

FISCAL YEAR 2021-2022

Local Outcomes Report



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Director, San Bernardino County Public Health Department

We would like to acknowledge the former 2021-2022 Commissioners including Jorge Escalante, Andrew Goldfrach and Dr. Margaret Hill.



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Greetings from the Executive Director

Dear Colleagues and Community Partners,

Once again, I am pleased to provide First 5 San Bernardino's annual outcomes report. The outcomes included cover the period for July 2021-June 2022.

As we continue to adapt to life in the wake of the COVID pandemic, we recognize that there are great needs lingering and a necessity for strong support for our young children and their families.

While these recent years have challenged us all in ways never thought possible, it has also inspired us at First 5 San Bernardino to continue innovating and revolutionizing funded systems and service delivery models while advocating for children and their families.

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 five years of age and their families with broad-based support. 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 2021-2022.

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 our children and 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 as well as their families and communities. Fiscal year 2021-2022 yielded some exceptional outcomes as we continue to bounce back from COVID, build strong and diverse relationships, lead collaborations and coalitions and drive positive collective impact.

Responsive in a Changing Environment

Moving forward, our priorities are focused on keeping current with the rapidly changing policy and fiscal landscape that aligns with funding opportunities. This will allow for the linking of funding and expanding the reach and success of coordinated interventions, services and resources that support the whole child and whole community. We also are identifying opportunities to share data and maximize the use of innovation and effective technology.

We remain committed to the process of 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 designed to nurture children in their early years. We are ready to proactively let our community get to know our significant commitment to our youngest children in San Bernardino County in a whole new way.

On behalf of the Commission, I would once again like to thank and acknowledge our contracted agencies and collaborative partners for the outstanding work that has been done in the face of the COVID challenges. The outcomes that have been achieved are exemplary and a true testament of their commitment to our county's next generation beginning with our youngest children and their families.

Sincerely,



Karen E. Scott
Executive Director



Karen E. Scott
Executive Director of
First 5 San Bernardino



Total Community Members Served

In 2021-2022, First 5 San Bernardino served 51,619 individuals:

29,468 Children | 17,431 Primary Caregivers | 4,720 Providers

The following report presents an overview of accomplishments and successes achieved through First 5 San Bernardino's (F5SB) funded initiatives in fiscal year 2021-2022 in each of the three Strategic Priority Areas detailed in the 2020-2023 Strategic Plan:

Child Health

Children prenatal through age five 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.

Quality Early Learning

Children birth through age five 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.





Within each of the Strategic Priority Areas, F5SB 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 list of corresponding initiatives includes a narrative summary and the corresponding data for fiscal year 2021-2022. System-wide 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.



Child Health

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

Program	System-wide Strategies	Description	Data
Breathmobile	Family supportive resources	Delivers free pediatric asthma care to families via mobile clinics that travel to schools in the Inland Valley and High Desert areas to provide complete evaluation, examination, care plan and extensive patient family education.	<ul style="list-style-type: none"> • 135 children served • 63 parents served
Children's Assessment Center	Family supportive resources	Provides forensic interviews and medical exams in one 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 case.	<ul style="list-style-type: none"> • 584 children served • 1,367 providers served
Children's Network 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 90 collaborative meetings including: <ul style="list-style-type: none"> ◦ 10 SART/EIS funders/providers meetings, 5 Children's Network Policy Council Meetings and 12 Autism Collaborative meetings
Children's Network 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"> • 25,005,552 media campaign views • 9 regional collaborative meetings • Over 400 providers served at annual Children's Network conference
Help Me Grow Inland Empire	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"> • 3,464 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"> • 39 partner engagements including meetings, training, summits, webinars, technical assistance, information sharing and support



Child Health - cont.

Program	System-wide 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 hospitals have 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"> • 1,439 providers served • 15 webinars • 2 California Breastfeeding Coalition meetings • 11 general continuing education sessions • 4 hospital collaborative meetings • 12 advocacy sessions
Screening, Assessment, Referral, and Treatment (SART) / Early Identification and Intervention Services (EIS)	Family supportive resources; Collaboration for systemwide effort	In partnership with San Bernardino County Department of Behavioral Health, SART/EIS 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"> • 2,942 children served <ul style="list-style-type: none"> ◦ SART: 2,432 ◦ EIS: 510 • SART improvements on CANS: <ul style="list-style-type: none"> ◦ 73% improvement in family functioning ◦ 73% improvement in adjustment to trauma ◦ 71% improvement in attachment difficulties • EIS improvements on CANS: <ul style="list-style-type: none"> ◦ 67% improvement in anger control ◦ 64% improvement in social functioning ◦ 64% improvement in emotional/physical dysregulation

Parent Success Story

A mother of two children ages 4 and 6 was referred to Help Me Grow Inland Empire's (HMGIE) Access Center for developmental screening and social determinants of health needs. The initial referral noted housing as a concern. When the HMGIE program coordinator spoke to the mother during the intake call, the mother shared that her own personal health needs were hindering her ability to address the family's additional concerns. The coordinator was able to connect the mom to health services to address her needs and then later, after a series of follow-up calls, the coordinator connected her to housing through an IEHP resource referral. The mother expressed her gratitude and appreciation for all the work that HMGIE conducted to help and encourage her family.

– Help Me Grow Inland Empire



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	System-wide 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"> • 918 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"> • 554 children served • 1,089 parents served • 99.66% 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"> ◦ 51% exited as low risk ◦ 48% exited as medium risk ◦ 1% exited as high risk
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"> • 318 children served • 219 parents served who are incarcerated
Children's Network 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"> • More than 50 participants served through virtual engagement lounges • 100 participants served at Inland Empire Fatherhood Summit • More than 300 provider staff trained



Parent Success Story

El Sol frequently invites families to participate in their Healthy Children, Resilient Families program. Recently, one family accepted and was enrolled in the program. The mother shared she was able to see changes in her children's behavior. She also noticed differences not only in the children but also in herself. The mother expressed this program made so many positive changes in herself that she wanted to help bring about similar changes to others in the community. She was encouraged to apply and was hired for the position of family support worker. Currently, she is receiving training to work with and support other families.

– Family and Community Support and Partnerships



Quality Learning

Children birth through age five 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	System-wide Strategies	Description	Data
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"> • 525 coaching sessions
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"> • 109,232 books read • 58,506,398 words read
First 5 Service Corps	Family supportive resources	In collaboration with California Child Abuse Prevention Center and County of San Bernardino Preschool Services Division, AmeriCorps volunteers introduce early literacy, numeracy and social-emotional development to children ages 3-5 in Early Head Start and Head Start programs to support school readiness.	<ul style="list-style-type: none"> • 81 children served • 100% of children increased in one or more school readiness skills
Quality Start San Bernardino	Collaboration for systemwide effort	With joint funding from First 5 California's 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"> • 10,248 children served • 1,756 providers served • 1,583 coaching visits made • 329 coaching sites served
Reach Out & 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"> • 158 providers served • 32,339 books distributed



Provider Success Stories

Quality Early Learning providers were asked to describe key achievements via a program participant survey. The following are success highlights:

“I was ranked 2nd place in the category of best day care in Yucca Valley.”

– Family child care provider

“Our staff have been able to enrich their programs and environments with the funds received. Teachers loved having a coach for guidance and encouragement.”

– Center-based program administrator

“My classroom has an easier flow. Children are being more productive and respectful towards one another. We have more activities for them to learn as they play.”

– Center-based program teacher

“We were able to operate with very little COVID issues for the school year and were able to remain open and serve our families during the pandemic.”

– Center-based program director

“My program looks and operates in a more professional manner. I was enrolled in ECEC college classes, and from what I learned I now I feel empowered to contribute and offer quality services to my community.”

– Family child care provider

“Our school has become comfortable implementing the ASQ (ages and stages questionnaire), and we have been able to use it to help our families get services for their children.”

– Private center-based program director



Community Engagement

In fiscal year 2021-2022, in-person community engagement activities increased as COVID-19 restrictions eased, allowing F5SB to fully reconnect with the community. F5SB hosted and participated in partner events as a way of maximizing its efforts in serving the community. Approximately 50 outreach events occurred during the fiscal year (e.g., community-focused, educational, etc.); four signature events are highlighted below. The events also generated 31 media placements.

Literacy Events

In August and October 2021, F5SB held two free drive-thru events as part of F5SB's annual literacy outreach and in support of the County's literacy initiative, **Vision2Read**. These efforts encouraged San Bernardino County residents with children ages 0-5 years to participate in reading age-appropriate books and provided basic school supplies for preschool and kindergarten children.

Families who participated in the drive-thru event received a backpack and Kinder Kit, which included school supplies such as scissors, crayons, pencils, glue sticks, large erasers, pencil boxes and books. The two events served 3,000 parents/caregivers and distributed 2,000 backpacks, 3,200 Kinder Kits and 11,400 books. Partners such as SAC Health and Inland Empire Health Plan also participated in the event to provide COVID-19 vaccinations.



VICTORVILLE EVENT

SAN BERNARDINO EVENT



National Diaper Need Awareness Event

In September 2021, F5SB partnered with First 5 California to donate nearly \$1 million in COVID-relief emergency supplies such as 300,000 diapers and 700,000 baby wipes to San Bernardino childcare providers for distribution to families. The donation also included cleaning supplies, hand sanitizer, soap, gloves, thermometers and face masks to support additional needs during the pandemic.

The high need for diapers and baby wipes especially for families with children 0-3 and the increasing prices of baby products had created a burden for many. F5SB's donations provided relief for San Bernardino county families/caregivers in need of supplies.



Little Teeth, Big Responsibility Campaign

In February 2022, F5SB collaborated with **San Bernardino County Department of Public Health's Smile SBC** to launch the bilingual (English/Spanish) **"Little Teeth, Big Responsibility"** campaign. This campaign emphasized the importance of a child's dental health and served as a call to action for parents and caregivers to take their child for a dental visit by the first tooth or first birthday.

The campaign consisted of billboards in three locations across the county, promoted the provider directory on SmileSBC.org as a primary call to action, geotargeted digital/social media posts and distributed campaign materials through toolkits to partner organizations. Billboards yielded an estimated reach of 858,002 San Bernardino County residents per week and marketing efforts exceeded campaign goals in the areas of impressions, clicks and click-through rates.

A video was created starring Bonnie Flippin, program coordinator of San Bernardino County Department of Public Health's local oral health program Smile SBC, and F5SB Executive Director Karen E. Scott to increase awareness of the importance of a child's dental health and shared through each organization's owned media channels.

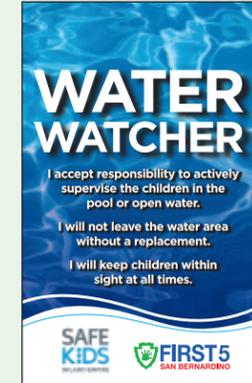


Water Safety Campaign

In May of 2022, F5SB's Executive Director **Karen E. Scott** participated in three live interview segments with Good Day LA on Fox 11 News to increase awareness of the importance of water safety.

Karen shared with the public the "ABCs" of water safety and highlighted F5SB's **Water Watcher tag**, which can be printed at home and worn by San Bernardino residents who oversee any children in the water as a reminder for adults to practice vigilance.

The water safety campaign was covered eight times through collective media platforms such as TV broadcasting, websites and online newspaper articles. These earned media efforts reached a combined total audience of 2.09 million for all outlets featuring coverage in the Los Angeles media market.



F5SB is proud to partner with Safe Kids Inland Empire, led by Loma Linda University Children's Hospital.



OUR MISSION

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



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