

**Agenda Item 15**
March 4, 2015

DATE: February 13, 2015

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Executive Officer's Report

The following is the Executive Officer's Report for March 4, 2015:

a. New Contracts Manager

Lucy Lin, J.D. was hired as the new Commission Contracts Manager in February 2015. She was formerly a Program Officer at First 5 LA and holds a Juris Doctor from the University of San Diego School of Law. Ms. Lin is responsible for the development and execution of contracts with the agencies that receive Proposition 10 funds. She also leads the operations for the contracts team and manages the contract payment processes. She will work directly with Commission Counsel on complex agreements and agenda items that require board resolutions. We are pleased to have Lucy join the team and welcome her to the Commission.

b. Strategic Communications Monthly Report

Curt Pringle & Associates provides strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. The Strategic Communications Activities Report for February 2015 is included as Attachment 1.

c. 6th Annual Help Me Grow National Forum in Orange County

Help Me Grow™ (HMG) is a national effort that connects children at risk for developmental and behavioral issues by providing a comprehensive, coordinated system for early identification and referral to services. Through the Commission leadership, Orange County was the first replication site of the nationally recognized program that was started in Connecticut. To date, 24 states are now replicating this model and seven counties in California are implementing the approach with additional 14 counties exploring adoption of the model. In April, Help Me Grow Orange County will join the national office in hosting the 6th Annual Help Me Grow National Forum in Orange County on April 15 - 17. The Commission is providing a \$2,500 sponsorship to help support the reception for the event. Distinguished keynote speakers include:

- Paul Dworkin M.D. – Help Me Grow National Team and Connecticut Children's Medical Center
- Frank Oberklaid M.D. - Centre for Community Child Health at the Royale Children's Hospital, Melbourne
- Ed Schor M.D. - Lucile Packard Foundation for Children's Health
- Bob Sege M.D. – Family and Child Advocacy, Boston Medical Center
- David Willis M.D. – Health Resources and Services Administration, Home Visiting and Early Childhood Systems

On Wednesday evening, April 15, there will be a reception highlighting the work of Help Me

Grow, Orange County including a video of the program. The reception on Thursday evening, April 16, will recognize national and state leadership that has supported the expansion of Help Me Grow including the Children and Families Commission of Orange County.

d. Prevention and Early Intervention (Neighbor-to-Neighbor) Program

At the December 2014 meeting, the Commission approved funding for the development of a prevention early intervention program, known as Neighbor-to-Neighbor, to provide early intervention and prevention for families at risk of child abuse or neglect. Commission staff is currently developing and planning for the release of an application document for eligible community agencies. Much of the program design is based on the recent research done by Dr. Emily Putnam-Hornstein that indicates that an initial Child Abuse Report (CAR) is a strong indicator of significant risk to a 0-5 child.

Staff continues to work in partnership with Orange County Social Service Agency (SSA) to identify leveraged funding from their agency and refine the program design. Consistent with the terms approved by the Commission at the December 2014 meeting the program will focus on:

- Families for which this is the first CAR report
- One or more children in the household are under the age of five
- Families' whose CAR report, based on the determination of SSA, will not receive further intervention by the Child Welfare Agency.

Given the focus on prevention and early intervention and the potential high return on investment from avoidance of child welfare costs, this project will likely be a strong candidate for a performance-based contract, similar to the Pay for Success model being assessed for the Bridges Maternal Child Health Network. The proposed plan includes a strong evaluation component and will identify at the onset what data will be collected by partners and reporting intervals. Given the proposed structure of a performance based contract, Commission staff is designing the application processes as a Request for Response (RFR) and will select the most qualified collaborative to engage in contract negotiations. Staff anticipates the release of the RFR in March and will provide a progress update in May 2015.

e. Early Childhood STEM Conference

The Early Childhood STEM (Science, Technology, Engineering, and Mathematics) Conference was held in Orange County for the second year on February 5-7, 2015. The Children and Families Commission and THINK Together partnered with the Children's Center at Caltech and the Orange County Department of Education for the professional development series that supports early educators to initiate STEM learning in their curriculum. I facilitated the panel presentation that kicked-off the conference. The panelists included educators in the early education field, and speakers from the Boeing Company and the OC STEM initiative representing the business community. Dr. Greg Duncan from the UCI School of Education participated on the panel and was the keynote speaker at the conference that was attended by over 500 participants, primarily early education providers. The conference is intended to increase their knowledge of STEM education and provide tools to engage children in STEM learning. Sandy Pierce represented the Commissioners and attended the conference.

ATTACHMENT:

1. Strategic Communications Report for February 2015



To: Kelly Pijl, Communications and Policy Director
Children and Families Commission of Orange County

From: Todd Priest, Vice President
Curt Pringle & Associates

Date: February 20, 2015

Subject: February 2015 Strategic Communications Summary Report

The following is a summary of activities that were provided by Curt Pringle & Associates to the Children and Families Commission of Orange County for the month of February 2015.

Legislative Advocacy

Board of Equalization

- Coordinated and participated in a meeting with BOE Member Diane Harkey on February 10, 2015.

Legislative/Budget Update

- Update regarding proposed legislation related to the “personal belief” exemption for the vaccination of children was provided.
- CP&A continued to monitor legislation that might impact the Commission or its grantees. In addition, we reviewed the Legislative Analysis Office’s 2015/2-16 Budget reports.

Briefings

- Coordinated and participated at the legislative roundtable breakfast and briefings during the First 5 Legislative Advocacy Day for the Commission on February 10, 2015.
 - Breakfast attendees: Senator Pat Bates, Senator Bob Huff, Senator Janet Nguyen, Assemblywoman Ling-Ling Chang and Assemblyman Don Wagner.
 - Individual briefings: with Assemblyman Bill Brough, Assemblyman Matt Harper, Office of Assemblyman Travis Allen and Office of Senator Tony Mendoza
- Coordinated and participated in a briefing with Lake Forest City Manager Bob Dunek.

Community Partnership

- Continued to follow-up with UPS regarding their potential partnership on the Champions for Children’s Literacy Initiative.
- Secured a 5-minute spot for Christina Altmayer on Time Warner Cable’s Local Edition to discuss the Commission and the programs it supports which was taped on February 6, 2015.

2/20/2015

Public Awareness

8th Annual Essentials for Young Lives Donation Drive – 2015

- Coordinated the *Essentials* Steering Committee meeting held on February 13, 2015.
- Coordinated with the Orange County Sheriff's Department to develop the 2015 *Essentials* public service announcement and provide sound system services at the Community Partner Luncheon.
- Secured a \$2,500 corporate sponsorship from the Automobile Club of Southern California.
- Secured a \$2,500 corporate sponsorship from CHOC Children's Hospital.
- Secured Time Warner Cable to provide an in-kind donation by running the *Essentials* public service announcement during the month of April 2015 as well as providing a 5-minute spot for Scott Larson to promote the *Essentials* drive on their Local Edition channel to be taped on April 17, 2015.
- Reached out to St. Joseph Hospital, Northgate Markets, and Kimberley-Clarke regarding community partnership opportunities.
- Developed a draft op-ed for distribution during the drive.
- Coordinated logistics for major campaign events with HomeAid Orange County.