

**FIRST 5 FRESNO COUNTY**  
 ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY  
**FINANCE AND PROGRAM REVIEW COMMITTEE**

**DATE:** Thursday, May 10, 2018

Lighthouse for Children  
 2405 Tulare Street  
 Fresno, CA 93721

**TIME:** 2:00 p.m.

**AGENDA**

ITEM	SUBJECT	PRESENTER
1.	<b>CALL TO ORDER</b>	H. Morales, Commissioner
2.	<b>POTENTIAL CONFLICTS OF INTEREST</b> Any Commission Member who has potential conflict of interest may now identify the item and recuse themselves from discussing and voting on the matter.	H. Morales, Commissioner
3. Action Pg. 1	<b>MINUTES FOR OCTOBER 18, 2017 COMMITTEE MEETING</b>	E. Reyes, E.D.
4. Action Pg. 3	<b>HELP ME GROW FRESNO COUNTY EFFORTS</b>	E. Reyes, E.D. K. Hernandez, Staff
5. Action Pg. 37	<b>RENEW AGREEMENT WITH PREVENT CHILD ABUSE CALIFORNIA</b>	E. Reyes, E.D. M. Carmona, Staff
6. Action Pg. 39	<b>AGREEMENT WITH FRESNO COUNTY DEPARTMENT OF SOCIAL SERVICES (DSS)</b>	E. Reyes, E.D. M. Diaz, Staff
7. Action Pg. 41	<b>COMMUNITY MEDIA PARTNERSHIP WITH UNIVISION COMMUNICATIONS INC.</b>	E. Reyes, E.D. F. González, Staff
8. Action Pg. 43	<b>COMMUNITY MEDIA PARTNERSHIP WITH NEXTSTAR BROADCASTING</b>	E. Reyes, E.D. F. González, Staff
9. Action Pg. 45	<b>AGREEMENT WITH HUDSON, HENDERSON &amp; COMPANY, INC FOR AUDITING SERVICES</b>	E. Reyes, E.D. A. Hillis, Staff
10. Information	<b>DISCUSSION ON STRATEGIC RESERVE</b>	E. Reyes, E.D. A. Hillis, Staff
11.	<b>PUBLIC COMMENT</b> Limit two minutes per speaker. Public Comment is also taken on individual agenda items throughout the meeting at the conclusion of each agenda item.	H. Morales, Commissioner
12.	<b>ADJOURNMENT</b>	H. Morales, Commissioner

NOTE: If you need disability modification(s) and/or other accommodation(s) in order to participate in this meeting, please contact the Commission office at (559) 558-4900 at least 48 hours prior to the start of the meeting. Government Code Section 54954.2(a).









































## **Help Me Grow Fresno County Vision and Mission**

The values and mission of HMG FC articulate its aspirations, how it approaches the work to achieve these ends.

### **HMG FC Vision**

Children in Fresno County reach their optimal developmental potential

### **HMG FC Mission Statement**

Help Me Grow Fresno County strengthens and supports a collaborative system to assist the developmental growth of children through:

- Linking and providing care coordination to families to find appropriate services
- Increasing public awareness of the importance of early identification and intervention
- Assisting the capacity of health care and early education providers to identify and address children's development
- Providing continuous quality improvement of its services

## Strategic Priorities, Objectives and Strategies

The five strategic priorities identified within this Plan directly support HMG FC's mission. Collectively, these priorities reflect the core pathways for achieving the vision and mission articulated above. The priorities are intended to be mutually reinforcing and driving the systems change necessary to serve children who may experience developmental and behavioral concerns. While these priorities contain the elements of the HMG core components, the categories recognize the uniqueness of the community within Fresno County.

### HMG FC Strategic Priorities



The following sections outline the objectives and strategies aligned with each strategic priority, along with a justification and description.

## **Strategic Priority #1: Childhood Developmental Awareness**

This strategic priority area focuses on increasing the knowledge of childhood developmental progress and emphasizing the importance of early identification and intervention.

### **Objective 1.1: Increase the number of medical offices and clinics that conduct formal developmental screenings.**

HMG FC is committed to expanding the number of children with developmental delays who are identified as early as possible. This objective recognizes the key role medical professionals play in identifying potential delays. It also seeks to address the findings from our literature review and environmental scan. HMG FC seeks to expand the number of health care providers that integrate formal screenings into their practices and programs.

- **Strategy 1.1.1:** Work with health plans to increase medical providers' knowledge and use of formal developmental screening.
- **Strategy 1.1.2:** Work with medical offices and clinics that serve children to provide training on the use of formal screening tools.
- **Strategy 1.1.3:** Evaluate the feasibility of introducing technology solutions for conducting and scoring Ages and Stages Questionnaires (ASQs) within medical practices.

### **Objective 1.2: Increase medical professionals' understanding of the importance of early intervention and expand their knowledge of resource and referral options for intervention.**

To improve the outcomes for children with behavioral and developmental concerns, it is critical for medical professionals to seek intervention at the earliest opportunity. This objective seeks to change the outdated "wait and see" approach that has historically occurred within many pediatric practices and give providers resource and referral options for intervention.

- **Strategy 1.2.1:** Develop new efforts to increase physicians' understanding of the importance of developmental screening and early identification. This may include conducting trainings that provide physicians Continuing Medical Education (CMEs) credit.
- **Strategy 1.2.2:** Work with Health Plans to ensure that their physicians are aware of intervention resources and the services of HMG FC.

**Objective 1.3: Increase awareness within the Early Care and Education Community of the importance of early identification and intervention.**

Along with the medical community, Early Care and Education (“ECE”) sites represent a significant opportunity to assist in the identification of behavioral and developmental issues within the children they serve. Given the frequency of their contact with children, their understanding of developmental milestones, and the nature of their work, they are uniquely situated to assist families and identify potential concerns.

- **Strategy 1.3.1:** Develop steps, including working with efforts to implement QRIS, to reach Early Care and Education sites about the importance of developmental screening, early identification and HMG.
- **Strategy 1.3.2:** Work with licensed providers not participating in QRIS to stress the importance of developmental screening and early identification as well as provide training, where appropriate.

**Objective 1.4: Increase awareness within the community (including families) of the importance of early identification and intervention.**

Increasing the awareness within the community and families about developmental issues is designed to strengthen the role that families and friends can provide in identifying and treating developmental challenges. Families often struggle to understand children’s developmental milestones and how to address situations when there is a delay or concern. Educating and empowering families is critical to both identify potential delays and seek interventions when a delay exists.

- **Strategy 1.4.1:** Evaluate the feasibility of a Countywide online developmental screening tool.
- **Strategy 1.4.2:** Develop easy to understand educational materials that describe developmental milestones.
- **Strategy 1.4.3:** Work with governmental agencies (e.g. libraries, schools etc.) and community-based organizations to partner on programs that promote understanding of developmental milestones and HMG.
- **Strategy 1.4.4:** Work with medical offices to provide developmental awareness materials to their families.
- **Strategy 1.4.5:** Work with community and faith-based organizations to promote early identification and intervention within their unique communities.

- **Strategy 1.4.6:** Work with the media to develop public service campaigns promoting early identification and intervention.

## **Strategic Priority #2: Centralized Access Point and Care Coordination**

This strategic priority area focuses on connecting children to early identification and intervention services through a centralized resource and referral center that is available to families, pediatricians and providers.

**Objective 2.1: Increase the number of physicians and other providers that screen and refer families to the HMG FC centralized resource and referral center.**

Many physicians and providers struggle to find appropriate interventions for children with behavioral and developmental issues, especially when the delays may be mild to moderate. Increasing the awareness of the HMG FC Centralized Access Point will lead to greater numbers of children receiving appropriate referrals and care coordination.

- **Strategy 2.1.1:** Work with health plans to increase medical providers' awareness of HMG FC resource and referral options.
- **Strategy 2.1.2:** Update marketing materials to physician offices and clinics.
- **Strategy 2.1.3:** More actively engage private pediatrician offices about HMG FC resource and referral options.
- **Strategy 2.1.4:** Continue to identify collaborative partnerships with agencies that provide services to children and their families (e.g. WIC, 211, libraries etc.).
- **Strategy 2.1.5:** Expand outreach to ECE providers and sites.
- **Strategy 2.1.6:** Evaluate the feasibility increasing web-based education, resource and referral information.
- **Strategy 2.1.7:** Continue outreach efforts to encourage participation in Connection Cafes.

**Objective 2.2: Increase the number of referrals to the HMG FC resource and referral center that include a completed formal developmental screening.**

The HMG model is designed as a systems change approach to addressing the developmental needs of children. To that end, HMG agencies are most effective when developmental screenings occur by providers prior to referral to the Central Access Point after a formal screening has been completed. Where necessary, the Centralized Access Point will send out formal screening tools and then score them for families, but this is not the desired process.

- **Strategy 2.2.1:** Work with physicians and providers on the importance of providing screening materials when making referrals.
- **Strategy 2.2.2:** Ensure existing HMG FC staff request screening results from physicians and providers.
- **Strategy 2.2.3:** Create a centralized directory to track and monitor developmental screenings for children.

**Objective 2.3: Improve coordination between the various Fresno County call centers that provide services to children and their families.**

Fresno County has a number of different call centers that provide services to children and their families, including the One Call for Kids line. During the environmental scan, it became clear the various call centers are not always aware of the difference call centers within the County or the roles they play in serving children. Better coordination between these agencies will lead to more effective referrals to children in need.

- **Strategy 2.3.1:** Develop an inventory of call centers within the County that provide services to children and their families.
- **Strategy 2.3.2:** Convene a forum of existing call centers that serve Fresno County to increase awareness of services being provided and establish protocols for inter-agency referrals.
- **Strategy 2.3.3:** Establish an MOU between the call centers to support care coordination.

**Objective 2.4: Increase the number of children who are connected to services through the HMG FC resource and referral center.**

A core function of HMG FC is to link children who may be experiencing behavioral or developmental challenges to intervention services. This function currently occurs through the One Call for Kids line where providers and families can call to obtain referrals to services. Families are provided a care coordinator who walks them through the process of identifying the developmental issues, provides the appropriate referral for intervention and, where necessary, assists the family in procuring the services.

- **Strategy 2.4.1:** Continue to provide care coordination activities within the HMG FC resource and referral center to ensure children are connected to services.
- **Strategy 2.4.2:** Increase the provider database used to make referrals and ensure it is up-to-date.
- **Strategy 2.4.3:** Ensure services to families and their children are conducted in a culturally competent manner.

### **Strategic Priority #3: Leadership and Governance**

This strategic priority area focuses on improving the long-term effectiveness and sustainability of HMG FC through collaborative leadership and effective governance practices.

#### **Objective 3.1: Improve the long-term financial sustainability of the HMG model in Fresno County.**

First 5 Fresno County is a primary funder of HMG FC. As revenues for First 5 Fresno County decline, as projected, sustained funding for HMG FC will be at risk if funding is not diversified. In order to ensure the long-term sustainability of HMG FC, efforts must be made to identify additional funding sources which includes collaborating with agencies that may be willing to perform key HMG FC functions without recovering full funding for those services.

- **Strategy 3.1.1:** Develop an inventory of existing funding and services for the early identification and intervention system.
- **Strategy 3.1.2:** Secure additional funding partnerships and partners who are able to provide in-kind services.
- **Strategy 3.1.3:** Review different potential funding/reimbursement options for early identification services.

#### **Objective 3.2: Clarify the role of the Help Me Grow Leadership Team, Strategic Partners and HMG Contractor(s).**

HMG FC began in 2016 as a transition from the SMART Model of Care. As part of its formation, the Leadership Team was transitioned out of MOCPOC and a Charter was developed. While the transition from the SMART Model of Care to a HMG model has concluded, the Leadership Team is in early stages of adapting to the new governance structure, including the role of the Leadership Team, the role of the funders/Organizing Entity and HMG FC contractor(s).

- **Strategy 3.2.1:** Validate and, if necessary, update the Leadership Team Charter.
- **Strategy 3.2.2:** Identify and define the role of the HMG FC Organizing Entity.
- **Strategy 3.2.3:** Develop a performance reporting process, timeline and performance dashboard for HMG FC.
- **Strategy 3.2.4:** Develop a budget process for the HMG FC Organizing Entity and contractor(s).



**Objective 3.3: Increase HMG FC brand awareness.**

As stated in the environmental scan, the HMG FC brand is not yet well-known within the County which impacts the role it plays in promoting awareness and providing information and referrals. Increasing name recognition would promote the role of HMG FC as a systems change agent.

- **Strategy 3.3.1:** Develop standards and guidelines for use of HMG FC brand.
- **Strategy 3.3.2:** Increase HMG FC marketing efforts.
- **Strategy 3.3.3:** Promote stories of how HMG FC has positively impacted children's development.

## **Strategic Priority #4: Systems Integration**

This strategic priority area focuses on providing coordination and collaboration between service sectors to strengthen and expand early identification and intervention services throughout Fresno County.

### **Objective 4.1: Increase collaboration of strategic partners.**

At its core, the HMG model is a systems change effort designed to address the needs of children with development delays. The first step to achieve systems change within the early identification and intervention system is to build strategic coalitions with partners who provide services to children and have the capacity to effectuate change.

- **Strategy 4.1.1:** Develop partnerships with health plans within Fresno County.
- **Strategy 4.1.2:** Map existing players involved within the early identification and intervention system.
- **Strategy 4.1.3:** Reconvene quarterly stakeholder meetings between community partners that provide early identification and intervention services. The purpose of these meeting would be to strengthen partnerships among key stakeholders and identify potential gaps within the system. These stakeholders may include program and line staff who have access to the day-to-day workings of the model and would be able to provide unique insight.

### **Objective 4.2: Better understand existing gaps in the availability of and barriers to children receiving intervention services for developmental concerns.**

To make an impact on the overall early identification and intervention system, HMG FC must have a deep understanding of the existing system including gaps in services and barriers to children receiving services. Understanding the current landscape will allow HMG FC to be more impactful with its strategies and actions.

- **Strategy 4.2.1:** Track referrals to and delays/inability to connect to services.
- **Strategy 4.2.2:** Map the existing landscape of intervention services available within the County and use data to inform decision-making processes in support of collaboration and care coordination.

### **Objective 4.3: Leverage Federal, State and Countywide resources to increase early identification and intervention services.**

As stated above, the ability of First 5 Fresno County to continue to fund HMG FC at current levels is unlikely. Developing new sources of revenue will benefit HMG FC in the short-term and also begin the process of effectuating long-term sustainability.

- **Strategy 4.3.1:** Develop an inventory of existing funding and services for early identification and intervention funding.
- **Strategy 4.3.2:** Review new potential funding/reimbursement options for early identification services.

## **Strategic Priority #5: Continuous Quality Improvement**

This strategic priority area focuses on developing data collection, management and analysis practices that continuously improve the early identification and intervention system within the County and the effectiveness of the HMG FC operations.

**Objective 5.1: Improve the ability of HMG FC to collect and report on key performance data.**

To support continuous quality improvement, HMG FC must have reliable, accurate and timely data. In its first year, HMG FC struggled to manage its data network relying on tools insufficient to support its needs.

- **Strategy 5.1.1:** Identify a new data management system.
- **Strategy 5.1.2:** Develop and maintain a culture that uses data to inform decision-making and develop long-term strategies.

**Objective 5.2: Review and evaluate performance data to improve the HMG model in Fresno County.**

Merely collecting data is not sufficient to foster improvement; data must be regularly and consistently reviewed by all levels of an organization. It is critical for the Organizing Entity of HMG FC, its contractor(s) and the Leadership Team to set up practices that require the routine review and analysis of data.

- **Strategy 5.2.1:** Develop a local reporting framework that includes alignment with State and National HMG Indicators.
- **Strategy 5.2.2:** Establish baseline data and targets for outcome and operational performance measures.
- **Strategy 5.2.3:** Develop protocols for the Leadership Team's review of performance and development of new strategies.
- **Strategy 5.2.4:** Conduct formal annual evaluations of the organizing entity and all contractors for HMG FC.

**Objective 5.3: Increase the sharing of data with strategic partners and stakeholders.**

As a system change effort, the HMG model is most successful when all partners and stakeholders are collaborating, sharing information and acting in concert. Data sharing among agencies that serve children will allow for a greater understanding of the early identification landscape including identifying gaps in service and underserved communities.

- **Strategy 5.3.1:** Develop a concise annual report/infographic summarizing the impact of HMG FC.
- **Strategy 5.3.2:** Develop a list of partners that maintain key indicators related to early identification and intervention.
- **Strategy 5.3.3:** Develop agreements with other agencies related to the sharing of data associated with early identification and intervention services and outcomes.

## **Assessing and Evaluating Impact**

The strategic planning framework identifies the basic elements of a plan to move forward, but these elements are just the beginning of the planning process. To fully implement a strategic plan, HMG FC must routinely and relentlessly evaluate its progress to develop new strategies and action plans based on the results of that evaluation. To assist in the evaluation, this Plan includes a series of potential performance indicators designed to provide feedback on how successfully HMG FC is achieving its vision, mission and core objectives.

### **Strategic Priority #1: Childhood Developmental Awareness**

Performance Indicators:

- # of unique pediatricians referring to HMG FC
- % of pediatricians that are aware of HMG FC and its services
- % of pediatricians Countywide conducting formal screenings
- # of pediatricians receiving trainings
- % of ECE sites within the County conducting formal screenings

### **Strategic Priority #2: Centralized Access Point and Care Coordination**

Performance Indicators:

- # of unduplicated children served by the resource and referral center
- # of children referred to services
- % of children who are connected to services
- # of children who received a formal screening conducted by the HMG FC central access point
- % of referrals that include screening results
- # of referrals by provider type (i.e. physicians, ECE, other call centers, etc.)
- % of parents satisfied with HMG experience
- % of providers satisfied with HMG experience
- Demographic information of children served
- % by type of referral

### **Strategic Priority #3: Leadership and Governance**

Performance Indicators:

- % of funding by agency
- # of participants in community partner meetings

- Total funding for HMG FC including in-kind services
- % of community stakeholders aware of HMG FC, its services and its brand

### **Strategic Priority #4: Systems Integration**

Performance Indicators:

- % of children unable to be connected to intervention services due to lack of providers or excessive delay
- % of children that experience delay in receiving intervention services

### **Strategic Priority #5: Continuous Quality Improvement**

Performance Indicators:

- # of partners receiving HMG FC annual report
- # of partners sharing data

## **Plan Implementation**

The strategic priorities, objectives and strategies outlined in this Plan comprise a strategic roadmap for HMG FC. This Plan is intended to be the beginning of a long-term strategic process. The Plan is the initial starting point but should be used by HMG FC staff and leadership to focus their efforts, evaluate impact and revise strategic where appropriate.

The Leadership Team is responsible to review the progress of the strategic plan objectives and strategies quarterly. Through the review of performance indicators as well as other evaluation techniques, the HMG Organizing Entity, contractor(s) and Leadership Team will make modifications and enhancements to the strategies to ensure that new opportunities or challenges are incorporated into the implementation plans. Annually, the Leadership Team, Organizing Entity and contractors should come together to reflect on the progress made in that prior year and conduct a thorough review of the Strategic Plan to assess successes, challenges and modification to the Plan. This level of attention and oversight of the Plan will ensure that HMG FC's strategic roadmap remains relevant and responsive to the families of Fresno County.

**FIRST 5 FRESNO COUNTY**  
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**FINANCE AND PROGRAM REVIEW COMMITTEE**

May 10, 2018 – 2:00 p.m.

2405 Tulare Street  
Fresno, CA 93721

**AGENDA ITEM NO. 5**

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Renew Agreement with Prevent Child Abuse California

**RECOMMENDED ACTION:**

Approve, for full Commission consideration, an agreement with Prevent Child Abuse California for the First 5 Service Corps Program for 4 full-time and 7 part-time AmeriCorps members in an amount not to exceed \$169,785.

**BACKGROUND:**

Since 2010, the First 5 Fresno County Commission (F5FC) has been one of 15 counties across the state to participate in the CA First 5 Service Corps Initiative also known as AmeriCorps. Currently, the F5FC Service Corps Initiative has six full-time and two part-time AmeriCorps members providing critical skill building and school readiness activities to young children and their families who are at risk for low performance upon kindergarten entry and, therefore, at risk for low school performance in later grades.

The F5FC Service Corps Initiative has three primary goals: school readiness, volunteer recruitment, and member development. AmeriCorps members commit themselves to either full-time (1700 hours per year) or half-time (900 hours per year) service at the Lighthouse for Children to meet the objectives of the established program goals and receive a variety of benefits including: a monthly living allowance, an educational stipend, health insurance, and a child care stipend. Professional development is provided to enhance their understanding about early childhood development, effective ways of working with parents and families of young children and gaining skills to promote teamwork and collaboration.

AmeriCorps members play a critical role in the delivery of services in the Community Learning Center (CLC) and the Child Development Center (CDC) at the Lighthouse for Children. At the CLC, members facilitate school readiness parent-child activities as well as provide enriched child care during community partner-led parent education classes. AmeriCorps members in the CDC work alongside master teachers, serving children ages six weeks to five years old.

**Alignment with 2013-2020 Strategic Plan:** The proposed program aligns with Tier 1: Children and Families - Goal 3 - Strong Families and Goal 2 - Early Learning. The program's main goal is to strengthen relationships through parent-child developmental learning groups and improve child

outcomes related to school readiness, thus aligning this funding recommendation with the predictive factors for reading on grade level by the third grade.

**Short-term goal(s) and long-term outcomes:** Upon approval, staff will bring this item to the full Commission in June 2018 and work with Prevent Child Abuse California to execute a one-year contract for the 2018-2019 term. In doing so, AmeriCorps members will continue supporting the CLC and CDC for an additional year (8/16/18-8/15/19) extending the Commission's ability to serve children and families in Fresno County. Recruitment will start late May with the anticipation of selecting four full-time and seven part-time members by July.

**Fiscal Impact:** Proposed funding amount will be designated from the Commission's 2017-2019 Approved Two Year Budget: Strategic Plan Investments - Tier 2 Community Partners: Community Learning Center line item in an amount not to exceed \$169,785. The Commission's full investment is a cash match to Prevent Child Abuse California in order to leverage federal funds to be able to offer the educational awards, health insurance, child care stipends and additional benefits for the members.

**CONCLUSION:**

Leveraging local and federal funding streams to enhance direct services in Fresno County presents a viable financial and human investment model for sustaining much needed services for young children and their families. In addition, the AmeriCorps members receive valuable professional development training, a livable wage, a year of solid work experience, and an educational stipend to promote continued growth. At the end of their term, most members begin or continue their education and are often hired by other organizations that have supported them through their service year.

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**FINANCE AND PROGRAM REVIEW COMMITTEE**

May 10, 2018 - 2:00 p.m.

2405 Tulare Street  
Fresno, CA 93721

**AGENDA ITEM NO. 6**

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Agreement with Fresno County Department of Social Services (DSS)

**RECOMMENDED ACTION:**

Approve, for full Commission consideration, an agreement with Fresno County DSS in an amount not to exceed \$500,000 to support the expansion of Neighborhood Resource Centers (NRCs).

**BACKGROUND:**

Section 13011-130158 of the California Health and Safety Code states the intent of the California Children and Families Act is “to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.” On August 16 2017, the Commission approved staff to enter into negotiations with the County of Fresno to explore customized strategies for enhancing early childhood services for children ages 0 to 5 and their families as part of the Commission’s Unified Framework for Success investments.

Commission staff met with the Fresno County Administrative Officer (CAO) and the DSS Director and staff to explore partnership opportunities. Given the County of Fresno’s domain and scope of services targeting children and families, the proposed agreement contributes to the infrastructure and expansion of Neighborhood Resource Centers (NRCs) for the second round of five additional NRC sites throughout Fresno County set to open in October/November 2018.

Fresno County DSS is engaged in the development of a community infrastructure that supports the creation, support and/or expansion of NRCs in metro and urban Fresno County, with a focus on communities with disproportionately higher rates of child maltreatment. Neighborhood Resource Centers are strength-based community driven facilities intended to improve their surrounding community through direct and collaborative work with neighborhood families and community partners. Services provided increase family protective factors and contribute to build strong and healthy communities. In addition, NRCs provide opportunities for social connections to reduce isolation and development of skills and knowledge so that families can prevent and address future challenges. Neighborhood Resource Centers are an evidence-based approach for serving vulnerable young children and families in Fresno County, they are located in the community or neighborhood that they serve and are a hub of prevention and early intervention services.

**Alignment with 2013-2020 Strategic Plan:** The proposed recommendation directly aligns with the intent of the Proposition 10 mandate referenced above. These efforts align with Tier 3: Early Childhood System of Care- Goal 5: Early Childhood Systems and Network Improvements of the Commission's 2013-2020 Strategic Plan.

**Short-term goal(s) and long-term outcomes:** If approved by the Committee, staff will move this recommendation for full Commission consideration at the June Commission meeting. If approved by the Commission at that time, staff will work closely with Fresno County DSS to finalize the scope of work document (activities and deliverables) and budget to carry out the objectives of the project between October 2018 through June 30, 2020. The long-term outcome of this recommended partnership is to support the expansion of NRCs to act as a catalyst to support local efforts that connect all facets of the community to promote health and well-being of vulnerable children and families using a variety of proven strategies.

**Procurement:** At the August 2017 Commission Meeting, the Commission approved a Sole Source Procurement option for this project given the unique services provided to children ages 0 to 5 and families by the County of Fresno and the County's federal and state mandates to serve some of the most ethnically and culturally diverse communities in the State of California with programs designed to ensure that children and families will be safe, self-sufficient, and healthy.

**Fiscal Impact:** The Commission approved set-aside funds from the 2017-2019 Approved Two Year Budget: Strategic Plan Investments - Tier 3: Early Childhood Systems of Care. Proposed funding amount not to exceed \$ 500,000 assigned from the Commission's Goal 5: Early Childhood Systems and Network Improvement.

#### **CONCLUSION:**

Partnering with Fresno County Department of Social Services through the NRC project supports the Commission's vision of an effective Early Childhood System of Care in Fresno County to enhance access and increase quality in services through NRCs. Overall, success of these efforts will be dependent upon collaboration, partnership, and communication between the Commission and Fresno County Department of Social Services to ensure accountability for contract administration, oversight and performance evaluation.

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May 10, 2018 - 2:00 p.m.

2405 Tulare Street  
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**AGENDA ITEM NO. 7**

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Community Media Partnership with Univision Communications Inc.

**RECOMMENDED ACTION:**

Approve, for full Commission consideration, an agreement with Univision Communications, Inc. in an amount not to exceed \$25,000 to launch a Spanish-language community media partnership.

**BACKGROUND:**

In the fall of 2016, Univision Communications, Inc. (Univision) last partnered with the Commission as a Community Media Partner for an agreement in an amount of \$40,000 to promote a variety of topics critical for early brain development and healthy relationships with caring adults. In an effort to complement and enhance the Commission's *Every Milestone Matters* public education campaign currently active on billboards, music streaming sites, outdoor signage and cable television, staff recommends a six-month Community Media Partnership with Univision targeting Spanish-speaking families. The proposed partnership valued at approximately \$50,000 would include the following components:

**Television & Radio Spots:** Airing of already-produced 30 second campaign spots on television and on a Univision-owned radio station showcasing to parents and caregivers everyday moments at home that are critical for healthy brain development in young children.

**Digital Web Presence:** Banner placement on Univision web-based platforms including their website and the audio streaming sites promoting campaign messages and linking to the [first5fresno.org](http://first5fresno.org) website for resources.

**In-person television & radio interviews:** Guest appearances on Univision's morning television show "Arriba Valle Central" and community affairs radio show "Contacto Comunitario" to create public awareness with parents and caregivers about healthy early childhood experiences.

**Alignment with 2013-2020 Strategic Plan:** The proposed partnership aligns with Tier 3 Goal 5: Early Childhood Systems and Network Improvements of the Commission's 2013-2020 Strategic Plan. This media partnership will enhance the reach of the *Every Milestone Matters* public education campaign targeting Fresno County's Spanish-speaking parents and caretakers to recognize critical brain development moments.

**Short-term goal(s) and long-term outcomes:** If approved by the Committee, staff will move this recommendation for full Commission consideration at the June Commission meeting. If approved by the Commission at that time, staff would finalize the agreement with Univision Communications, Inc. and work to provide all digital elements to air on television and radio as well as identify topics to be examined in the “Arriba Valle Central” and “Contacto Comunitario” monthly interviews.

**Procurement:** The Commission’s approved Corporate Community Partnerships (CCP) program first funded Univision in 2012. Upon successful CCP completion, Univision is eligible to submit a subsequent proposal to become a Community Media Partner. Given more than half of the Fresno County population is Hispanic; 70 percent are bilingual and approximately 30% are Spanish-language dominant, partnering once again with Univision Communications, Inc provides a viable opportunity to effectively engage Spanish-speaking families via well-known Spanish-speaking media outlets. This proposal is being recommended based on previous performance and the availability of funds.

**Fiscal Impact:** Funds for the proposed partnership in an amount not to exceed \$25,000 have been designated in the 2017-2019 Approved Two Year Budget under Goal 5: Early Childhood Systems and Network Improvement - Community Media Partnerships.

### **CONCLUSION:**

Communicating the importance of the first five years of life to the Fresno County community is a necessary element in achieving the desired goals of both the Commission’s Strategic Plan and the Communications Plan. Goal 1 of the 2016 Communications Plan is to increase public education and awareness of early childhood development with clear and consistent messaging. The plan identifies comprehensive Public Education Campaigns as important tactics the Commission will employ to achieve Goal 1.

Given more than half of Fresno County households with young children are Hispanic with 23% who are Spanish-language dominant, the Communications Plan specifically identified a need for Spanish outreach. In order to effectively share information and reach this target audience, we aim to partner with trusted organizations in the community. As an established media outlet dedicated to reaching the Spanish-speaking population, Univision provides a unique opportunity to effectively engage and positively impact families via well-known and trusted platforms.

**FIRST 5 FRESNO COUNTY**  
ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY

**FINANCE AND PROGRAM REVIEW COMMITTEE**

May 10, 2018 - 2:00 p.m.

2405 Tulare Street  
Fresno, CA 93721

**AGENDA ITEM NO. 8**

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Community Media Partnership with Nextstar Broadcasting

**RECOMMENDED ACTION:**

Approve, for full Commission consideration, an agreement with Nextstar Broadcasting (KSEE24-TV & CBS47) in an amount not to exceed \$25,000 to launch a community media partnership.

**BACKGROUND:**

In the fall of 2016, the Commission partnered with Nextstar Broadcasting (KSEE24-TV & CBS47) for a well-rounded public education awareness campaign on early childhood themes. In an effort to enhance the reach of the Commission's *Every Milestone Matters* public education campaign currently active on billboards, music streaming sites, outdoor signage and cable television, staff recommends a six-month Community Media Partnership with KSEE24-TV & CBS47 targeting parents and caregivers of young children. The proposed partnership would include the following components:

**Every Milestone Matters Campaign:** KSEE24 & CBS47 will produce 150 custom promotion spots featuring on air station anchors or reporters delivering campaign messages in conjunction with animated 'Every Milestone Matters' announcements. KSEE24 & CBS47 will also air 200 already-produced 30 second campaign spots during programs targeted to reach parents/caregivers, mainly Women ages 18 to 44.

**Digital Web Presence:** Web campaign, including banner placement, on YourCentralValley.com promoting F5FC campaign messages and linking to the First5fresno.org website for parent and caregiver resources about healthy early childhood development and experiences.

**Television Segment & Social Media Promotion:** Inform and inspire parents and caregivers with long form interviews in a 13-week 'Every Milestone Matters' series on KSEE24's Central Valley Today (CVT). The series will either feature a family/parent/caregiver, or information that spotlights the importance of everyday moments that are critical for healthy brain development in young children. The video segment will be posted on the CVT website and promoted on CVT's social media page.

**Alignment with 2013-2020 Strategic Plan:** The proposed partnership aligns with Tier 3 Goal 5: Early Childhood Systems and Network Improvements of the Commission's 2013-2020 Strategic Plan. This short-term media partnership will enhance the reach of the *Every Milestone Matters* public education

campaign targeting Fresno County parents and caretakers on recognizing critical brain development moments.

**Short-term goal(s) and long-term outcomes:** If approved by the Committee, staff will move this recommendation for full Commission consideration at the June Commission meeting. If approved by the Commission at that time, staff would finalize the agreement with KSEE24-TV & CBS47 and work to provide all digital elements to air on television as well as identify topics to be spotlighted in a 13-week segment named “Every Milestone Matters,” to execute elements of this partnership.

**Procurement:** The Commission’s approved Corporate Community Partnerships (CCP) program first funded KSEE24 & CBS 47 in 2011. Upon successful CCP completion, KSEE24-TV is eligible to submit a subsequent proposal to become a Community Media Partner. KSEE 24-TV originally proposed the *Family Focus* concept in the spring of 2011 which resulted in award-winning segments receiving positive feedback from the community. In 2012, KSEE 24-TV proposed new concepts to build upon previous successes and localized *The More You Know* public service announcements focused on issues pertinent to children ages 0 to 5 and their families. Over the years, KSEE24-TV continues to demonstrate a strong commitment to increasing viewership awareness and understanding on the importance of the first five years of life. This proposal is being recommended based on previous performance and the availability of funds.

**Fiscal Impact:** Funds for the proposed partnership in an amount not to exceed \$25,000 have been designated in the 2017-2019 Approved Two Year Budget under Tier 3: Early Childhood System of Care -Goal 5: Early Childhood Systems and Network Improvement – Community Media Partnerships.

## **CONCLUSION:**

Communicating the importance of the first five years of life to the Fresno County community is a necessary element in achieving the desired goals of the Commission’s Strategic Plan and Communications Plan. In order effectively share information and reach our target population of parents and caregivers of children ages 0 to 5, we aim to partner with trusted organizations in the community. Given KSEE24-TV and CBS47 have established television segments dedicated to reaching our target population, this partnership provides a unique opportunity to effectively engage and positively impact families via well-known, reputable media outlets.

**FIRST 5 FRESNO COUNTY**  
ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY

**FINANCE AND PROGRAM REVIEW COMMITTEE**

May 10, 2018 - 2:00 p.m.

2405 Tulare Street  
Fresno, CA 93721

**AGENDA ITEM NO. 9**

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Agreement with Hudson, Henderson & Company, Inc. for Auditing Services

**RECOMMENDED ACTION:**

Approve, for full Commission consideration, a renewed agreement with Hudson, Henderson & Company, Inc. to perform auditing services for Fiscal Year (FY) 2017-2018 and FY 2018-2019 in an amount not to exceed \$45,810.

**BACKGROUND:**

In accordance with Health and Safety Code 130150, on or before October 15 of each year, the Commission conducts an audit of, and issues a written report on, the implementation and performance of its respective functions during the preceding FY. Additionally, each year on or before October 31, the Commission is required to submit a final audit report (per the above statute) to the California Children and Families Commission and the California State Controller's Office.

**Procurement:** On May 2016, the Commission released a Request for Quotation (RFQ) to select a firm to conduct an agency audit for FY 2015-2016, with a renewable option for an additional three years, or through FY 2018-2019, based on performance. Through this competitive process, Hudson, Henderson & Company, Inc. was the selected firm.

Staff recommends renewing the agreement with Hudson, Henderson & Company, Inc., for the same contract terms, to perform the required agency auditing services for both, FY 2017-2018 and FY 2018-2019 in accordance with generally accepted auditing standards (GAAP) as promulgated by the American Institute of Certified Public Accountants, and generally accepted governmental auditing standards issued by the United States General Accounting Office (GAO) for financial and compliance audits. The audit report is expected to be completed and delivered to the Commission on the first business day in October each year. Additionally, as required by statute, a presentation and public hearing will be held prior to accepting the annual audit report at each October Commission Meeting.

**Fiscal Impact:** Funding for this agreement has been allocated from the Commission's 2017-2019 Approved Two Year Budget: Operating - Services and Supplies - Audit Expense line item in an amount not to exceed \$45,810 or \$22,905 per year.

**CONCLUSION:**

If approved, the agreement renewal for auditing services for FY 2017-2018 and FY 2018-2019 with Hudson, Henderson & Company, Inc. will move for full Commission consideration at the upcoming Commission Meeting.