration for systemwide effort	Supports children, youth and families in the Inland Empire by advocating for policy solutions in areas of basic needs, childcare, youth education and health and wellness.	<ul style="list-style-type: none"> • 102 members representing 67 organizations • 20 partner engagements with 45 organizations in the following categories: child care, child welfare, education, faith based, family support, financial, philanthropic, government, and policy makers, healthcare/mental health, law enforcement
Parent and Child Connection (PACC)	Family supportive resources	Supports positive parent-child relations and literacy for families with parents who are incarcerated by delivering books and story recordings to their children.	<ul style="list-style-type: none"> • 356 children served • 242 parents served who are incarcerated • 4 trained volunteers served

Parent Success Story

A mom started in the Nurturing Families program in 2019 when she had a 3-year-old and a 9-year-old. She came to Big Bear to escape from one of the most violent and poorest places in Mexico. She arrived not knowing the language or the place, but with the huge desire to learn and improve herself, especially as a mom. By following program recommendations, she learned to listen, be more patient and be fully present with her kids. In 2021, she had twins and continued to be active in classes including bringing her twins to weekly “Mommy and Me” classes. She has spread the word about Nurturing Families in Big Bear’s Hispanic community and thanks to her, other families have been helped.

– Family and Community Support and Partnerships



Quality Learning

Children birth through age 5 benefit from high-quality early childhood care and education, family engagement and support that prepares all children to reach their optimal potential in school and life.

Program	Systemwide Strategies	Description	Data
1,000 Books Before Kindergarten	Family supportive resources	Support the development of early quality reading habits in young children through a campaign that offers rewards to children when reaching milestones for number of books read.	<ul style="list-style-type: none"> • 5,157 children enrolled <ul style="list-style-type: none"> ◦ 206 children reached 500 books read milestone ◦ 112 children reached 1,000 books read milestone
Early Head Start-Child Care Partnerships	Collaboration for systemwide effort	Provides coaching for providers to increase the number of high-quality early care and education providers in San Bernardino County.	<ul style="list-style-type: none"> • 99 providers served • 542 coaching sessions • 111 trainings held
Footsteps2Brilliance	Family supportive resources	Provides a free bilingual application that fosters school readiness skills in children through a partnership between F5SB and San Bernardino County Superintendent of Schools.	<ul style="list-style-type: none"> • 88,411 books read • 48,159,098 words read • 22,932 literacy hours
Quality Start San Bernardino	Collaboration for systemwide effort	With joint funding from First 5 CA IMPACT and Infant Toddler funding, California State Preschool Block Grant (overseen by California Department of Education and San Bernardino County Superintendent of Schools) and F5SB, Quality Start San Bernardino helps childcare programs, preschools and alternative school-readiness programs provide the highest quality early learning experiences to children through a Quality Rating and Improvement System (QRIS) that integrates and aligns quality improvement services and investments into one coherent system.	<ul style="list-style-type: none"> • 11,266 children served • 1,691 providers served • 1,714 coaching visits made • 343 coaching sites served
Reach Out and Read Inland Empire	Family supportive resources	Provides books to pediatric providers to be distributed to families to encourage reading aloud to their children.	<ul style="list-style-type: none"> • 8,751 books distributed to children • 107 pediatricians trained • Expanded program to 43 sites

Provider Success Story

A family child care (FCC) provider was enrolled in Child Care Resource Center’s Spanish FCC apprenticeship when she learned about Quality Start San Bernardino (QSSB). She wanted to improve her teaching indoor environment and create additional activity centers within her program but encountered challenges as the existing space was limited. After discussing a variety of options with her QSSB coach, the provider successfully created a new math center with the capacity for additional centers in her indoor and outdoor environments. By the end of the program year, she had completed the FCC apprenticeship program by completing 12 early childhood education units with an ‘A’ and received her associate teacher permit.

– Quality Start San Bernardino



Systems Level Efforts and Integration

Within each of the Strategic Priority Areas, First 5 San Bernardino maintained a commitment to systems-level efforts: collaboration, community capacity building and workforce.

- **Collaboration:** Ensuring that families, providers and stakeholders collaborate effectively to improve the well-being of the child.
- **Community Capacity Building:** Ensuring that community organizations and groups are equipped to effectively serve children and families.
- **Workforce:** Ensuring that the workforce is developed to effectively serve children and families.

The systems-level approach means that multiple partners over various sectors came together to support children and families in San Bernardino County through collaboration and shared learning. Examples of system's level efforts include workforce development, funding opportunity collaboration, cross-disciplinary collaboration and/or direct service to families. First 5 San Bernardino played an integral role in supporting or even facilitating many of these partnerships because we recognized that many of the collaborative partnerships supported by the Commission cross multiple sectors related to whole child wellness.

Organization	Child Health	Early Learning	Family Support
A Place 4 Grace		✓	✓
American Academy of Pediatrics	✓	✓	
Arrowhead Regional Medical Center	✓		✓
California Baptist University	✓		✓
Child Care Resource Center	✓	✓	✓
Children's Assessment Center	✓		✓
Children's Fund	✓		✓
Chino Valley Unified School District	✓	✓	✓
Citrus Counseling Services	✓		✓
Department of Behavioral Health, San Bernardino County	✓		✓
Desert Mountain Children's Center	✓		✓
El Sol Neighborhood Educational Center	✓	✓	✓
Family and Community Support Partnership	✓	✓	✓
Hearts and Lives	✓		✓
Help Me Grow Inland Empire	✓	✓	✓
Inland Empire Community Collaborative	✓	✓	✓
Loma Linda University	✓		✓
Loma Linda University Children's Hospital	✓	✓	✓
Mary's Haven		✓	✓
Mary's Mercy Center		✓	✓
Mom and Dad Project	✓	✓	✓
Moses House Ministries	✓	✓	✓
NAEBOR Clinic	✓		✓
San Bernardino County Sheriff's Department		✓	✓
SART/EIIS (Screening, Assessment, Referral & Treatment / Early Identification & Intervention Services)	✓		✓
Parent and Child Connection Program		✓	✓
Reach Out	✓	✓	✓
Reach Out and Read	✓	✓	
Victory Community Support Services	✓		✓
Walden Family Services	✓	✓	✓
West End Family Counseling Services	✓		



Workforce Sectors and Transdisciplinary Fields

First 5 San Bernardino understands the importance of the foundation of all future development and engages in the system integration network of workforce sectors that touch the life of a child to address the needs of children ages 0-5 and their families.

The array of agencies and diverse workforce partners include but are not limited to the following sectors: behavioral health, Black infant and maternal health, child welfare, clinics/hospitals, community-based organizations, county government, developmental disabilities/neurodivergent agencies, early care and education, early intervention, faith-based organizations, family support/resource centers, health centers, healthcare/managed care, home visiting, pediatric health care, philanthropic foundations, judicial system, maternal, child and adolescent health, mental and behavioral health, policy, public health and universities/community colleges.

F5SB invests in and elevates the competency level of the transdisciplinary fields in SBC through training and professional development to everyone those who touches the lives of developing children ages 0-5 and their families, and can promote social and emotional support.

The range of transdisciplinary providers includes but is not limited to administrative staff, behavioral and early childhood interventionists, caregivers, case managers, clinical research specialists, community health workers and health navigators, counselors, doulas, early care education providers, health care providers, home visitors, infant and early child mental health consultants, lactation consultants, law enforcement and safety personnel, medical residents, mental health professionals, midwives, nurses, parents, pediatricians, preschool teachers, promotoras, registered dieticians, resource parents, therapists/social workers and WIC workers.



Community Engagement

In fiscal year 2022-2023, First 5 San Bernardino continued its efforts for community engagement through outreach events, strategic communications and marketing campaigns. The key highlights of community engagement efforts and marketing campaigns are detailed below.

Community Outreach Events

The F5SB Community Engagement Specialist participated in 51 community outreach events that occurred throughout the fiscal year 2022-2023 (e.g., community-focused, educational, etc.). Some types of organizations that coordinated the outreach events that F5SB participated in were day care centers, family resource centers, law enforcement and community-based organizations. Outreach events included Back to School, National Night Out, Trunk or Treat, Breastfeeding Week and literacy events. These outreach events were another opportunity for F5SB to interact with families in the community and provide families with promotional and resource items for their children, such as First 5 California's Kits for New Parents, pencils, crayons, books, oral health kits, spoon sets and paint sets. Through these community outreach events, F5SB engaged with nearly 10,000 parents by providing resources and promotional items.

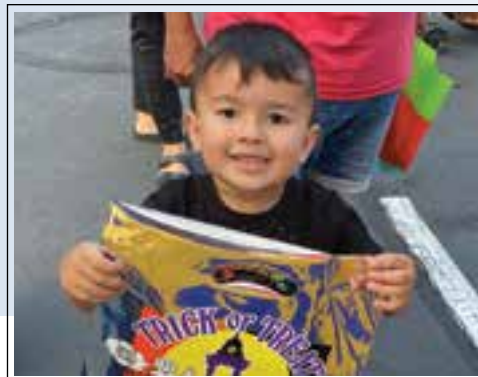


Community Engagement Specialist LuCretia Dowdy represents the organization at events throughout the year. She stays connected by meeting people, attending events and providing needed information to parents and caregivers in San Bernardino County.

Gift a Kid a Book Campaign

In November and December 2022, First 5 San Bernardino, in partnership with Westbound Communications, launched a San Bernardino County-based bilingual (English/Spanish) Gift a Kid a Book campaign to bring awareness to the importance of literacy and early learning for children under 5 years old. The campaign consisted of advertising in strategic locations, geotargeted digital/social media, interactive giveaways on social media and campaign events. Three campaign events were implemented in the Valley, High Desert and Mountain regions held respectively at Kordyak Elementary, Victor Elementary School District Family Resource Center and North Shore Elementary. These events encouraged San Bernardino County residents with children ages 0-5 years old to participate in reading and building home libraries to develop literacy and early learning in developing children.

The campaign had an estimated reach of 500,000 parents and caregivers through out of home advertising, achieved an audience of 1.81 million through events and media coverage through 21 different pieces including KABC LA Channel 7 news and newspapers in the Southern California News Group. The digital marketing campaign performed exceptionally well delivering 3.5 times the industry average in digital advertising, receiving 1 million+ digital impressions, 2,941 conversions, a .29% click through rate and 1,210 Snapchat swipes.



Little Teeth, Big Responsibility Campaign – Recipient of 2023 NACo Achievement Award

In February 2023, First 5 San Bernardino collaborated for the second year with San Bernardino County Department of Public Health local oral health program, Smile SBC, to launch the bilingual (English/Spanish) Little Teeth, Big Responsibility campaign. This campaign, launched during National Children’s Dental Health Month, emphasized the importance of oral hygiene for children ages 0-5 and served as a call to action for parents and caregivers to practice daily, responsible dental hygiene for their children.

The campaign consisted of an advertising campaign with billboards, broadcast and geotargeted web and social media ads as well as a school event to generate media coverage. Informative information was shared on F5SB and Smile SBC’s websites to complement the advertising campaign. The campaign delivered more than 24 million impressions and our digital media efforts received three times the industry average. The click through rate (to our website) was .25% resulting in 5,394 conversions and 2,294 Snapchat swipes. A recap video was created to showcase the campaign and the media-centric event held at E. Neal Roberts Elementary School in San Bernardino.

Another goal was to increase traffic to www.SmileSBC.org “Find a Dentist” web page to connect the public to nearby dentists for care appointments. A noticeable uptick representing 3,000 new users to the website was a direct result of campaign efforts. The campaign also received a 2023 Achievement Award from the National Association of Counties in the health category.



Kid Safe Summer Campaign

First 5 San Bernardino launched another flagship campaign in May 2023 supporting the Child Health Strategic Priority Area called Kid Safe Summer. This bilingual, four-month campaign ran from May through August promoting summer safety among San Bernardino County families in both English and Spanish. Hot temperatures, fun in the water and summer vacation present a new set of dangers for kids that aren’t as prevalent in other seasons. F5SB released a collection of educational tools, tips and resources to help parents and caregivers keep little ones safe this summer.

Kid Safe Summer was divided into three categories of safety: water, sun and on-the-move. To create mass awareness of the safety messages throughout the county, the new campaign included ads on local radio stations, targeted digital and social media to reach parents and caregivers of children under 5, free educational webinars, and media relations efforts. A Kid Safe Summer landing page was created on our website sharing this crucial information. More than 5.2 million impressions were delivered during the campaign, 325,456 impressions over goal.

Water safety focused on drowning, the leading cause of injury-related deaths for children under 5 years old. In May, we took to the pool with KNBC Los Angeles Channel 4 and Spanish language Telemundo Channel 52 to share water safety tips. F5SB Executive Director Karen Scott and other water safety experts spoke about the ABCs of Water Safety, how to be an active water watcher and the proper use of a personal flotation device. An impressive 35 media segments were aired reaching an audience of 3.13 million.

More media coverage continued in August with a segment conducted in partnership with the San Bernardino County Sheriff’s department airing on KABC Los Angeles Channel 7 during a heat wave that included F5SB messaging. In September, two live segments with SBC Department of Public Health aired on KTTV-FOX Good Day LA Channel 11 and demonstrated proper car seat installation, featuring F5SB messaging and graphics.

Further, in partnership with Loma Linda University Children’s Hospital and Safe Kids IE, F5SB hosted a series of free, educational webinars in support of Kid Safe Summer initiatives. Dozens of parents and caretakers in San Bernardino County tuned in for informational sessions on head trauma, sun, water and car seat safety. The workshops remain available on demand at no cost at First5SanBernardino.org.



OUR MISSION

Promote, support and enhance the health and early development of children prenatal through age 5 and their families and communities.



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