Children & Families
Commission of Orange County

Agenda Item No. 4
January 2, 2013 Meeting

DATE: December 17, 2012

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Acting Deputy Executive Director

SUBJECT: Follow-up from September and December Commission Planning Meetings

SUMMARY:
This report provides an update on the follow-up review and planning that staff has done in regards to three programs that were presented at the Commission planning meetings:

- Pediatric Vision Program
- Community Education/Text4baby Program
- Early Math and Language Literacy

The Commission held the first planning sessions at its September meeting. The focus of the meeting was Health Education and Prevention. The second planning session, focused on Early Literacy and Math projects, was held at the December Commission meeting. This staff report provides information developed in response to the staff direction received during the planning meetings.

Pediatric Vision Program
At the Commission's September planning meeting, Dr. Stuart Brown presented a model to increase access to vision services for young children based on a program currently in place with First 5 San Diego and in the first stage of implementation with First 5 Los Angeles. In follow-up to the meeting, Commission staff conducted a planning and feasibility analysis for adapting the pediatric vision care program to Orange County. Part of this analysis included evaluating existing resources in Orange County and how these resources for vision care could be included or leveraged within the program implementation.

At the January meeting, Dr. Marc Lerner, Orange County Department of Education Medical Officer, will present a review of the potential options and considerations. This presentation is provided in follow-up to his presentation at the October Commission meeting. The options were developed based on analysis of the San Diego model and review of local resources including:

- Site visit to the University of California, Department of Ophthalmology and the vision service van;
- Soliciting input from local child health representatives including school nurse;
- Review of local data on current vision screening and diagnostic services and
- Analyzing gaps in current services.

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Dr. Lerner's presentation is included as Attachment 1. It presents concepts for programmatic direction. Funding is not currently included in the FY 2012/13 budget or specifically identified in the Long Term Financial Plan. Based on Commission direction, staff would return prior to adoption of the FY 2013/14 Budget with funding options and the potential dedication of the one-time funds.

Community Education/Text4baby Program

At the September Commission planning meeting, the Commission received a presentation by Dr. Diana Ramos on innovative deployment of mobile technologies for health education purposes. Commission staff provided an update on the Text4baby technology at the October Commission meeting. Since that time, additional information has been garnered about the project. The first randomized evaluation of Text4baby was published in the Bio Medical Central (BMC) Public Health Journal, November 2012. George Washington University researchers conducted a randomized pilot evaluation with 123 pregnant women and found that mothers were "nearly three times more likely to believe that they were prepared to be new mothers".

Although the Commission was not previously a formal outreach partner for the project, the Bridges Maternal Child Health Network providers have distributed information on the project for about three years, since the Text4baby program inception. In September 2012, Commission staff entered into a Memorandum of Understanding (MOU) with the Text4baby program in order to gain access to project utilization data. Data indicates that over 2,000 Orange County users have enrolled in services over the last three years. Eighty-six percent of these users speak English as their primary language. The highest percent of users are from the cities of Anaheim, Santa Ana, Fullerton, Garden Grove and Huntington Beach.

Community health providers indicate that the technology is geared to a higher education level population and voice concerns that the referrals are generic to national organizations. National partners include recognized organizations such as Medicaid/CHIP, WIC, Healthy Start, Head Start, Community Health Centers and other early care and education providers. Several First 5 Commissions, including five in Southern California, have entered into agreements with Text4baby to support the project as outreach partners. Outreach partners do not provide project funding rather they receive free materials to assist in local outreach. CalOptima is also a partner and Orange County Maternal Child Health program is considering participation.

In order to connect clients to local services, a customizable version of the Text4baby service is also available. These costs range from about $15,000 - $35,000 to set up depending on the size of the organization requesting customization (city, county, state, etc) and $3,000 - $4,000 per month to maintain.

Staff recommends efforts to continue expand access to theText4Baby health information based on the following:

- Continue to participate in Text4baby through distribution of outreach materials with the Bridges Maternal Child Health Network and other Commission investments.
- Consider opportunities to further participate in outreach efforts with other Orange County stakeholders such as County Maternal Child Adolescent Health Programs and CalOptima.

- Consider supporting a customized version of the resource if supported in partnership with the Southern California region First 5 Commissions or in partnership with County of Orange and/or CalOptima.

Early Math and Language Literacy
Updates on the Commission's investments in early learning were presented at the December planning meeting. The programs include the OC STEM Initiative, MIND Research Institute Early Math Program, and Countywide Early Literacy and Math Programs.

OC STEM Initiative
A three-year agreement to launch the OC STEM (Science, Technology, Engineering, and Mathematics) Initiative in partnership with the Samueli Foundation was approved in June 2011. The first year accomplishments include a comprehensive strategic plan for program management, strategic communication, assessment of best practices of innovative programs, fund development, and annual program reviews. The Initiative has secured over 15 funding partners, and launched early action programs including the AppJam contest that partnered UC Irvine students with middle school students to develop math related mobile phone apps for kindergarten and elementary students. Continued participation on the OC STEM Initiative executive committee is recommended, as well as regular reports to the Commission on the implementation of the strategic plan.

MIND Research Institute Early Math Program
The Commission invested in the development of an early math program with the MIND Research Institute. The early math program links to their school-based math program that has reported significant increases in math proficiency scores in low-performing school districts. The participating children have expressed both their interest and enthusiasm for the program, and teachers have noted the children's increased understanding and comprehension of early math concepts. The MIND Research Institute plans to expand the program to 40 new sites, 10 each year for the next four years. The start-up cost is $13,000 per site, with an annual renewal fee of $2,500. The MIND Research Institute is pursuing philanthropic funding to support the start-up costs and $2,000 of the renewal fee. School sites will be responsible for the annual renewal of $500. The Commission has set-aside $500,000 in the Fiscal Year 2012-13 budget for early learning programs. Using a portion of the set-aside to assist with the annual renewal fees is also recommended.

Early Literacy and Math Programs
The management of the early literacy programs transitioned to THINK Together in 2011-12, and expanded to include early math. The early literacy programs managed by THINK Together include: Reach Out and Read, Read for the Record, Raising a Reader, Center Based Early Literacy and Math, and the Children's Book Bank. The program is expanding to include additional early math programs that were identified through a survey of the school district's Early Learning Specialists. Recommendations for early literacy and math programs include: expanding the implementation of quality early math programs at Learning Link sites, Family Resource Centers, and community learning centers; monitoring the Commission's $5 million catalytic investment to support the implementation and countywide expansion of early literacy

over the next 10 years; and a coordinating a fund development strategy to support the operations and expansion of early literacy and math in Orange County.

STRATEGIC PLAN & FISCAL SUMMARY:
The strategies have been reviewed in relation to the Strategic Plan and are consistent with relevant goals. No funding action is requested at this time.

PRIOR COMMISSION ACTIONS:
- December 2012 - Participated in a planning workshop and received early literacy and math program updates
- October 2012 – Received follow-up on the pediatric vision and Text4baby strategies
- September 2012 – Received presentations on the pediatric vision program and health education technology.

RECOMMENDED ACTIONS:
1. Receive staff report and provide continued policy direction to staff.
2. Receive presentation related to Vision Program and provide direction to staff. Direct staff to return no later than the March meeting with recommendation funding actions.
3. Approve the continued participation on the OC STEM Initiative executive committee and regular reports to the Commission on the implementation of the strategic plan.
4. Direct staff to return with a recommended funding plan to allocate a portion of the set-aside funds for early learning programs to assist with the annual renewal fees to implement the MIND Research Institute Early Math Program at up to 40 selected school sites and direct staff to develop a partnership agreement with MIND Research Institute to secure discounted prices.
5. Direct staff to return with a plan to expand and implement quality early math programs at Learning Link sites, Family Resource Centers, and community learning centers.
6. Direct staff to coordinate with THINK Together on a fund development strategy to support the operations and expansion of early literacy and math in Orange County.

ATTACHMENT:
1. Health Prevention and Education: Vision / Optometry

Contact: Alyce Mastrianni

Attachment 1
Health Prevention and Education
Vision / Optometry

Priorities:

- Provide ***quality*** screening and diagnostic treatment for all young children
- Increase access to screening services
- Ensure diagnostic follow-up for all children, as appropriate

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Pediatric Vision Service Planning

At the September Commission Planning retreat, the Commission received a presentation on the University of California San Diego vision model. The model was developed to improve vision, school readiness and health for preschool age children in low-income and underserved communities. The comprehensive program provides vision screening, exams, and referrals for complete eye examinations, glasses, and specialist eye-care as necessary.

The Commission's planning and feasibility analysis of the strategy examined:

- What are the available community resources? How are the Commission's current investments (i.e. School Nurses and Community Clinics) meeting this need?
- What are the current gaps in service? How effective is the referral and follow-up care?
- What other mobile resources exist in the community that could be leveraged?
- What are potential programmatic and funding options to support vision screening and support services and support future project sustainability?

Current Gaps in Vision Services

Screening Access

- Access through Medical Home – children under 5 not always effectively screened prior to Kindergarten (or techniques not standard, quality)
- Transportation for families
- InfantSee strategy available for children under 1, limited capacity

Diagnosis /Treatment

- Pediatric Optometrists – limited
- Dispensing of glasses – costly and resources limited
- Severe vision and eye health problems referred to Southern California College of Optometry or local Ophthalmologists - Limited resources in South County
- Surgical intervention is available in OC or referred to LA County

Continuity of Care / System Management

- No county database in place to capture vision data
- Education for parents and health practitioners are lacking
- Medical home connection is needed.

Findings

Screening Access

- Commission funded programs (School Nurses, Community Clinics and Home Visitation programs) provided vision screening and linkage to services to 20,752 children in FY 2011/12.
- School Nurses share best practices to expand their knowledge of nursing practice; evidence based field vision screening for effective visual assessments of children and linkage to appropriate referral resources has been a recent priority.

Diagnosis / Treatment

- There may be an opportunity to implement the mobile vision program with the Commission's Pediatric Health Service programs.

Continuity of Care/System Management

- The Orange County community has been committed to joint planning to improve the vision needs of children.
- Although limited, there are existing programs that provide vision services including the CalOptima Vision Service Program.
- There is an AAP photo-screening policy statement & CPT code.

School Readiness Nurse
Vision Screening Project Results

Data collected from January 2009 to June 2011 indicated that:

20% of preschool children had visual acuity problems. Of these approximately:

- –25% had astigmatism
- –40% hyperopia or myopia
- –5% combination problems or eye disease
- –20% anisometropia
- –5 – 10% asked by the optometrist to follow-up in 1 year

These results are similar to the national data provided by Dr. Brown during the Commission planning retreat.

OC Community Referral Resources

- **Southern California College or Optometry Eye Care Center**
  Teaching facility, community health center / vision clinic, including full service optical dispensary. Participates in **InfantSEE** a no cost public health program developed by the American Optometric Association Foundation and the Vision Care Institute. Program provides one-time, no cost eye and vision assessment for babies 6 – 12 months, over 30 Optometrists participating in Orange County.
- **CalOptima Vision Service Plan (VSP)**
  Routine eye exams are provided through a network of optometrists / ophthalmologists and eyeglasses when medically necessary.
- **LIONS Club International**
  With the assistance of volunteer optometrists, the clubs provide vision screening and treatment referrals. The Sight and Hearing Foundation operates a mobile van that is deployed to schools and health fairs.

OC Community Resources

UCI - Gavin Herbert Eye Institute

- Dr. Brown has recommended that the mobile vision program be implemented in conjunction with an academic institution, the University of California, Irvine.
- UCI is slated to open Orange County's first university-based eye institute this year bringing together patients, university researchers, doctors and the eye technology industry. To date, the Institute has been completely funded by private philanthropy.

Review of Options

- Scenarios Considered:
  - Scenario 1 – Implement the Mobile Vision Van strategy as deployed in San Diego
  - Scenario 2 - Implement the Mobile Vision Van strategy as a pilot
  - Scenario 3 – Implement a hybrid approach with the Mobile Vision Van and leveraging existing vision resources.
- Challenges Common to All Scenarios:
  - Securing funding to purchase or renovation of van to provide expanded diagnostic services
  - Ongoing program funding sustainability
  - Building relationships between existing resources, medical home providers, new diagnostic / treatment services, and the family.

Scenario 1 – Implement the Mobile Vision Van Strategy as Deployed in San Diego

Benefits

- Quality screening and assurance of linkage to follow-up services
- Accessible for families
- Standard data is collected
- Proven model that can be replicated (First 5 LA approved replication of model in July 2012)

Concerns

- Potential decline in screened children during ramp up of new model. Would need to maintain current model to sustain 20,000 screens annually to ensure no decline in current capacity. Dr. Brown has stated he'll start with 8,000 and ramp to 20,000
- Long term program sustainability – First 5 LA and San Diego are sole funders; does not include Medi-Cal or other coverage program
- Data collection model still not fully automated
- Services target 4 – 5 year old children – does not focus on younger 3 year olds
- No intentional link to the health home
- Model uses teacher time that might be challenging for the district.

Scenario 2 - Implement the Mobile Vision Van Strategy as a Pilot

Benefits

- Program would include purchase of the use of San Diego vision van one day per week to gain experience implementing strategy.
- Allows Commission to pilot program on a limited basis.
- Select a community/school district that has had minimal participation in vision screening, or wishes to adopt mobile van model to expand or enhance current services, and invite them to participate in pilot effort.

Concerns

- San Diego vision van is fully booked and not available for temporary use.
- Continue to explore sharing existing OC van to implement pilot, although refurbishing to accommodate vision needs may be cost prohibitive.

Scenario 3 – Implement Hybrid Approach: Mobile Vision Van & Leveraged Vision Resource

Benefits

- Implement mobile vision diagnostic van in conjunction with current screening efforts implemented by School Nurses.
- Ensure standard of care across existing Commission funded projects and other vision providers
- Would provide additional community capacity to increase screening capacity by 40% the first year
- Ensure follow-up resources for School Nurse and community clinic referrals
- Leverage School Nurse relationships with community
- Ensure link to health home
- Build sustainable project through project billing

Concerns

- Tailoring model to OC-would be testing a new model
- Ensure access to younger children and children outside school district based services that may not be in the current reach of the School Readiness Nurses.

Recommendation – Scenario 3

Convene Local Planning Body

- Planning body to design standards and approaches for implementing hybrid approach
- Members to include:
  - Dr. Stuart Brown
  - UCI Eye Institute
  - CHOC
  - CalOptima
  - Commission
  - County Maternal Child Health
  - Southern CA College of Optometry
  - American Academy of Pediatrics
  - School Readiness Nurses
  - Community Clinics

Implementation Criteria

- Expand ages to ensure screening of 3 and 4 year olds
- Explore "certification" of existing screeners
- Leverage resources who have the connections to the community (ex Essilor Foundation / Kidsvisionforlife)
- Ensure connection to the medical home, health coverage
- Appropriate management of vision related health information
- Develop sustainability, relationship with Medi-Cal
- Develop educational component for child's family and community providers

Next Steps

- Convene local planning body
- Explore:
  - Options to implement mobile vision program in conjunction the Commission's Pediatric Health Programs including the UCI Eye Institute and CHOC.
  - Partnerships for match funds for capital and operating
  - Leveraged fund opportunities for eyeglasses such as Essilor Foundation / Kidsvisionforlife
  - Other potential sources for sustainable funds such as CalOptima
  - Relationship with other existing vision screening and diagnostic / treatment services
  - Potential to expand vision screening/diagnostic model in other settings, i.e. community clinics, family resource centers.