



**Executive Officer's Report
March 6, 2013 Meeting**

DATE: February 27, 2013
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 6, 2013.

A. Informational Items (Report)

The Financial Highlights are included as Attachment 1.

B. Legislative Update (Report)

Friday, February 22 was the deadline for state legislators to file bills. The Sacramento Bee reported that the Assembly members filed 1,376 bills and the Senate members filed 813. The Commission no longer contracts a Sacramento lobbyist, but relies on the First 5 Association to track and report on bills that have a potential impact on young children and families, or Proposition 10 revenue. The First 5 Association is currently tracking Assembly Bill 273 that proposes combining general child care and development programs for infants and toddlers, and home visitation services and renaming them the California Early Head Start Program. The First 5 Association's Legislative Committee endorsed a letter to support the Affordable Care Act school-based health grant program that will be sent to California's Congressional Delegation, and First 5 LA's federal advocates are circulating a letter to the delegation asking the President to protect programs for children from budget cuts. First 5 LA federal advocates also continue to track new developments on the PACT (Prevent All Cigarette Trafficking) Act.

C. Strategic Communications Report (Report)

Curt Pringle & Associates provides strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. Their report on strategic communications activities for February 2013 is attached.

D. Follow-up from Prior Commission Meeting (Report)

Commission staff is currently working on addressing the following items as directed by the Commission at the February meeting. Staff will provide regular updates on progress through the monthly Executive Officer's report or the weekly updates.

- Cost of Treasury Services – The Orange County Treasurer's office is currently compiling a comparison of investment fees paid by other Proposition 10 Commissions. The final report will be provided as soon as it is available.

Commissioners

Executive Director

- Casa Teresa Match Update – The Commission allocated \$1.5 million of catalytic funds to establish an emergency shelter for pregnant women. The \$1.5 million is divided into three payments including an initial payment of \$750,000, a second payment for the completion of a business plan that specifically address strategies for the increase funding demands to sustain the additional programs, and a final payment of \$500,000 that requires a dollar for dollar match. Casa Teresa has submitted their business plan and staff, with the assistance of HomeAid, has provided content feedback. At this point, just over \$275,000 in match funding has been raised Casa Teresa from a wide variety of sources including individual donors and family foundations. They will be pursuing corporate foundations over the coming months.
- Community Clinic Service Totals – Commission staff is working on de-aggregating the annual report data to provide service totals for fiscal year 11/12 by participating clinics. Once completed this information will be included in an upcoming weekly update.
- Learning Link Evaluation – An evaluation of the learning link program, documenting the model, service strategies and community outcomes is included in the evaluation work plan approved by the Commission last month. The preliminary results should be available by January 2014.
- Explore potential opportunities with Catholic Charities/Christ Cathedral – Staff is reviewing planning efforts to determine if there is any linkage to Commission services. Updates will be provided as information is available.
- Future Site Visits to Homeless Shelters – A site visit to an Orange County homeless shelter is planned for June 2013. Site visits to Commission funded programs are planned each month. The site visit to MOMS Orange County is scheduled for March 21, Dr. Riba’s Health Club will be in April, and the El Sol Academy is planned for May.
- Pediatric Specialty Program/Autism Awareness Month – As directed by the Pediatric Health Services Committee, staff is working to promote Autism Awareness Month. We are working to develop a list of community events in April and work with media contacts to promote these events.

E. 2013 Orange County Community Indicators Report (*Report*)

The 2013 Community Indicator’s report is scheduled to be released at the Orange County Forum event on Thursday, March 21. The Indicators report has been released annually since 2000, tracking countywide trends in seven key areas: economic and business climate, technology and innovation, education, community health, public safety, environment and civic engagement. It is an objective tool for policymakers and the community at large to evaluate the many factors that contribute to the quality of life in the county.

This year’s report reveals a strong comeback in world trade, along with job gains and steady per capita income. Educational indicators also make a strong showing, with gains in student

proficiency, high school completion, and college readiness. Several of the health, public safety and environmental indicators reflect positive movement, including fewer deaths from heart disease, low crime, and increased use of renewable energy. Also new to the report this year is an indicator about the rising use of smartphones across all ages, income levels and ethnic groups, which highlights the importance of technology to Orange County residents.

ATTACHMENTS:

1. Financial Highlights
2. Strategic Communications Monthly Report

Financial Highlights As of January 31, 2013

Comparison of Budget vs. Actual Fiscal Year 2012-13 Unaudited Period Ending 01/31/13

	<u>FY 2012-13 Amended Budget</u>	<u>FY 2012-13 Actual Expenses</u>	
Financing Sources			
Tobacco Tax Revenue	\$27,971,800	\$11,615,925	41.5%
Interest Earnings	150,000	185,689	123.8%
Other Revenue	<u>1,448,126</u>	<u>781,655</u>	54.0%
Revenue Total	\$29,569,926	\$12,583,269	
Expenses			
Healthy Children	\$18,497,394	\$4,679,316	25.3%
Strong Families	3,619,500	1,148,244	31.7%
Early Learning	6,841,025	312,839	4.6%
Capacity Building*	<u>3,165,355</u>	<u>1,026,468</u>	32.4%
Program Services	\$32,123,274	\$7,166,867	
Admin. Functions**	<u>3,212,908</u>	<u>1,622,676</u>	
Total Operating Exp.	\$35,336,182	\$8,789,543	

*Includes Evaluation costs of \$390,815

**Administrative costs and functions are defined by State Commission guidelines (Fiscal Memo No. 05-01, dated April 14, 2006) pursuant to Chapter 284, Statutes of 2005 (AB 109). Actual Administrative expenses of \$1,622,676 and encumbrances of \$699,994 were 6.57% of the Fiscal Year 2012-13 Amended Budget of \$35,336,182 and are projected to be 8.77% at year end.

Total Encumbrances as of January 31, 2013

Healthy Children	\$22,273,374
Strong Families	\$2,788,782
Early Learning	\$5,490,338
Capacity Building	\$2,471,253
Admin. Functions	\$699,994

Revenue and Cash Balance Update

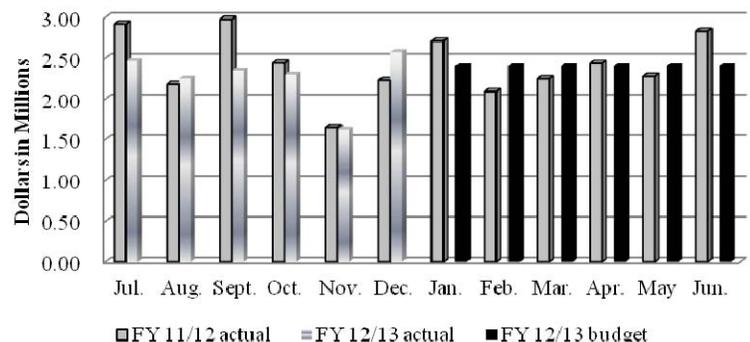
The Commission's total Tobacco Tax Revenue through December 2012 as reported by First 5 California is \$13,569,333. Prop 10 revenues for July - December are now 2.98% lower than the estimated budget plan of \$13.99 million. As of January 31, 2013, tobacco revenue has been received through November 2012.

Interest earnings for July 2012 through January 2013 are \$185,689. Other revenue of \$781,655 includes grant revenues for the VISTA program, MAA, ARRA Health Research reimbursements, and other miscellaneous revenue items.

Catalytic Funding Update

As of January 31, 2013, \$7.32 million has been disbursed and \$25.67 million is encumbered.

Fiscal Year 2011-12 & 2012-13 Tobacco Monthly Revenues



Forecasted Fiscal Year 2012-13 Ending Fund Balance

From Commission Long Term Financial Plan

Beginning Fund Balance, July 1, 2012	\$78,716,844
Forecasted Revenue	29,569,926
Budgeted Program Expenses	(32,123,274)
Budgeted Administrative Expenses	(3,212,908)
Catalytic Projects	<u>(55,000,000)</u>
Projected June 30, 2012 Fund Balance	\$17,950,588*

*based on Commission action through November 2012



To: Kelly Pijl, External Affairs Director
Children and Families Commission of Orange County

From: Todd Priest, Vice President

Date: February 25, 2013

Subject: February 2013 Strategic Communications Monthly Report

Below is a list of monthly activities, based on the contracted Scope of Work, that were provided to the Children and Families Commission of Orange County by Curt Pringle & Associates:

Legislative Advocacy

- Curt Pringle & Associates provided strategic guidance to Commission staff on the issue of the escalating administrative fees assessed by the California State Board of Equalization (BOE) related to Proposition 10. CP&A developed a strategic action plan to present the issue to several of the BOE members. The first outreach, with a goal of increasing Board Member awareness of the escalating fees, was made with BOE Member George Runner. Following that conversation, our office has arranged for a meeting to take place on March 18. Attending the meetings will be Mr. Runner, Curt Pringle, and Commission and BOE staff. Our firm will work with Commission staff to prepare the appropriate materials for the meeting.
- Curt Pringle & Associates scheduled a briefing with Tim Shaw, District Director for Senator Bob Huff. Mr. Shaw is also a member in the La Habra City Council. The briefing was attended by Christina Altmayer and Kelly Pijl. The purpose of the briefing was to provide Senator Huff's office with an update on the catalytic investments made by the Commission following the AB 99 decision. At their request, follow-up introductions will be made with Commission-supported program staff, specifically in the areas of west Anaheim.
- Our office has scheduled a briefing with Assemblyman Allen Mansoor for March 8th.
- Christina Altmayer and Kelly Pijl had several meetings with Assembly Members or their staff during their recent trip to Sacramento. Our firm drafted thank you letters to each of the offices with whom they meet.
- Our office has provided Commission staff with the monthly state budget/legislative update that may be included in a weekly update to the Commission.

Community Partnership

- Our firm has been working with Senator Bill Emmerson's office in Sacramento in order to obtain the required approvals from the Senate Rules Committee to conduct the *Essentials for Young Lives* donation drive and Press Conference in the State Capitol. Mr. Emmerson is a member of the Senate Rules Committee. The 4th Annual Essentials drive in the Capitol will take place May 3 – 10, 2013. The Press Conference will take place on Monday, May 6th.
- CP&A arranged and conducted a conference call meeting with several other First 5 Commissions in order to engage their support and participation in the Commission-sponsored Essentials drive in the Capitol. Participants included Fresno, Ventura, Sacramento and Yolo Counties. Our office is coordinating with the First 5 Commission in Yolo County to identify a family for the Capitol press event that has benefitted from First 5 and specifically the Essentials drive, if possible.
- CP&A contacted the Automobile Club of Southern California and have received their tentative approval to participate in the 2013 Essentials campaign. Our office will be meeting with Auto Club staff to further discuss their participation.
- CP&A worked with HomeAid Orange County, the Commission grantee who conducts the Essentials program, to develop a solicitation letter seeking participation from 400 businesses in Orange County. In addition, CP&A has been assisting HomeAid with the development of collateral materials for the 2013 campaign.
- CP&A has secured the Village of Hope in Tustin for the Essential for Young Lives community luncheon that will take on May 2, 2013. A meeting has been scheduled with Village of Hope staff in March to discuss the logistics.
- Our office had an initial phone conversation with Allergan regarding the Commission's forthcoming efforts regarding vision care. Allergan, headquartered in Irvine, is a leading provider of eye care health devices and other services. We hope to be meeting with Allergan staff in March to further explore mutual partnership opportunities.

Public Awareness

- CP&A meet with Commissioner Ahn in order to develop an Op-Ed article to highlight the Commission commitment and involvement in children oral health. Working with Dr. Ahn and with data from the American Dental Association at the American Academy of Pediatric Dentistry, the article focused on good hygiene and the important role proper nutrition plays in children's oral health and development. Our office contacted Ken Brusic, Editor at the Orange County Register, for potential placement. In addition, our office worked with the City of Garden Grove's bi-lingual community liaison for

placement in the multi-cultural community newspapers serving the Garden Grove area. (Attachment A)

- Following the Commission's February meeting, CP&A wrote and distributed a Press Release regarding the Commission's continued financial commitment to community clinics in Orange County. Our firm distributed the press release to over fifteen media outlets, including the Orange County Register, Los Angeles Times, Orange Coast Magazine, Orange County Business Journal, and OC Metro. (Attachment B)

Upcoming Activities and Focus:

- Autism Awareness, March 2013
- Additional Legislative office visits
- Finalize approvals and arrangements for Essentials drive in the Capitol
- BOE Administrative Fees
- Further engagement with Allergan
- City briefing, City of Fullerton, including update on Pathways of Hope



Keeping Tiny Smiles and Minds Bright!

By: Dr. Katherine Ahn, DDS

Did you know that approximately 35% of Orange County kindergartners have untreated tooth decay? Many people are surprised to learn that oral health issues are the most common, chronic childhood illness. In fact, they are five times more prevalent than asthma and seven times more prevalent than allergies. But, unlike asthma and allergies, oral health issues are almost entirely preventable!

For many parents, there is a natural tendency to focus on the necessity of immunization and preventive health measures for their children. These are all extremely important, of course. But often overlooked in their children's formative years is how critically essential early and regular dental care is to long-term dental health, childhood development, and overall health.

Hold on a minute, you may be thinking: Baby teeth fall out. Why then, is dental health for children ages 0 – 5 so important? Glad you asked. According to the American Academy of Pediatric Dentistry, children with healthy mouths can chew easier and learn to speak more quickly. It is recommended that children make their first visit to the dentist when their first tooth appears, usually around six months of age. The health of primary teeth (also known as baby teeth), and the mouth in general, early on is critical to the growth and development of the child. At these first visits, pediatric dentists will not only look for dental health issues but also for healthy development of the teeth and jaw.

Also, an emphasis on proper nutrition during these early years can significantly reduce dental decay and other oral health issues. For babies, breast milk is the most beneficial form of nourishment because it provides the necessary nutrients for strong, healthy, well-formed teeth. Proper breastfeeding also is essential to the development of the upper palate. Harmful habits such as thumb-sucking, pacifier and bottle use can also affect the shape of the palate. A narrow, high palate can contribute to malocclusion (misaligned teeth and jaw), speech problems, decreased nasal airway, sleep apnea, TMD (jaw disorder), and ear infection. As children begin to eat solid foods, the food choices we make are extremely important in supporting the development of strong teeth and preventing tooth decay. Not surprisingly, diets high in sugar and starches place children at greater risk for tooth decay. A balanced diet will go a long way toward helping teeth and healthy gum tissue to develop properly.

For more than a decade, the Children and Families Commission of Orange County has been a leading advocate for regular, accessible dental health services for children from birth to 5 years old. As a founding partner of Healthy Smiles for Kids of Orange County, a collaborative effort involving the Commission and CHOC Children's Hospital of Orange County, the Commission helped create and fund a comprehensive pediatric health and dental center. Last year, the

Commission approved a catalytic investment of up to \$20 million to expand and support Healthy Smiles and the countywide Pediatric Dental Care Collaborative. Because of this investment, the program is able to provide urgent, preventive, and operative dental care at seven community clinics, two of which are mobile vans. Services include screenings, sealants and fluoride treatments, parent education, caregiver training, and treatment for oral disease and decay.

As we focus on dental health all year long, we wanted to provide a few helpful tips to ensure that your child's smile and mind stay bright:

- Take your child to the dentist upon the appearance of their first tooth and for regular appointments every six months thereafter.
- Brush at least 2 minutes twice a day and floss once a day. And don't neglect to brush the tongue, which can harbor bacteria.
- Discourage thumb-sucking as it could lead to oral health issues.
- Breastfeeding is encouraged as it provides the best nutritional benefits and helps with proper oral development.
- Avoid sharing food and utensils. Decay promoting bacteria from a parent can transfer to the child.
- Limit in-between-meal snacks and fruit juice drinks and instead increase the amount of water your child drinks. In addition to water being essential to their health, it also helps to keep the mouth clean and washes out bacteria and sugar.
- Avoid putting your child to bed right after nursing or giving them any sort of sweetened liquid including milk or juice. Any unswallowed liquid in the mouth feeds bacteria that produces acids and attack the teeth.
- Most important of all, lead by example! Your children look to you for guidance – and by stressing the importance of dental health early on, they will be more likely to maintain the care of their teeth as they grow.

For more information about the Children and Families Commission of Orange County, please visit www.occhildrenandfamilies.com.

Dr. Katherine Ahn, DDS is a Commissioner of the Children and Families Commission of Orange County and is in private practice in Huntington Beach, California.



FOR IMMEDIATE RELEASE
February 7, 2013

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COMMISSION INVESTS \$2 MILLION IN ORANGE COUNTY COMMUNITY CLINICS

The Children and Families Commission of Orange County Continues Funding to Ensure At-Risk Children Have Access to High-Quality Pediatric Health Care at 12 Community Clinics

Irvine, Calif., February 7, 2013 – The Children and Families Commission of Orange County approved \$2 million to support community clinics that provide high-quality pediatric health care services to the county’s at-risk children. The major investment of funds underscores the Commission’s commitment to ensure that underserved children have regular access to comprehensive, community-based health care and extends its history of financial support to pediatric clinics that began in 2003.

“Our mission is to ensure that all children are healthy and ready to succeed when they enter school,” said Sandra Barry, chair of the Children and Families Commission of Orange County. “These pediatric clinics provide a critical safety net for our community and play an important role in our collective efforts to meet the health care needs of Orange County’s most at-risk and vulnerable children.”

The funding allocated to the community clinics continues to expand access for children 0-5 years of age, including primary care and specialty care services.

In addition to receiving operating funds from the \$2 million, the El Sol Science and Arts Academy is the recipient of catalytic capital funds for construction of a new clinic/wellness center. These funds are part of a matching grant with the Children’s First Initiative. The agreement with El Sol requires that health care services be provided to children under the age of six for a period of 10 years beginning February 2013.

“The continued commitment by the Children and Families Commission has helped to make the community clinic at El Sol a reality,” said Monique Daviss, executive director of the El Sol Science and Arts Academy. “Our partnership with the Commission will help ensure that children in our community receive the health care they need in order to be ready to learn and take advantage of the opportunities provided at El Sol.”

About the Children and Families Commission of Orange County

The Children and Families Commission of Orange County oversees the allocation of funds from Proposition 10, which added a 50-cent tax on tobacco products sold in California. Almost \$29 million was allocated last year to fund 161 programs that served more than 136,000 young children. Funds help pay for early education, pediatric primary and specialty health care, children’s dental, homeless prevention, and child development programs for children from the prenatal stage to age 5 and their families. The Commission’s goal is to ensure all children are healthy and ready to learn when they enter school. For more information, please visit www.occhildrenandfamilies.com.

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