



## Minutes: Advisory Committee Meeting

735 E. Carnegie Drive, Suite 150, San Bernardino, California 92408

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**Meeting Date,** August 20, 2015  
**Time and** Chair Margaret Hill called the meeting to order at 12 noon  
**Location** First 5 San Bernardino

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**Attendees**

**Advisory Committee**  
 James Moses, Ken Johnston, Ed Pare, Becky Thams, Diana Alexander, Stacy Iverson, Leslie Bramson, Colleen Hancock, Margaret Hill, Sonia Rubio, Kathy Turnbull, Kent Paxton, Jonathan Byers, Michelle Parker, Nancy Ruth White

**First 5 San Bernardino**  
 Cindy Faulkner, Mary Jaquish, Scott McGrath, Debora Dickerson-Sims, Ann Calkins, Mary Alvarez, RuthAnn Martinez, Ronnie Thomas, LuCretia Dowdy, Leslie Fountain, Chrystina Smith-Rasshan

**Harder+Co**  
 Matt Kronz, Anna Cruz

**Guests**  
 Karen Spencer-Cruz

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**Consent** Ken Johnston noted that Kent Paxton’s name was misspelled in the April 9, 2015 minutes. A motion was made by Leslie Bramson and seconded by Stacy Iverson to approve the minutes as corrected. Without further comment or objection, motion carried by unanimous vote to approve the minutes as corrected.

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Item No.	CONSENT
1	Approve Minutes of April 9, 2015 Advisory Committee Meeting

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Item No.	INFORMATION
2	<p>First 5 California IMPACT Funding Overview (Mary Jaquish, Supervisor)</p> <p>First 5 IMPACT (Improve and Maximize Programs so All Children Thrive) is an innovative approach that forges partnerships between First 5 California and counties to achieve the goal of helping children ages 0 to 5 and their families thrive by increasing the number of high-quality early learning settings, including supporting and</p>

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	<p>engaging families in the early learning process. Supporting more settings to achieve high-quality standards helps ensure more of California's children enter school with the skills, knowledge, and dispositions necessary to be successful. This provides families the information and support they need to promote and optimize their children's development and learning, both inside and outside the home.</p> <p>The First 5 California Commission recently approved \$190 million in funding to support First 5 IMPACT. The Request for Application (RFA) along with the application components is necessary to apply for First 5 IMPACT funds. All First 5 county commissions will have the opportunity to apply and have the right of first refusal in their county. On July 19, 2015, First 5 San Bernardino (F5SB) sent a letter of intent. F5SB has taken the lead and meets regularly with a consultant, VIVA Strategy, to look at a quality rating improvement system.</p> <p>The IMPACT grant funding will be based on the number of children in poverty in a licensed child care facility. Based on that number, San Bernardino County will receive 2.2 million dollars over five years. First 5 is looking at targeting 181 sites within the first three years of this funding cycle. The County's state preschool and HeadStart sites will be rated. These sites will have an opportunity to submit for block grant funding after their rating has been established. A few things that are determined for ratings are: student/teacher ratios, environmental factors and increasing the education level of teachers. There are about 2000 licensed facilities in the County.</p> <p>First 5 is responding to this opportunity as a convener and certainly cannot do this alone. Nancy Ruth White asked how the 181 sites were determined. Mary answered that was a formula determined by the State of California for the actual funding amount received. The funding could be used for increasing quality or for increasing teachers' credentials. Karen Scott stated that although First 5 was the fiscal agent in receiving this funding there is a huge collaborative of partners who will help determine how to disperse the funds. IMPACT is the funding obtained and QRIS is the credential.</p>
3	<p>QRIS Consortium Update (Mary Jaquish, Supervisor)</p> <p>With the assistance of VIVA Strategy, First 5 has established a QRIS Consortia that includes local education agencies, higher education institutions, local child care planning council, San Bernardino county departments, and resource and referral. This consortium will provide early learning expertise at the local level and a perspective on how we view quality rating improvement systems. The consortium is preparing the IMPACT Phase 1 application. The group will continue meeting at least once a month. The next part of the application is due November 20. The partners in the consortia will have to identify on the application what role will they take in this QRIS process. Part of the application process states that the consortia has to find someone in the county willing to do higher learning assessments ratings. A meeting is scheduled to meet with these institutions to determine if they'd like to be part of this application process.</p> <p>Kent Paxton asked if there was a way to find out how many of the children at these sites come from homeless families. Diana Alexander, Preschool Services mentioned that her agency tracks those numbers as does Superintendent of Schools. James Moses asked if this information was reported to the State. Becky Thams stated the information from Superintendent of Schools is relayed to their homeless liaison, Brenda Dowdy, who in turn forwards it to the State.</p>

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4	<p>Legislative/Policy Updates (Karen E. Scott, Executive Director)</p> <p>Several bills supported by the First 5 Association include AB 77 California intervention services act, AB 50 Home Visiting, AB 117 Medi-Cal vaccination rate, AB 1161 Privately Funded Pre-School pilot programs. Lawmakers reached out to First 5 California to co-author a press release for AB 1161.</p> <p>First 5 California is currently working on a proposal for the legislature outlining an approach to taxing e-cigarettes as part of any tobacco tax increase. First 5 is confident that backfill funding will be included. The California Medical Association sponsored a bill where their purpose is to increase Medi-Cal reimbursement.</p> <p>Kent Paxton mentioned that a marijuana tax might be in the works. Karen stated that First 5 California is non-committal regarding that particular tax.</p>
5	<p>Funded Initiatives/Programs for Fiscal Year 2015-2016 (Debora Dickerson-Sims, Administrative Supervisor II)</p> <p>Debora explained that a Contract Matrix Summary sheet will be distributed to the members before breaking into their subcommittee groups. This document will help familiarize members what First 5 currently funds according to the Strategic Plan and what balances are left in the remaining three fiscal years of each contract.</p>

Item No.	DISCUSSION
6	<p>Help Me Grow (HMG) – System Building Update (Ronnie Thomas, Staff Analyst II)</p> <p>In April 2015, First 5 San Bernardino became a formal affiliate – implementing the Help Me Grow system and its infrastructure which includes:</p> <ol style="list-style-type: none"> <li>1. Centralized telephone access point for connecting children and their families to services and care coordination;</li> <li>2. Community outreach to promote the use of HMG and provide networking opportunities among families and service providers;</li> <li>3. Child health care provider outreach to support early detection and intervention; and</li> <li>4. Data collection and analysis to understand all aspects of the HMG system, including identification of gaps and barriers.</li> </ol> <p>First 5 will identify partners who can move HMG forward, designate a program coordinator, initiate an RFQ (request for qualification) and an IFB (invitation for bids); determine the most cost-effective way for this system to work in the County; and assist a coordinator to develop a process and plan for expansion.</p> <p>To date, an RFQ has been developed. Two doctors from the American Academy of Pediatrics (AAP) have been identified as HMG champions. Ideally, all doctors would refer children to the HMG linkage system so that the children receive developmental surveillance and screening. Data collected will identify service gaps and this information can be compared on a national level. A parent advisory council will also be developed.</p> <p>Mary Jaquish added that HMG has set up a database to help pediatricians re-certify in their boards.</p>

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7 and 8	<p>Priorities Recommendation Report/Review/Update – (All) Strategic Plan Review and Alignment (All)</p> <p>In addressing the shift to systems, Karen Scott reported that Harder+Co is assisting First 5 in conducting key informal interviews with individuals not only familiar with their services and systems but also how it all integrates together. After the interviews are completed, a survey will be sent to all Children’s Policy Council members, who are all childhood serving organizations, to ask them ‘what does systems mean to you?’ and how do they support such a system once it is established? This information will be evaluated and shared with the Advisory Committee members and together will create a definition for “systems” versus “programs”. This definition of “systems” will support the First 5 San Bernardino mission, vision, guidance and overall Strategic Plan.</p> <p>Working through systems enables the Commission to work through collaboration, recognize collective impact and strengthens the basis for funding issues. The new Strategic Plan is working very well. The harsh reality is First 5 funding is declining and we must adjust our approach to supporting the health and well-being of young children accordingly. As we have included the SPAs and outcomes and activities in our Commission agenda items, this will prove helpful in evaluating where we have invested the most and what will yield the greatest outcome as we move forward.</p> <p>In this Strategic Plan period, we want to be extra-vigilant to other system supports at the Federal, State and local areas and identify and respond to funding opportunities.</p> <p>We must consider ways to leverage considerably fewer First 5 dollars. We are also working on establishing priorities with Commissioners from an advocacy and policy platform where the Commissioners will be able to respond to policy and letters of support.</p> <p>This can keep support in developing funds from an asset-based standpoint versus focusing on isolated issues such as poverty, homelessness, food and security. We need to look at data, strategies, best practices, strengths and resources to determine the best way to address these issues. It is not the role of Prop 10 to raise children out of poverty. We can’t fix poverty, but we can help fix what happens because of it. At the next Commission meeting, Greg Bradbard from Inland Empire United Way will speak on poverty. His presentation is entitled “Struggling to Get By – The Real Cost Measure in California” with a section about San Bernardino County.</p> <p>In 2011, the Advisory Committee Summary reported the following six priorities: addressing low birth weight, infant mortality rates, prevention of child abuse and neglect, WIC and public assistance utilization, asthma and bronchitis and childhood obesity. Four of those are directly addressed through Department of Behavioral Health programs. Now, in 2015, would we be duplicating if we addressed those issues? Is DBH able to provide adequate services? Under what systems are these services provided? These are some of the things the Advisory Committee will evaluate and provide a recommendation for our future budget.</p> <p>As we work through systems, we can move away from a “one-size fits all” type of opportunity through RFPs and subsequent contracts.</p>
9	<p>Early Learning, Child Health, Family Support, Research and Data Subcommittees – RFP Preparation – Coordinate and establish process/meeting schedules/timetables – (All)</p> <p>Members were asked if the 2011 Recommendations are still high priorities and how they align with the new Strategic Plan.</p>

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	<p>Subcommittee members were asked to meet at least four times before the next full Advisory Committee meeting date of October 22, 2015.</p> <p>Karen Scott stated that the issue of conflict of interest came up due to the make-up of members who are County affiliated, etc., in developing an RFP. Presently, the members of the Advisory Committee represent larger “systems” in the County and not non-profits who could benefit from the release of a request for proposal. Karen reiterated that the Advisory Committee’s expertise is important in helping to determine where funds should go. Members can assist with the “why”, “who” are we reaching, and “what” we are doing, however, the First 5 Commission is actually determining the “how”. Based on Advisory Committee recommendations and review, the Commission will determine how much money will be invested and what strategies will be used.</p> <p>Regarding each of the SPA areas, for Early Education the initiative should include not only pre-school, but QRIS, Race to the Top, some form of the federal 3<sup>rd</sup> grade level reading initiative, Cradle to Career, Too Small to Fail, Reach Out and Read and any of our other planned literacy interventions within the system for building and coordinating. First 5 is also involved in collective work with some very powerful campaigns across the state that addresses the word gap with a focus on zero to 36 months. We should look at the value of education campaigns and how we can join those collectively.</p> <p>For Child Health - community transformation plan which could align health with our former Healthy Communities Initiative; supporting children through education and navigation.</p> <p>For Family Support – there’s not a lot of money left, but we should look at this and ask if there’s anything missing and is this where Help Me Grow steps in? This is a great opportunity to link and build a comprehensive support for children and families and connect meaningfully with other county partners, and other organizations as well.</p>
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	<b>Session Topics</b>	<b>Tentative Date</b>	<b>Goals &amp; Objectives</b>
	<b>Building the Foundation</b>	August 2015	<ul style="list-style-type: none"> <li>▪ Review 2011 Priorities</li> <li>▪ Identify areas that require updated data</li> <li>▪ Overview of timelines, support materials and process</li> <li>▪ Assignment to subcommittees</li> <li>▪ Review F5SB Strategic Plan Strategic Priority Areas, Goals and Objectives</li> </ul>
	<b>SUBCOMMITTEES Identify Priorities Within Goal Area</b>	September 2015	<ul style="list-style-type: none"> <li>▪ Review existing and updated data</li> <li>▪ Draft preliminary recommendations w/in subcommittees</li> </ul>
	<b>Present Preliminary Recommendations to Advisory</b>	October 2015	<ul style="list-style-type: none"> <li>▪ Subcommittees present preliminary recommendations to Advisory Committee (entire group)</li> <li>▪ Discussion/feedback for each group</li> <li>▪ Finalize recommendations based on Advisory feedback (in subcommittee)</li> </ul>
	<b>Finalize Recommendations</b>	November 2015	<ul style="list-style-type: none"> <li>▪ Present finalized recommendations</li> </ul>

**Public Comment**

None

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**Committee Member Roundtable**

None

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**Adjournment**

A motion was made by Leslie Bramson and seconded by Diana Alexander to adjourn the meeting. The meeting was adjourned at 2:00 p.m.

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**Next Meeting**      October 22, 2015

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**Attest**

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Ann M. Calkins, Advisory Committee Secretary

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