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**Agenda Item No. 5**  
**October 1, 2008 Meeting**

CLERK OF THE BOARD  
ORANGE COUNTY  
BOARD OF SUPERVISORS

**DATE:** September 23, 2008  
**TO:** Children and Families Commission of Orange County  
**FROM:** Michael M. Ruane, Executive Director 

**SUBJECT: Pretend City Children's Museum Development Screening Initiative**

**SUMMARY:**

The Children and Families Commission of Orange County is partnering with community organizations to provide expanded health and early education programs at new venues throughout the county. A Developmental Screening Initiative implemented in a unique, non-threatening environment can educate parents and caregivers about the importance of development screenings and opportunities for early intervention. This item is in response to the Commission's direction in September 2008, to develop a scope of work and a 10-year agreement with Pretend City Children's Museum to fund a Development Screening Initiative and increase the number of children that receive developmental screenings and follow-up services.

**Developmental Screening Initiative**

The Developmental Screening Initiative combines on-site screenings, parent and provider education and training, and promotional outreach to change the overall perception of developmental screenings and increase the number of Orange County's young children who receive screenings. Pretend City is a non-profit organization that will open an interactive children's museum in Irvine in 2009. The children's museum will include exhibits designed to engage children in a wide range of developmental activities, coupled with onsite screening tools for parents that are integral to the museum's design. This provides a family friendly venue to communicate messages about appropriate developmental milestones for young children.

The free developmental screenings will be conducted by an experienced Orange County agency such as Family Support Network. The screenings will be done at the Pretend City Children's Museum with the intent that the location will reduce fear or stigma that may be related to screenings, and expand the reach of messages. The screening will address developmental, and health conditions in young children. Approximately 380 children can be comprehensively screened each year through the program at Pretend City. Children will be referred for follow up services as needed, and there will be additional outreach with families to ensure appropriate appointments are made and to assist with medical insurance if necessary. The first year of the agreement allows for museum start up, partnership development, and phasing in of the developmental screenings. Consequently the developmental screening services will begin in year two.

A total of 5,200 parent developmental screening tools, approved by the Commission or its designee, will be distributed annually by Pretend City to parents during special Developmental Days and through parent education classes. Completed parent screenings will be assessed by agencies such as Help Me Grow which will then make appropriate referrals for comprehensive screenings and facilitate follow-ups, since free passes to the museum for completed screenings will be used as parent incentives and a return rate of 25 percent is projected. Approximately 1,300 children will be screened annually through this process.

Annual funding at \$350,000 for 10 years for a total of \$3.5 million was initially approved to develop and implement the comprehensive Development Screening Initiative. This allocation of funds is secured by Letters of Credit provided by Pretend City Children's Museum that can be called should Pretend City fail to provide the agreed upon services. The Letters of Credit will be reduced incrementally each year (10% annually) as required services are fulfilled.

### **Developmental Screening**

The agreement with Pretend City requires establishment of a mechanism acceptable to the Commission to provide expert advice and recommend best practices related to children's developmental health, screening tools, outreach, and referrals. Already a working group of experts has met and there will be a formal review procedure throughout the duration of the Commission's 10-year agreement to ensure the implementation of a high-quality developmental screening program with validated screening tools and appropriate referrals and follow up.

Representatives from the following organizations and specialties will be invited to participate:

- American Academy of Pediatrics
- Children with Special Needs
- Early Care and Education
- Family Support Network
- Neurological Network/Help Me Grow
- Orange County Department of Education
- Orange County Health Care Agency
- Regional Center of Orange County

### **Parent Education and Provider Outreach**

The Pretend City developmental strategy includes building awareness through exhibits, providing parents with information on appropriate developmental stages, and offering a screening tool approved by the advisory council that parents can use, take home, and discuss with their child's healthcare provider. The museum will include a healthy development milestone obstacle course and a "development map" for parents to assess their child on the obstacle course. Pretend City will also have resource materials at the museum and electronically on their website.

Outreach will occur through community partners such as early care and education programs, libraries, family resource centers, media and public service announcements. Free museum passes will be used as incentives to encourage parents to complete developmental assessments.

Outreach to geographic communities most in need will occur and address potential barriers such as transportation. Pretend City will maximize the use of the museum facility to build awareness and outreach to Orange County pediatricians, family practice doctors, and the early care and education community. This may include but is not limited to training workshops at the museum, a development screening expo, an annual authors' day with doctors and researchers specializing in child development, and use of the museum for professional gatherings and continuing medical education related to children's development and valid screening tools.

### **Outcomes and Evaluation**

A comprehensive evaluation plan will be implemented to include an annual assessment of progress toward six outcomes for the Developmental Screening Initiative.

1. Increase the number of appropriate high quality developmental screenings
2. Increase the number of age-appropriate referrals to sites that provide developmental services
3. Increase the number of young children who receive early intervention services
4. Parents understand developmental milestones/behaviors and ways to facilitate healthy development
5. Increase the number of educators who use a formal developmental screening tool in the classroom
6. Developmental screenings are routine at well-child visits in the pediatrician's office

### **STRATEGIC PLAN & FISCAL SUMMARY:**

This program has been specifically reviewed in relation to the Strategic Plan and is consistent with the Capacity Building outcome goal. The funding request is \$3,500,000 for Pretend City Children's Museum which is included in the FY2008-2009 Budget within the Capacity Building Grants budget category.

### **PRIOR COMMISSION ACTIONS:**

July 2008 – Direct staff to continue discussions with Pretend City Children's Museum and present a formal proposal for a 10-year partnership agreement for a total investment of \$3,500,000.

### **RECOMMENDED ACTIONS:**

Adopt resolution (Attachment 2) authorizing the Executive Director or designee to prepare, negotiate and enter into Agreement FCI-PCD-01 with Pretend City, the Children's Museum of Orange County to develop, launch and implement the comprehensive Development Screening Initiative in a total amount not to exceed \$3,500,000 for a ten year period beginning on or about October 1, 2008.

### **ATTACHMENTS:**

1. Community Developmental Screening Program, Pretend City, the Children's Museum of Orange County , Terms and Conditions
2. Resolution to prepare, negotiate, and execute an Agreement for service with Pretend City, the Children's Museum of Orange County.

**Contact:** Kim Goll

<b>Community Developmental Screening Program Pretend City Children's Museum Terms and Conditions</b>	
<b>Facility Overview</b>	<ul style="list-style-type: none"> <li>• 28,000 square foot leased facility in the Irvine Spectrum area. Expected to open in 2009.</li> <li>• Pretend City will create a research based interactive environment that supports early learning activities for children.</li> </ul>
<b>Commission Sponsored Programs</b>	<ul style="list-style-type: none"> <li>• Development of a comprehensive plan supporting and enhancing the Commission's and our partners work on expanding and improving the quality of developmental screenings countywide.</li> <li>• Plan includes: <ul style="list-style-type: none"> <li>○ Build out the interactive museum space to encourage children to engage with activities that support parents' observation of developmental milestones</li> <li>○ Facilitate and host monthly free developmental screening days for children ages zero through five</li> <li>○ Create an education and outreach plan aimed at parents and caregivers emphasizing the importance of developmental screenings for young children</li> <li>○ Initiate and maintain a learning series for pediatricians and other professionals (nurses and educators) on topics concerning developmental screenings</li> </ul> </li> <li>• Pretend City has already convened meeting with experts planned for their developmental activities included on this board are American Academy of Pediatrics, Help Me Grow, Orange County Department of Education, Orange County Health Care Agency and Family Support Network.</li> </ul>
<b>Terms of Funding</b>	
<b>Commission Financial Contribution</b>	One time payment of \$3,500,000 which will fund the services listed above for no less than 10 years.
<b>Service Payback</b>	Pretend City will provide services (as described above) for a minimum of ten years. It is estimated that cost of the comprehensive services is \$350,000 annually.
<b>Funding Security</b>	Commission is requiring Letter of Credit in the amount of \$3,500,000- Pretend City has secured seven \$500,000 individual Letters of Credit to satisfy the requirement.
<b>Programmatic Oversight</b>	Pretend City will be required to establish a mechanism acceptable to the Commission for expert review of the design, evaluation, and ongoing implementation of the developmental services.

**CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY**

**RESOLUTION NO. \_\_\_-08-C&FC**

**October 1, 2008**

**A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR OR DESIGNEE AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE THE FINAL FORM OF AGREEMENT FCI-PCD-01 WITH PRETEND CITY, THE CHILDREN'S MUSEUM OF ORANGE COUNTY, A CALIFORNIA NON-PROFIT CORPORATION AND, AUTHORIZING APPROVAL AND EXECUTION OF SUCH AGREEMENT ON BEHALF OF THE COMMISSION**

**WHEREAS**, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

**WHEREAS**, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

**WHEREAS**, the Executive Director and Commission Counsel have prepared a standard Master Agreement for Services ("Master Agreement") which was approved by the Commission; and

**WHEREAS**, Commission desires to authorize the Executive Director or designee and Commission Counsel to prepare and negotiate Agreement No. FCI-PCD-01 with Pretend City, the Children's Museum of Orange County, to develop, launch and implement the comprehensive Development Screening Initiative for Orange County's children 0 - 5, in an amount not to exceed \$3,500,000 for a ten year period beginning on or about October 1, 2008; and

**WHEREAS**, Commission has reviewed the staff report relating to the scope of services to be provided and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission's Strategic Plan; and

**WHEREAS**, Commission desires to authorize the Commission Chair and Commission Clerk to enter into Agreement FCI-PCD-01 with Pretend City, the Children's Museum of Orange County, in an amount not to exceed \$3,500,000 for a ten year period beginning on or about October 1, 2008.

**NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:**

**Section 1** Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

**Section 2** Commission authorizes the Executive Director to prepare and negotiate the terms, conditions and final form of Agreement FCI-PCD-01 with Pretend City, the Children's Museum of Orange County, in an amount not to exceed \$3,500,000 for a ten year period beginning on or about October 1, 2008, to develop, launch and implement the comprehensive Development Screening Initiative for Orange County's children 0 - 5 consistent with the staff report for this Agenda Item and scope of services referenced therein.

**Section 3** The form of Agreement FCI-PCD-01 with Pretend City, the Children's Museum of Orange County, shall be substantially similar to the form of the standard Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director. The approval by the Executive Director of Agreement FCI-PCD-01 shall be conclusively evidenced by the execution and delivery of the Agreement by the Commission Chair to the Commission Clerk.

**Section 4** Commission hereby approves Agreement FCI-PCD-01 with Pretend City, the Children's Museum of Orange County, to develop, launch and implement the comprehensive Development Screening Initiative for Orange County's children 0 - 5 as specified in the October 1, 2008 staff report for this Agenda Item.

**Section 5** The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the Agreement on behalf of the Commission.

**Section 6** A copy of the final Agreement FCI-PCD-01 with Pretend City, the Children's Museum of Orange County, when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Agreement shall be placed on file in the office of the Clerk of the Commission.

**Section 7** In addition to the authorization of Section 2 above, the Executive Director (or his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement in the furtherance thereof.

**Section 8** The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on October 1, 2008 to wit:

AYES Commissioners: \_\_\_\_\_

NOES: Commissioner(s): \_\_\_\_\_

EXCUSED: Commissioner(s): \_\_\_\_\_

ABSTAINED: Commissioner(s) \_\_\_\_\_

\_\_\_\_\_  
CHAIR

STATE OF CALIFORNIA)  
 )  
COUNTY OF ORANGE )

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

**IN WITNESS WHEREOF**, I have hereto set my hand and seal.

\_\_\_\_\_  
DARLENE J. BLOOM  
Clerk of the Commission, Children and Families Commission of  
Orange County, County of Orange, State of California

Resolution No: \_\_-08--C&FC

Agenda Date: October 1, 2008

Item No.



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: \_\_\_\_\_  
Deputy

**EXHIBIT A TO RESOLUTION OF COMMISSION**

(Attach copy of final executed Agreement FCI-PCD-01 with Pretend City, the Children's Museum of Orange County)