

FIRST 5 SACRAMENTO COMMISSION
HSCC Update
March 2020

HIGHLIGHTS OF LAST COMMISSION MEETING – Feb 18 & March 2, 2020

- Approve 2021 Strategic Planning Elements
- Presentation: Evaluation of Efforts to Reduce African American Child Deaths
- Presentation: 2020 Census and 0-5 Hard to Count Population
- Approve Census Outreach Funding

HIGHLIGHTS OF UPCOMING MEETING – May 4, 2020

- Approve Community Connections Grants
- Approve 2021 Strategic Plan
- Approve Revenue Contract with DHA for CalWORKs Home Visiting Services
- Approve Recommended Budget for FY 20/21 and 10-Year Financial Plan
- Public Hearing on First 5 CA Annual Report for FY 18/19
- Presentation: FY18/19 Annual Evaluation Report

STATE AND LOCAL UPDATES

2021 Strategic Planning

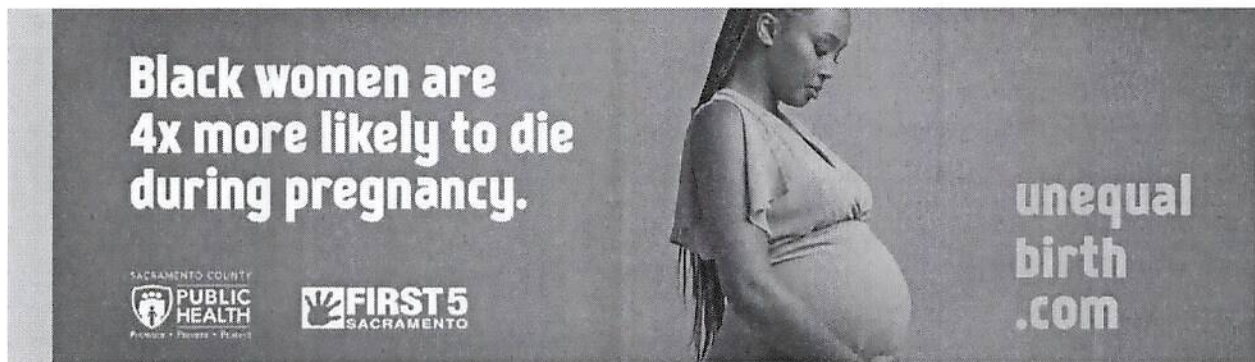
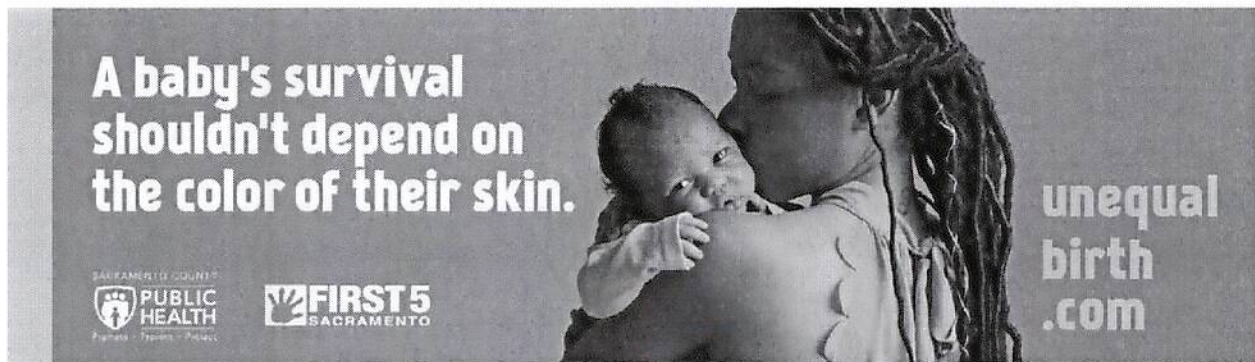
On February 18, the Commission approved the 2021-2022 Strategic Plan Elements, which includes an updated Mission, Vision, Strategic Funding Principles, \$46 M Spending Plan, Strategic Hierarchy and Result Area Allocations. This Strategic Plan will have an overall budget reduction of 25% (\$20 million annual operating budget down to \$15 million). With the Elements approved, staff will bring a draft Strategic Plan to the Board of Supervisors on April 7.

Unequal Birth Campaign

On February 17, First 5 and Sacramento County Public Health launched our joint public awareness campaign titled *Unequal Birth*. The campaign will reach a general audience through billboards, radio and paid social media. The goals of the campaign are to raise awareness that 1) African American infants are dying at twice the rate of all other children and that racial bias is a key contributing factor and 2) African American women are four times as likely to die during pregnancy due to the toxic stress of living with discrimination, both in society at large as well as within the health care system. Key messages include:

- These deaths are not due to anything black women are doing or are not doing.
- A growing amount of research has uncovered that racial bias and discrimination black women face daily creates a toxic physiological stress that results directly in conditions that lead to high rates of infant and maternal deaths.
- These health inequities and disparities aren't exclusive in Sacramento—they're happening across the United States.

The website includes dozens of links to current research pointing to the connection between being black and having poor birth outcomes and poor. It also has a robust Take Action section for those looking to make a difference here in Sacramento.



Evaluation Findings: Efforts to Reduce African American Child Death

On February 18, staff presented outcomes of FY18/19 efforts to reduce African American child deaths. These included updates on the newly launched *Unequal Birth* public awareness campaign, the Black Child Legacy Campaign, infant safe sleep education efforts and the pregnancy mentor program. All funded partners and many from the public spoke to the Commissioners to express their support for the continued efforts to reduce African American child deaths. Findings from the evaluation report revealed significant improvements:

- Overall 23% reduction in infant death rates from 2012-2014 to 2015-2017, with a 42% reduction in disparities
- Overall 57% reduction in infant sleep-related deaths from 2012-2014 to 2015-2017, with a 33% reduction in disparities
- Overall 85% reduction in child abuse and neglect homicide rates from 2012-2014 to 2015-2017, with a 98% reduction in disparities

More work is needed in the area of infant deaths due to perinatal conditions (prematurity and low birth weight). The needle has not moved over the last 3 years. First 5 will co-present on our efforts to reduce African American child deaths during the Black Child Legacy Campaign update to the Board on March 24, 2020.

Census 2020

First 5 Sacramento continues to take the lead in increasing census participation for households with children ages 0-5. A small grant from the First 5 Association was awarded for materials and census outreach families, including stipends to "trusted messengers" in the community. All First 5 contractors were trained on February

20th at the quarterly contractors meeting on census strategies for outreach. A presentation was also given to the Advisory Committee. First 5 is partnering with Head Start to ensure that through parent ambassadors and liaisons, census messages get out to all 5,200 Head Start households. In the coming months, there will be many more “Train the Trainer” sessions in the community. Census cards will be sent on March 12th inviting everyone to take the census on-line.

Parent Guide Online Resource

First 5 California’s new Parent Guide website is based on the physical copy of the Guide that is distributed in the *Kit for New Parents*. The site is an A to Z resource for parents and caregivers to help children grow up healthy and thrive. The site is divided into easy-to-navigate topic area providing information, quick tips, links to other external resources and contact information for other agencies who can help.

<https://parentguide.first5california.com>

Dia de Los Ninos Celebration

Mark your calendar for April 21st from 11 a.m. - 1p.m. on the north lawn of the state capitol to celebrate the day of the child/the day of books. Partnering with First 5 Association, First 5 CA and the CA State Library, this lunch time event promotes early literacy, celebrates multilingualism and linguistic and cultural backgrounds. The events occurs during the annual Advocacy Day when First 5s from across the state meet with their local legislators.

Report to Human Services Coordinating Council

Public Health Advisory Board

March 12, 2020

Recent Topics of Discussion:

1. Homelessness - March

Erin Johansen, the CEO of Hope Cooperative, spoke with us about current efforts to house and care for the homeless in Sacramento County. Hope Cooperative is a private, non-profit agency that provides permanent supportive housing, interim housing, and a variety of mental health services. These include case management programs, especially for those with a severe and persistent mental illness; crisis intervention services, including a 24/7 Mental Health Crisis Respite Center for those experiencing crisis. They have over 200 FTE staff and serve over 6000 clients annually.

Erin tried to help us understand the complex funding streams, and the complex and overlapping services available through many providers in the County. The system is difficult to navigate. There is a shortage of available housing. More complete explanation of the mental health services will be provided in April.

2. Environmental Management Department Presentation

Michael Meyer, Chief of Environmental Compliance Division, and Rolando Villareal, Deputy Chief, Environmental Health Division, presented a proposal for a new fee schedule for their Department. EMD is largely supported by fees. An independent 3rd party, Wohlford Consulting, reviewed their current fee schedules and their funding needs. The Environmental Health Division is charged with food protection, mobile food facilities, recreational health (pool safety), lead, waste tire program, body art, storm water, and many more. The Environmental Compliance Division deals with medical waste, wells, recycled water, toxic site clean up, underground storage tanks, and many others. The consultants compared Sacramento County fees with those of other counties. Mr. Meyer and Mr. Villareal proposed fee increases.

PHAB authorized the Executive Committee to compose a letter supporting these increases.

Steven Orkand

Department of Health Services
Report to Human Services Coordinating Council
March 2020

- Medi-Cal Reform: SB1029 introduced granting more legal and procedural power to county Medi-Cal Commission
- Correctional Health launch program of provision of meds to inmates at discharge
- Continuing expansion of MHSA
- Meetings scheduled/continuing regarding Integrated Care Campus
- Health Center continues to perform well
- Novel Coronavirus (COVID-19): Emergency Proclamation announced on 3/5 – Testing kits now available locally, which allows for more rapid testing
- Working with Supervisor Serna on a joint city/county Methamphetamine conference in the spring

Peter Beilenson, MD, MPH
