

Minutes: Children and Families Commission Meeting

735 East Carnegie Drive, Suite 150, San Bernardino, California 92408

Meeting Date, Time and Location February 5, 2014
3:30 p.m.
Chair Haugan called the meeting to order at 3:30 p.m.
735 East Carnegie Drive, Suite 150
San Bernardino, CA 92408

Pledge of Allegiance The Pledge of Allegiance was led by Chair Haugan

Special Presentation Ribbon Cutting Ceremony held for First 5 San Bernardino's new "Commission Conference Center"

Conflict of Interest Disclosure Commission members shall review agenda item contractors, subcontractors, and agents, which may require member abstentions due to conflict of interest and financial interests.

A Commission member with conflicts of interests shall state their conflict under the appropriate item. A Commission member may not participate in or influence the decision on a contract for which their abstention has been recorded.

Attendees

Commissioners Present

- Mark Daniels
- Leslie Egge
- Linda Haugan
- Margaret Hill
- Maxwell Ohikhuare, M.D.
- James Ramos
- Elliot Weinstein, M.D.

Staff Present

- Karen E. Scott, Executive Director
- Cindy Faulkner, Operations Manager
- Ann M. Calkins, Executive Assistant
- Debora Dickerson-Sims, Administrative Supervisor II
- Staci Scranton, Supervising Office Assistant
- Mary Jaquish, Supervisor
- Scott McGrath, Supervisor
- LuCretia Dowdy, Office Specialist

- Jeff Faulkerson, Staff Analyst II
 - William Kariuki, Staff Analyst II
 - Leslie Fountain, Media Specialist II
 - Chrystina Smith-Rasshan, Staff Analyst II
 - Amanda Ferguson, Staff Analyst II
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Report –
Karen E. Scott
Executive
Director

Oral Health Campaign

First 5 San Bernardino's Oral Health Campaign starts this month! We had much success last year with our "Can You Handle the Tooth - The Truth About Oral Health for Children 0-5" campaign.

This is a four segment campaign that includes the distribution of facts, tips and guiding information via:

- Press Campaign
- Social Media
- Advertising
- First 5 Promotional items for F5 agencies and activities for oral health agencies

The press campaign will include information on the significance of oral health for children in our County, information targeted to our voters as to how much is invested and what are the results of our efforts and we will plug in Asset Mapping results on Oral Health particularly the fact that parents are "aware" of the need for oral health services but find them inaccessible – a point to which we can continue our strategic intervention.

The Advertising part of the campaign encourages families to take action on their child's oral health and includes Toddler and Baby Messages through on-line resources, print in local papers and movie theater advertising.

The goal is to bring oral health awareness to:

- Parents of children ages 0-5
- Expecting Mothers
- General Public – "Voters"

Visit our website for more information related to this campaign.

Asset Mapping

First 5 staff had an opportunity to meet with and share the results of our Asset Mapping project with Greg Devereaux, CAO of San Bernardino County. Mr. Devereaux asked "What will you do with this?" We assured him that the information would be shared broadly especially amongst collaboratives such as the Vital Signs projects spearheaded by San Bernardino County Public Health, the "Cradle to Career" initiative embedded in the Countywide Vision and local city leaders serving each of the communities "mapped."

First 5 Association

The First 5 Association meeting was held in Sacramento on January 22, 2014. The Executive Director, Moira Kenney reported that the Association's goals for the year include a continued focus on raising the visibility of the county commissions, and working with members and partners across the state to support best practices, sustainability, and policy and advocacy efforts.

It seems our world is abuzz with matters related to Early Childhood Education. At the State Association meeting, County Commissions had an opportunity to discuss the Transitional Kindergarten (TK) and Birth to Three Early Learning bills. TK is the Kindergarten Readiness Act, or SB 837, which was introduced by Senate President pro Tem Darrell Steinberg on January 7, 2014. While many details still remain to be worked out, this is a tremendous opportunity to have universal preschool for all 4 year olds.

Immediate next steps locally include meeting with Commissioner Margaret Hill, and the Superintendent of County Schools to discuss implementation of TK and its impact on First 5's currently funded Pre-K programs. Our Advisory Committee has tackled this issue as well. First 5 staff will be reporting back to the Commission as soon as possible to gain leadership, guidance and coordination related to First 5's support of early learning in San Bernardino County.

The First 5 Association is taking a support position on SB 837. The Association sees the First 5 county investments as the anchor for early learning and program improvement and recognizes the need to seize this historic opportunity to ensure California's 4-year olds have access to public education before Kindergarten. (See more information on page #3).

Information related to the Strong Start - Birth to Three learning spot bill introduced by Senator Liu working with Early Edge, (formerly Preschool California) to increase the access and quality of programs for infants and toddlers can be found on page 2).

Even under severe budget constraints, the House and Senate approved a final funding bill with big investments in Early Childhood Education. Federal budget information can be found on page 4 of the report.

The California State budget includes a line item of \$17.5 million to increase dental outreach for children. First 5 CA is obtaining additional information as to the role of First 5 in this strategy. As we understand it, the funding relationship is proposed to be with First 5 CA State Commission. It is unknown yet if the local County Commissions will be called upon to fund this dental outreach for children.

This month's report includes the link to our Interactive Resource Directory on page 2. You simply pan the map to view information on First 5 San Bernardino agencies serving our County in the areas of health, education, family and systems.

Budget Status Quarterly Report - 2nd Quarter of FY 2013/14

We continue to see expenditures in every area well below what was expected according to the adopted budget. We are in the process of evaluating the reasons expenditures are so low. In some cases, we are aware that billing has just not been submitted yet.

Our total budget for FY 2013/14 = \$39,709,713

Expenditures through the second quarter = \$7,428,093

Our Administrative Costs percentage to Actuals = 23.66% and will continue to decrease.

Consent A motion was made by Commissioner Ohikhuare and seconded by Commissioner Ramos to approve the Consent Item. Without further comment or objection, motion carried by unanimous vote.

Item No.	CONSENT
1	Approve minutes of January 8, 2014 Commission Meeting. (Presenter: Ann M. Calkins, Executive Assistant, 387-1502)

Item No.	DISCUSSION
2	<p>Approve First 5 San Bernardino's contribution to the development of the San Bernardino County Community Indicators Report in the amount of \$12,000. (Presenter: Cindy Faulkner, Operations Manager, 252-4253)</p> <p><u>Discussion</u> None</p> <p>A motion was made by Commissioner Hill and seconded by Commissioner Egge to approve the Discussion Item. Without further comment or objection, motion carried by unanimous vote.</p> <p><u>Public Comment</u> None</p>

Item No.	INFORMATION
3	Receive information on First 5 California Strategic Plan. (Presenter: Scott McGrath, Supervisor, 252-4259)

Public Comment Lisa Dryan, Chair, Inland Empire Perinatal Mental Health. Ms. Dryan spoke of maternal mental health disorders (post-partum depression), parental mental health effects on young children, and the lack of funding for these issues in San Bernardino County.

Christina Karolyi spoke about and asked the Commission to consider funding perinatal and post-partum depression services.

Commissioner Roundtable Commissioner Hill thanked First 5 staff for a phenomenal job with the Open House, their creativity with the new office and congratulated First 5 leadership for doing a wonderful job.

Adjournment A motion was made by Commissioner Ohikhuare and seconded by Commissioner Egge to adjourn the meeting. Without further comment or objection, meeting adjourned at 4:05 p.m.

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Next Commission Meeting March 5, 2014
3:30 p.m. to 5:00 p.m.
First 5 San Bernardino
Commission Conference Center
735 East Carnegie Drive, Suite 150
San Bernardino, CA 92408

Attest

Chair, Linda Haugan

Ann M. Calkins, Commission Secretary
