



**AGENDA  
PUBLIC NOTICE**

Regular Meeting of the Finance Sub Committee  
**Wednesday, May 8, 2024**  
**11:00 AM**  
First 5 Riverside County  
585 Technology Ct  
Riverside, California 92507

**This notice shall confirm the Regular Meeting of the Finance Sub Committee of the Riverside County Children and Families Commission.**

**Note: If special accommodations are needed to participate in this meeting, please contact Lynn Stephens, Executive Assistant IV, at (951) 955-0200 during regular business hours of the Riverside County Children and Families Commission (Monday-Friday 8:00 a.m. – 5:00 p.m.).**

**Note: Public Comments will be taken on agenda items at various times during the meeting. Please submit a Request to Speak form to the Executive Assistant IV at any time before or during the meeting indicating the item you wish to address.**

**Note: Please place all cellular phones on vibrate or off mode during the meeting.**

DRAFT 04/04/2024\_LMS

- A. **Call to Order – Malinda Margiotta, Advisory Committee Chair**
  - A.1. Pledge of Allegiance - Advisory Member
  - A.2. Roll Call - Lynn Stephens, Executive Assistant IV
- B. **Public Comments (for items not listed on the agenda) – Malinda Margiotta, Chair**
- C. **Commission and Advisory Committee Business – Malinda Margiotta, Chair**
  - C.1. Director Updates - Tammi Graham, Executive Director; Yvonne Suarez, Assistant Director; Charna Widby, Deputy Director
  - C.2. Advisory Committee Comments - Malinda Margiotta, Chair
- D. **Consent - Malinda Margiotta, Chair**
  - D.1. Approve First 5 Riverside County Advisory Committee Draft Meeting Minutes - March 13, 2024 Session

Wednesday, May 8, 2024 Regular Meeting of the Finance Sub Committee Page 1 of 7



**MINUTES**  
**FIRST 5 RIVERSIDE COUNTY**  
**Advisory Committee Regular Meeting**  
**March 13, 2024**  
**11:00 AM**

**Advisory Committee Present:** Kari Middleton-Hendrix, Antonia Eli Mast, Jiles Smith, and Takashi Wada

**Advisory Committee Absent:** Malinda Margiotta and Agam Patel

**Advisory Committee Vacancy:** Districts I, II, V

**Administrative Staff Present:** Tammi Graham, Executive Director; Yvonne Suarez, Assistant Director; Lynn Stephens, Executive Assistant IV; Carol Abella, Regional Manager; Larissa Wills, Regional Manager; Sean Pravica, Senior Public Information Specialist; Michelle Rodriguez, Public Information Specialist; Martina Guevara Commission Coordinator; Jimmy Gutierrez, Support Services Technician

**Legal Counsel:** Kristine Bell-Valdez, Supervising Deputy County Counsel

**A. Call to Order – Kari Middleton-Hendrix, Advisory Committee Vice Chair**

1. Pledge of Allegiance – Advisory Member Smith
2. Roll Call - Lynn Stephens, Executive Assistant IV

**B. Public Comments (for items not listed on the agenda) – Kari Middleton-Hendrix, Vice Chair**  
None.

**C. Commission and Advisory Committee Business – Kari Middleton-Hendrix, Vice Chair**

1. Oath of Office for Advisory Committee Member Dr. Takashi Wada – Kristine Bell-Valdez, Supervising Deputy County Counsel

Ms. Bell-Valdez Administered the Oath of Office to Dr. Takashi Wada, Advisory Member.

2. Director Updates – Tammi Graham, Executive Director; Yvonne Suarez, Assistant Director  
Advisory Committee Oath of Office  
Ms. Graham introduced and welcomed new Advisory Member, Dr. Takashi Wada. Dr. Wada is currently the Chief Medical Officer at Inland Empire Health Plan. He is responsible for providing clinical and strategic leadership through accountable, collaborative processes to improve the quality-of-care delivery as evidenced by improved external quality metrics. Dr. Wada leads and drives innovative solutions for program development and implementation to improve access, satisfaction, and care outcomes that are sustainable and scalable.

Advisory Member Wada thanked everyone for the warm welcome and provided an overview of his background. He was previously the County Health Systems Director for Santa Barbara County where he oversaw Public Health, Behavioral Health, and Clinic Systems, and a Commissioner at First 5 Santa Barbara. Advisory Member Wada shared that his wife also worked for First 5 Santa Barbara.

### **First 5 Riverside County 2023 All Staff Meeting**

Ms. Graham provided a summary of the All Staff meeting held in November 2023. The theme for the day was First 5 Connected. Ms. Graham gave special thanks to Commission Chair Ginder for the motivational introduction to staff about fulfilling the work of impacting lives. Ms. Graham briefly explained some of the activities for the day noting this was the first time all First 5 staff had been together in one location. Storyboards were created by staff to represent their work at each site. The Simpler Team joined the meeting and provided Lean orientation training and served as judges for the Storyboards. First 5 Jurupa Valley FRC Team received the grand prize. Also recognized were First 5 staff nominated for the County Employee Recognition Program and First 5 staff who demonstrated exceptional work at the department level for categories unique to their positions. Ms. Graham concluded with the results of the Gallup Q12 Employee Engagement Survey. First 5 had 54 respondents this year. Ms. Graham noted that question 8 “The mission or purpose of my organization makes me feel my job is important.” earned 4.47 out of 5 which is a sign that First 5 staff are very connected to the mission of the organization.

### **Family Resource Center Tours**

Advisory Member Smith requested a tour of First 5 Family Resource Centers before today’s Advisory Committee Meeting. Ms. Graham noted Ms. Stephens worked feverishly to coordinate the tours and sent invitations to all the other Advisory Members and Commissioners, however, it was very short notice. The first tour was at Mecca Farmworkers and Family Resource Center. Ms. Graham was accompanied by Ms. Stephens, Ms. Machuca, Commission Chair Ginder, and Advisory Member Smith. Attendees were able to see all the different programs that are co-located in the building. From there they went to Desert Hot Springs Family Resource Center for a similar tour and presentation. A couple of days later, Ms. Graham, Ms. Suarez, Vice Chair Campos, and Advisory Members Smith and Mast attended a tour of Mead Valley FRC. Staff at each site shared how they support their communities.

### **2024 State of Education Address**

On March 6th, Superintendent and First 5 Commissioner, Dr. Edwin Gomez presented his 2024 State of Education Address “Inspiring Brilliance” focusing on key initiatives in every school district across Riverside County. Educators across the County inspire brilliance in children of all ages starting with children in early education. Ms. Graham highlighted the Young Explorers Academy from Perris Elementary School District where children learn in interactive, hands-on, and experience-based classrooms.

### **Car Seat Delivery Event**

Mr. Pravica, Senior Public Information Specialist provided a brief background on the car seat giveaway campaign that was completed last November. First 5 Riverside County partnered with Baby2Baby to provide over 200 families with 360 car seats. Staff submitted a Capiro Epic Award for the one-time event and will report back if event was selected.

Ms. Graham provided a brief background on staff’s participation in distributing PPE during the COVID-19 Pandemic with Supervisor Perez in the desert area. Ms. Graham wants to continue to look for more opportunities for car seats to always be available at the FRCs as a resource for families.

Vice Chair Middleton-Hendrix commented that it is a fantastic program that makes a big impact. She asked about information on how to install car seats and if it is available on the YouTube channel. Ms. Graham responded support is available by signing in through Riverside County Public Health and taking a free online course. She further noted car seats can also be bought at a reduced rate. Staff will share resources available for families with the Advisory Committee.

Advisory Member Wada asked if parents are screened for any other services they need. Ms. Graham responded family's complete intake forms and staff use the intake forms to assess their needs.

Advisory Member Smith commented that the car seat distribution video was great! Two-minute informative videos are the kind of information he hopes to share with the public.

3. Advisory Committee Comments - Kari Middleton-Hendrix, Vice Chair

Advisory Member Mast commented that she enrolled her twins in the Raising A Reader program at the Jurupa Valley Family Resource Center. Her 11-month-old twins graduate in a couple of weeks. Approximately 4-7 children are in the program at one time.

**D. Presentations/Information – Kari Middleton-Hendrix, Vice Chair**

1. Autism and Developmental Delay Systems Landscape Report and Recommendations  
Larissa Wills, Regional Manager; Kristin Gist, Consultant Early Childhood Development and Mental Health (A copy of the presentation can be viewed at [www.rccfc.org](http://www.rccfc.org) and at the Commission Business Office)

Regional Manager, Larissa Wills provided context to the presentation and introduced Kristin Gist. Ms. Gist provided an overview of her presentation which was included in the Advisory Committee meeting packet. She presented the results of a survey and landscape report of the provider network for Autism and Developmental Delay services of children under 5 years of age. The presentation identified barriers to accessing services as well as identifying the types of services available within systems.

Ms. Gist addressed next steps. She proposed establishing workgroups to explore findings in more detail. The goal is to identify needs and to help more children get identified earlier and ensure more families are supported through the process. Vice Chair Middleton-Hendrix thanked Ms. Gist for the meaningful report. She stated as a Coachella Valley resident and active participant of a young mother's group, she knows there is a lot of frustration when mothers identify children that are nonverbal or have no eye contact and cannot access early intervention services. Ms. Gist mentioned the research project showing the difference in outcomes between children who receive evidence-based treatment for Autism at 18 months versus 27 months. This is an example of why early identification and intervention is so critical.

Vice Chair Middleton-Hendrix opened the floor for discussion and questions from the Advisory Members. Advisory Member Mast commented on the results and findings from Ms. Gist's presentation which are based on service provider surveys. Ms. Mast noted that when she was providing direct services the biggest issue was that families had a hard time navigating the system or between systems.

Advisory Member Wada explained why both screening and assessments are important. He questioned if the barriers in terms of authorization and wait times had to do with Medical or Private insurance.

Vice Chair Middleton-Hendrix asked how many assessment centers are in Coachella Valley. Ms. Gist is aware of one. Vice Chair Middleton-Hendrix asked for a parent flow chart and what kind of parent-centric or mother-centric materials are available. Ms. Gist responded processes are region-specific.

2. First 5 Riverside County 2024 Draft Communications Plan - Sean Pravica, Senior Public Information Specialist; Michelle Rodriguez, Public Information Specialist

Due to time constraints, the Communications Plan presentation was deferred until the next Advisory Committee meeting.

#### **E. Consent – Kari Middleton-Hendrix, Vice Chair**

1. Approve First 5 Riverside County Advisory Committee Draft Meeting Minutes - January 24, 2024 Meeting

*Advisory Member Mast moved to approve consent item. Advisory Member Smith second the motion. **Abstain:** Advisory Member Wada. **Absent:** Advisory Members Margiotta and Patel. **Motion carried.***

#### **F. Presentations/Action Items – Kari Middleton-Hendrix, Vice Chair**

1. **24-01:** Review and Approve Nomination for First 5 Riverside County Champion Award Recipient Recommendation - Sean Pravica, Senior Public Information Specialist

Mr. Pravica provided an overview of the 2024 Champion for Children nomination process and nomination backgrounds. Recommendations were received via email from Advisory Members, Malinda Margiotta and Agam Patel for Helena Lopez.

Nominations received and discussed during today's meeting:

1. Advisory Member Mast nomination - **Sarah Nolan**
2. Advisory Member Smith nomination - **Helena Lopez**
3. Advisory Vice Chair Middleton-Hendrix nomination, **Helena Lopez.**

Advisory Member Smith recommended changing the format of the Champion for Children requirements to include a Champion in each Supervisorial district. Adjustments to the criteria will be discussed at a future meeting.

*Advisory Member Smith moved to approve nomination of Helena Lopez as the 2024 Champion for Children Award nominee. Advisory Member Mast Second the motion. **Absent:** Advisory Members Margiotta and Patel. **Motion carried unanimously.***

#### **G. Future Agenda Items:**

1. First 5 Riverside County Budget Updates
2. First 5 Riverside County Policy Updates
3. Health Assessment and Research for Communities (HARC) Presentation
4. Family Resource Centers Presentation
5. Champion for Children Nomination process review
6. Draft 2024 Communications Plan

H. **Adjournment:** Adjournment at 12:16 p.m. to the next Regular Meeting of the Advisory Committee of First 5 Riverside County Children and Families Commission to be held on May 8, 2024 beginning at 11:00 a.m. at:  
First 5 Riverside County Children and Families Commission Office  
585 Technology Court - Conference Room A  
Riverside, CA 92507

Meeting Minutes Recorded by Lynn M. Stephens, Executive Assistant IV.

DRAFT

E. **Presentations/Information - Malinda Margiotta, Chair**

E.1. RivCo ONE Integrated Service Delivery Presentation, Barbara Andrade DuBransky,  
Deputy Director, Office of Service Integration



**RivCoONE**

Coordinating Services. Connecting People.

## Overview: Integrated Service Delivery Initiative

# Why? Our reason for action



Riverside County residents' needs are often multi-faceted. However, they encounter difficulties in efficiently accessing and utilizing a diverse range of cross-functional services and resources provided by the County. *The complexity within the county departments hinders residents' capacity to effectively acquire, understand, and benefit from these services.*



**Aim:** Develop holistic, person-centered coordinated services.

# Riverside County at a Glance:

## Highlighting the Need for an Integrated System



# Board of Supervisors Champions ISD

In December 2021, the Riverside County Board of Supervisors passed a resolution directing county departments to develop and enact a single integrated system of health and human services. The Integrated Service Delivery leverages a four-pronged approach to enhance data integration and the provision of equitable, person-centered services for all who reside within Riverside County.



**Multi-Disciplinary,  
Care Coordination**



**Integrated Data  
Information Hub**




**Community Partnership  
(CBO & Academic  
Institutions)**



**System of  
Governance**

SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



ITEM: 3.34  
(ID # 17183)  
MEETING DATE:  
Tuesday, December 07, 2021

FROM : PUBLIC SOCIAL SERVICES:


SUBJECT: DEPARTMENT OF PUBLIC SOCIAL SERVICES: Adoption of Resolution Number 2021-180, Initiation of the Development of an Integrated and Comprehensive County Health and Human Services System and Approval of a Coordinated Care Model; Approval of Legal Services Agreement with Foley & Lardner LLP; All Districts. [Total Cost \$90,000 (subject to additional compensation \$18,000) - Federal 55%, State 20%, Realignment 21%, County 4%]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Adopt Resolution No. 2021-180 Initiation of the Development of an Integrated and Comprehensive County Health and Human Services System and Approval of a Coordinated Care Model; and
2. Authorize the Assistant County Executive Officer – Human Services/Director of DPSS, or designee, to lead the initiative to fully develop the Integrated and Comprehensive County Health and Human Services System; and

Continued on page 2

ACTION: Policy

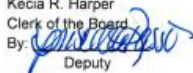
  
Sayan Balowin, DPSS Director 9/16/2021

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Perez, seconded by Supervisor Hewitt and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt  
Nays: None  
Absent: None  
Date: December 7, 2021  
xc: DPSS

Kecia R. Harper  
Clerk of the Board  
By:   
Deputy

# A Message from CEO, Jeff Van Wagenen

***“Move our HPI ranking by 30 points in 30 years”***



“

We recognize the importance of a customer-focused network that addresses the diverse needs of our community- many of whom are receiving support from multiple county departments.

Through cross communication, collaboration, and coordination, we have begun to breakdown silos to improve outcomes.

— *Jeff Van Wagenen*

”



# Coordinating Services. Connecting People.

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RivCo ONE's mission is to integrate systems, streamline access, and provide holistic care, shifting the focus from programs to people and their families and to enhance the overall service experience for all residents while ensuring seamless provision of services.

# Goals of Integrated Services Delivery

- ❑ Strengthen prevention and early intervention services
- ❑ Improve service experience for Riverside County residents with complex needs

## ISD Service Delivery Model

**\*\*OBJECTIVE: 30 ISD Sites in 3 Years (2023 - 2025)**

The RivCO Integrated Services Delivery Initiative is grounded in three efforts:



- STATUS OF PILOT**
- Green: On Target
  - Yellow: In Planning
  - Red: On Hold



# Who? Key Partners



# ISD Cohorts

- Cohort #1: Community Health Centers
- Cohort #2: Health and Human Services
  - DPS - IHSS, Perris & Self-Sufficiency, Blythe
  - Probation, Riverside
  - Behavioral Health, Corona
  - WIC, Jurupa Valley, Temecula
  - Office on Aging, Jurupa Valley, Temecula
  - Community Action Partnership, Temecula
  - First 5, Jurupa Valley, Temecula
- Cohort #3: Housing and Workforce Solutions (Unhoused Disabled Seniors)
- Cohort #4: Medical Center
- Cohort #5: Nonprofit Entities \*
- Cohort #6: School Districts \*
- Cohort #7: County Fire \*
- Cohort #8: Probation Day Centers \*
- Cohort #9: Universal Guaranteed Income

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\* In pre-implementation phase

# Cohort Contributions

- Community Health Centers (Jurupa Valley)
  - Testing in a medical environment
  - Co-locating with First 5 FRC, WIC and Office on Aging
- Human Services & Safety Portfolio
  - Expanding to 7 departments in 5 communities
  - Additional co-location in Temecula
- Housing and Workforce Solutions
  - Integration of the Whole Person Health Care Assessment with VI-SPDAT assessment tool
  - Partnering with non-profit, Path of Life
- Medical Center
  - Implementing a tiered-response system utilizing licensed social workers and community health workers
- Universal Guaranteed Income
  - Partnership between United Way, First 5 and Community Action Partnership
  - Opportunity to embed Integrated Service Delivery enrollment in community-based pilot

# 2023: A Quick Review

- The first Rapid Improvement Event: February 28, 2023 to March 2, 2023
- 4 FTE Started Service Navigation Pilot at JVCHC: April 3, 2023
- Prototypes for Technology Solutions; Kiosk & PC Deployment: May, 2023
- Geospatial Data Analytics (ISD & ESRI): May, 2023
- Client Authorization, Data Sharing and MDT Agreements Approved: June 2023
- Human Service Portfolio Pilots: 6 Sites, 7 Departments: September 2023 to April 2024
- Senior and Disabled Homeless Cohort: September 2023
- Qualtrics Pilot for Electronic Client Registration & WPHS: September 18, 2023
- ER High Utilizer & OOA Data Sharing and Service Delivery: December 21, 2023

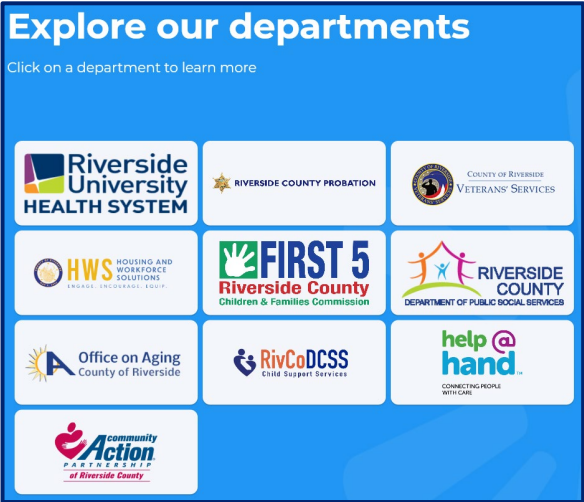
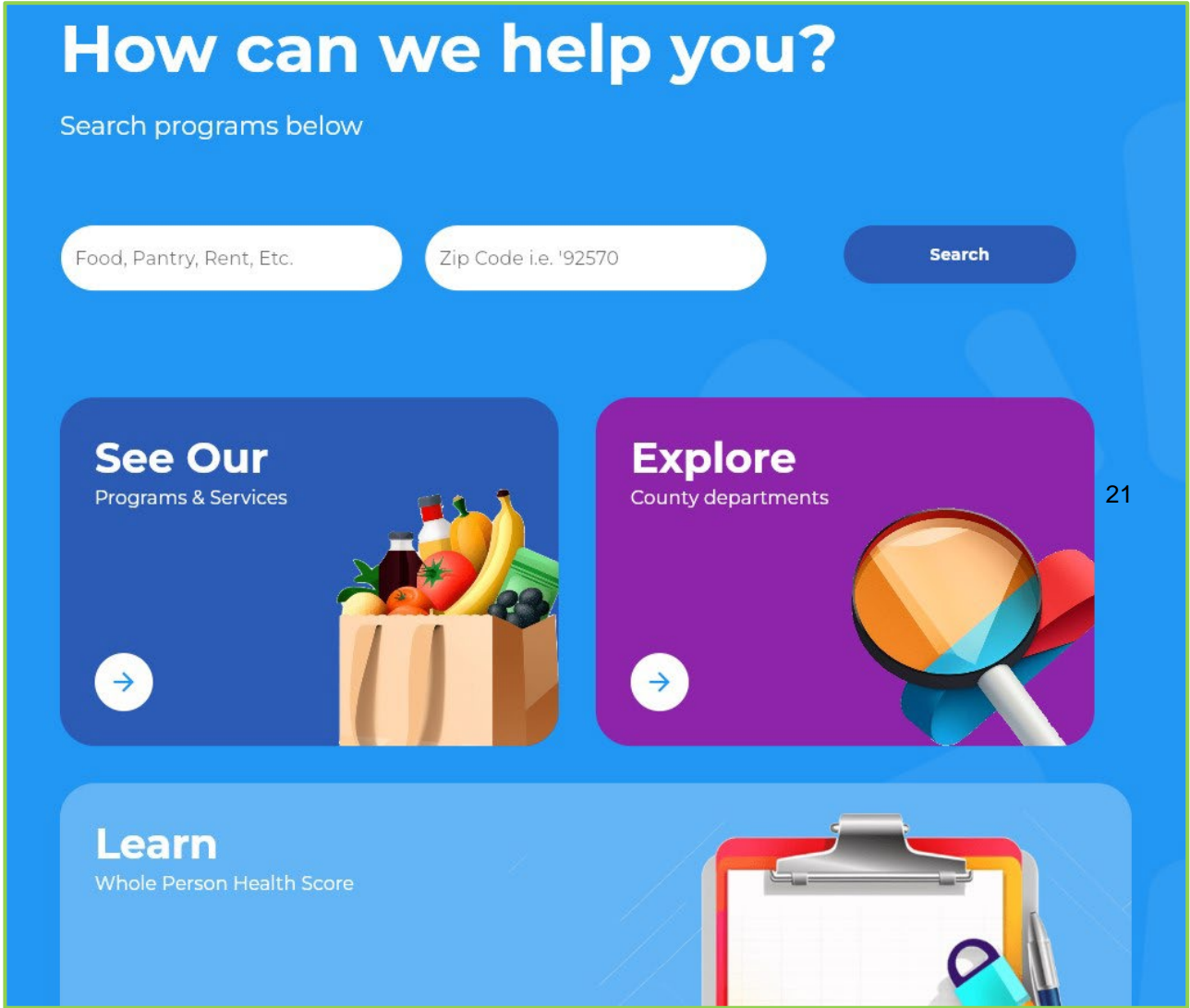
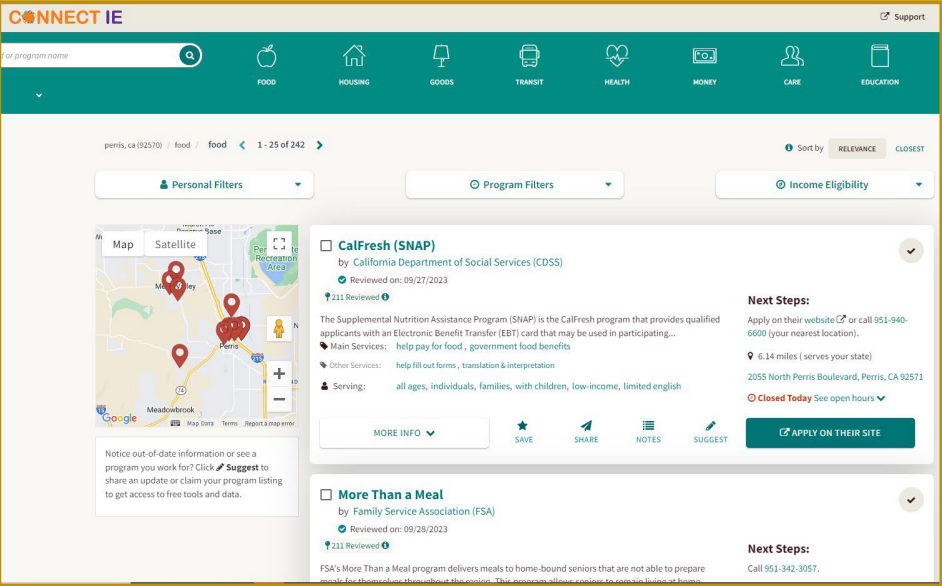
# 2024: A Quick Review

- Partnership with CA Public Health Alliance on HPI Improvement Strategies: January 2024
- Non-Profit Engagement: February 2024
- Frequent 911 Caller: Service Engagement: February 2024
- OOA Outreach to ER High Utilizer: February 13, 2024
- Equity Outreach Planning: February 27, 2024
- Blythe Campus Expansion: April 2024
- 7 DOPH Community Health Worker: April 2024
- ISD in Universal Guaranteed Income (United Way & CAP) March, 2024
- Preparation for Transitioning OOA and F5 into RUHS/EPIC Case Mgt March, 2024
- Laser Fiche E-Tool Universal Enrollment/Registration/Referral March 4, 2024
- Expansion of Universal Client Authorization to Share Case Plan & Acceptance of E-Signatures March 26, 2024

# Preliminary Outcomes

- Upward Trend on the Whole Person Health Score Composite at ISD clinic (80.25 for non ISD clinics vs. 82.65 for ISD clinic)
- Improvement in Customer Satisfaction scores
- 50% of JVCHC patients offered navigation assistance accepted resources; 72% needed 1 resource; 28% needed 2 or more resources
- Top requests for assistance: (1) Public Benefits (2) Food Resources
- Improved County Staff's ISD Understanding, Buy-In, and Readiness

# Thrive Hub



# RivCoONE Thrive Hub

# RivCo ONE Hub

[Home](#) [Overview](#) [Data Sharing](#) [Mapping Tools](#) [Process Improvement](#) [ISD Resource Library](#) [Events](#)



RivCo ONE

Coordinating Services.  
Connecting People.

RivCo ONE  
Coordinating Services. Connecting People.

# Appendix

# Components of the Integrated Data Information Hub

## System of Engagement

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**A solution for Riverside County residents.**

The System of Engagement provides a virtual front door to Riverside County health and human services. Explore the THRIVE Hub to learn more about our system of engagement.

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## System of Insight

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**A solution for the County of Riverside organization.**

The RivCo ONE System of Insight aims to use the power of public and county data to drive policy decisions and service provision that meet the needs of Riverside County residents.

# Components of the Integrated Data Information Hub

## System of Data Integration

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**A solution for data sharing among departments.**

The System of Data Integration will provide the technical capability to share client-level data to provide real-time integrated service delivery.

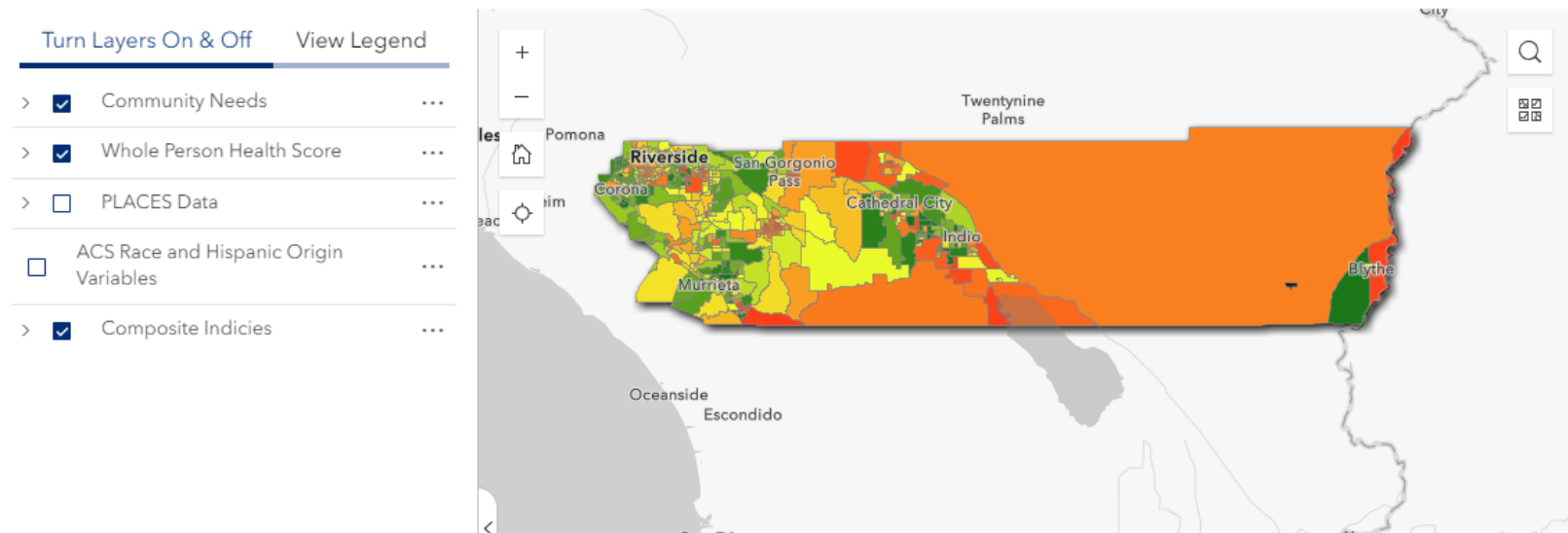
## ISD and Esri Create the Riverside Community Assets and Needs (CAN) Index

The RivCo CAN Index is a data visualization tool designed by County of Riverside ISD in partnership with Esri *leveraging data sharing* to inform strategic planning with three distinct aims:

- 1) Identify Areas of Highest Need
- 2) Use Data to Support Resource Allocation
- 3) Assess Impact of Services Over Time

Across the domains of Health, Education, Community Wellness, and Housing to support all families and residents in Riverside County.

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# Making Progress in ISD Involvement

## Community Reaction

90%

Residents rated their experience with Integrated Service as **'satisfied'** (75% very satisfied).

## Community Impact

99%

Residents who completed the WPHS and attended follow-up appointments.

## Community Impact

95%

Residents consented to share information with 1 or more agencies

## Lean Learning

15

Departments are engaged in Lean learning and knowledge transfer

## Lean Learning

58

Management/Executive Staff completed Lean "Bronze" Training

# Integration Milestones in 2023

A snapshot of the impacts being made through integrated service delivery from the launch of the first Pilot site, Jurupa Valley Community Health Center, in March 2023 to December 2023.

 County ISD Departments

17

Departments Involved

 County ISD Departments

7

Pilot Communities

 ISD Impact

5,227

Residents Engaged

 Process Improvement

20

Improvement Events or  
Product Cycles Completed

 Staff Participation

260

Staff Members Involved

# RivCo ONE Hub

## Upcoming ISD Events

March 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

- Mar 13** VSST Gemba Walk - DPSS Perris  
201 Redlands Ave, Perris, California, 92571
- Mar 26** Cohort #2 - Integrated Service Delivery Co-location  
Jurupa Community Health Center, 8876 Mission Blvd, Jurupa Valley,...
- Mar 26** Cohort #3 - RIE: Engagement and Intake Flow Cell  
Riverside County, California, California
- May 21** Cohort #3 - RIE: Real Time Referral and One Stop Shop  
Riverside, California, Riverside, California
- Jun 11** Cohort #3 - RIE: Improve Application, Placement Process, and Aftercare  
Riverside, California, Riverside, California

## 2023 ISD Events

### January 2023 - March 2023

- Jurupa Valley Pilot Alignment Session - 1/17/23-1/25/23 at the JVCHC
- Charter Writing Session for Integrated Services Delivery 2/14/23 at the Department of Social Services Staff Development Building
- Pilot RIE #1: Service Navigation - 2/27/23-3/2/23 at the JVCHC (POC: Katherine Heister and Melissa Pudgil)
- Agile Project Kick Off for Data Integration - 3/20/23-3/23/23 at the RUHS
- Pilot RIE #2: Whole Person Health Score (WPHS) - 3/28/23-3/30/23 at JVCHC (POC: Betty Luna and Amanda Vo)

### April 2023 - June 2023

- Agile Retrospective and Sprint Planning #1 - 4/12/23 at RUHS
- Agile Retrospective and Sprint Planning #1 - 4/26/23 at RUHS
- Pilot RIE #3: Family Resource Center (FRC) - 5/1/23-5/4/23 at JVCHC (POC: Jill Kowalski and Shannon Crosby and Exec Sponsor: Tammí Graham)
- Data Sharing and Privacy Protection for Integrated Services - 5/3/23-5/4/23 at RCIT Building
- Agile Retrospective and Sprint Planning - 5/10/23 at RUHS
- Spread Planning for all Community Health Clinics - 5/17/23-5/18/23 at JVCHC
- Agile Retrospective and Sprint Planning - 5/24/23 at RUHS
- Pilot RIE #4: Pre-Visit and ACC Registration - 5/23/23-5/25/23 at JVCHC (POC: Patty Gomez and Emily Moya and Exec Sponsor: Danielle Huntsman)
- Vision and Strategy of ISD and New Environments - 6/6/23-6/8/23 at RCIT Building
- Agile Retrospective and Sprint Planning - 6/7/23 at RUHS
- Gap and Closure Workshop for RIE Process Owners - 6/27/23-6/28/23 at JVCHC

### July 2023 - September 2023

- Pilot RIE #5: Closed Loop Event - 8/15/23-8/17/23 at JVCHC (Lead: Shannan)
- System of Insight Sprint Planning Kick Off - 8/16/23 at RUHS Med Center
- Unite Us Meeting - 9/6/23 via Teams
- ISD Executive Planning Session - 9/13/23 at JVCHC
- RIE: Referral Criteria - 9/25/23-9/28/23 at JVCHC
- RIE: WPHS Reassessment and RIE: ISD Multi-Departmental Funding - 10/1/23 at JVCHC
- ISD Initiative Quarterly VSST Review - 7/6/23 at JVCHC
- ISD County Wide Scale and Spread: Cohort #1 Kick Off - 7/19/23 at JVCHC
- Pilot RIE #5: Closed Loop Event - 8/15/23-8/17/23 at JVCHC (POC/Exec Sponsor: Shannon Bates)
- System of Insight Sprint Planning Kick Off - 8/16/23 at RUHS Med Center
- Human Services Environment RIE #1: Integrated Registration - 8/22/23-8/24/23 at JVCHC (POC: Renee Skidmore)
- ISD Spread to Next Community Health Centers - 8/24/23 at JVCHC
- North Star Vision for Data Integration - 9/5/23 at RUHS Med Center
- Sprint Retrospective/Planning Session, System of Insights: Phase 2 - 9/12/23 at RCIT Building (POC: Piera Causley)
- ISD Executive Planning Session - 9/13/23 8:30am-5pm at CAP
- Pilot RIE #6: WPHS Reassessment - 9/26/23-9/28/23 at JVCHC (POC: Shannon Bates and Brandon Tran)
- HDAP Vision and Planning - 9/26/23-9/27/23 at CAP (POC/Exec Sponsor: Greg Rodríguez)
- Pilot RIE #6: WPHS Reassessment - 9/26/23-9/28/23 at JVCHC (Leads: Shannan and Brandon Tran)

### October 2023 - December 2023

- New Environments RIE #2: Integrated Services Delivery Determining Level of Care - 10/3/23-10/5/23 at JVCHC (Lead: Kami Winston and Simpler Lead: Jeff)
- Retrospective and Planning Sprint Meeting - 10/25/23 at RUHS Med Center
- New Environments RIE #3: Integrated Services Delivery Funding - 10/31/23-11/2/23 at CAP Conference Room (Lead: Barbara DuBransky, and Brianna Lontajo)
- RIE: Clinic Workshop - WPHS Children's Assessment - 11/8/23-11/9/23 8:30am-12:30pm at RUHS Med Center
- ISD County Executive Committee Steering Team - 11/14/23 9am-3pm at JVCHC
- Retrospective and Planning Sprint - System of Insight - 11/15/23 at RUHS Med Center (Lead: Piera Causley)
- RIE: Integrated Referral - 11/28/23-11/30/23 at JVCHC (Leads: Tanya and Michelle Wohl)

# RivCo ONE Hub

## Cohort #1: Jurupa Valley Community Health Center

Agenda Item E  
Presentation/Information Item 1

Rapid  
Improvement  
Event  
Information

General →

✓ RIE: Service Navigation (2/27/23 – 3/2/23)

RIE: Service Navigation (2/27/23 – 3/2/23)

Process Owners: Katherine Heisler and Melissa Pudgil

Executive Sponsor: Dr. Geoffrey Leung, Dr. Jennifer Claar and Michelle DeArmond

Reason for Action: Our systems are complex, cumbersome, and fragmented, and service providers do not communicate with each other. As a result, patients are challenged to navigate the system and they can experience delays or gaps in treatment, and decreased satisfaction with the healthcare experience.

Aim: We aim to design processes with criteria for engagement with both new and pre-existing roles to help patients get connected to needed resources.

Metrics to Measure Progress:

Goal Category	Metric	Initial State	Current State	Goal State
Volume / Growth	% of patients eligible with a warm handoff completed	NA	80%	80%
Volume / Growth	Pre-scrub - # of patients eligible at the start of the day	NA	NA	80%
Volume / Growth	# of patients who received any support from a service navigator (watch metric)	NA	9	10
Volume / Growth	Number of patients seen per day	NA	22	35 per day
Volume / Growth	Number of patients connected to services	NA	9	20 per day 30
Volume / Growth	Number of warm handoffs	NA	3	5 per day
Timeliness	Average time in minutes spent with Resource Specialist	50.7	25	60
Quality	% of patients satisfied with their experience with the Service Navigator	NA	75	

Metrics →

Gap Analysis →

GAP Analysis:

Description of Gap	
A	Limitations in EPIC: Care gaps in EPIC focus only on physical health, LVN does not see WPHS
B	Knowledge and Awareness: There is limited knowledge of available resources and ability to access resources if known
C	Communication: Providers have different methods of communicating with discharge staff
D	Lack of Standard Work: No standards regarding referrals or following up with the patient between visits
E	Technology: Lack of tablet availability, WPHS assessment sometimes does not save, WPHS must be completed in a single visit, resource offerings (TVs) in the lobby were not working
F	Competing priorities: high demand and volume with short appointment time slots result in clinical staff with limited time to assist with the WPHS which may result in patients helping other patients in the lobby

Scope →

In Scope: All patients and their family members who present virtually or in person to Jurupa Valley CHC for a medical appointment.

Out of Scope: Dental, BHS, Imaging, Podiatry, Lab, etc.

Access to the A3 (Charter) →

[View the A3](#)

# Tools: Building an integrated data system

- Amazon: Web services & data lake infrastructure
- Qualtrics: Whole Person Health Score repository
- Laserfiche: Case collaboration information repository

**Riverside County Agencies**  
Select applicable County agencies to submit client information for referral for services.

Select all that apply.

<input checked="" type="checkbox"/> Adult Services	<input type="checkbox"/> Behavioral Health	<input type="checkbox"/> Children's Services	<input type="checkbox"/> Community Action Partnership
<input type="checkbox"/> Community Health Center	<input type="checkbox"/> Dept. of Child Support Services	<input type="checkbox"/> Dept. of Public Health	<input type="checkbox"/> Family Resource Centers
<input type="checkbox"/> First 5	<input type="checkbox"/> Housing & Workforce Solutions	<input type="checkbox"/> In-Home Supportive Services	<input type="checkbox"/> Medical Center
<input type="checkbox"/> Office on Aging	<input type="checkbox"/> Probation	<input type="checkbox"/> Self Sufficiency	<input type="checkbox"/> Veterans
<input type="checkbox"/> WIC			

**Impacted Domain**  
Please select the WPHS impacted domain and referral type below. Add lines as needed.

Domain	Referral Type
Nutrition & Lifestyle	Exercise program
Physical Health	Disability resources

Click to add lines as needed.

[RivCo ONE Registration Form](#)

**RIVERSIDE COUNTY UNIVERSAL REGISTRATION FORM**

Disclosure Authorization | Demographics | Whole Person Health Score Assessment

**Authorization for Riverside County to Disclose & Use Personal and Medical Information to Support Access to Public Programs**

Riverside County has many agencies that can offer you help. By signing this form, you authorize some county agencies to disclose information about you to other county agencies. The agency receiving your information will use it solely to determine your eligibility for public programs and assist you in accessing them. 31

You may be eligible for health care, housing, employment, education, nutrition, childcare, parenting supports and other services. You will not be enrolled in programs without your permission.

**Start Here**  
Select your Home Agency to begin process.

**Home Agency\***  
Choose one from the drop down list.

Complete all pages of the form by clicking NEXT or selecting the next page from tabs at the top of the form.

**What Information Can Be Disclosed and Used**  
Select the types of information that can be disclosed by clicking the box next to the item.

I authorize Riverside County agencies to disclose and use the following demographic information:  
Check all that apply:

Basic documentation (photo ID, IRS Form W-2, VA Form DD214)

Demographic Information (name, address, phone number, date of birth, social security number)



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E.2. First 5 Riverside County 2024 Draft Communications Plan Presentation - Sean Pravica, Senior Public Information Specialist; Michelle Rodriguez, Public Information Specialist



**FIRST 5**  
**Riverside County**  
Children & Families Commission



2024



# EXECUTIVE SUMMARY

## First 5 Riverside County Vision

All children in Riverside County are healthy and thrive in supportive nurturing and loving environments, and enter school ready to learn and embrace lifelong learning.

First 5 Riverside County (F5RC) seeks to realize the vision that all children in Riverside County are healthy and thrive in supportive, nurturing and loving environments and enter school ready to learn and embrace lifelong learning. To achieve this vision, F5RC invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities. A clear communications plan is needed to support F5RC's goals and efforts so that all families and individuals in Riverside County are connected to the information they need about the services available to them while stakeholders hold a shared vision for providing a high-quality system of supports and services to Riverside County residents.

All F5RC Commissioners, Advisory Committee members, staff and partners have a role in effectively communicating about F5RC in order to achieve our Mission, Vision and Goals. Communications efforts extend beyond the general messaging about the organization to key messages about funded programs, the Family Resource Centers (FRCs), and developing news and stories in the early childhood and family space, as well as focused campaigns within Riverside County. While aligned to the [F5RC 2023-2026 Strategic Plan](#), the communications plan should be reviewed and updated regularly to match the pace of evolving communication strategies today.



# GUIDING PRINCIPLES

F5RC states its communication goals and expected results in the Strategic Plan as excerpted below. In summary, communication efforts are designed to spread awareness about F5RC to increase understanding about its investments in the county.

## Communications Goals

- Utilize technology, including the F5RC website, e-newsletter, and social media platforms to share information and resources such as trainings, best practices, latest research, and funding opportunities.
- Identify, update, design, and disseminate community resource materials to increase public awareness on the importance of early childhood investments.
- Participate in workgroups to facilitate communication, share learnings, and reduce silos among stakeholders on current priorities, goals, and projects to increase services for children and families and maximize resources.



## Communications Results

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- Policymakers and legislators have an increased understanding of the importance of early brain development and the impact on families, especially those living in poverty.
- Community members have a greater understanding of early childhood challenges through educational campaigns such as Talk.Read.Sing @, Kit for New Parents, and Quality Start Riverside County.

# T R U S T

**ransparent**  
**esourceful**  
**nderstanding**  
**upportive**  
**imely**

F5RC staff connect the community to supports and services made available through F5RC investments and linkages to other community and county services. To properly spread awareness, it is crucial that F5RC shares our community's trust. To achieve this, F5RC staff must conduct their communication efforts in a **transparent** manner to the public; be **resourceful** in providing thorough customer service to link people to available services; be **understanding** in listening to the questions, concerns, and comments from the public; be **supportive** in their responses; and be **timely** in responding back to everyone who contacts the organization.

## General Guidelines

- The Public Relations staff distributes appropriately formatted press releases. All press releases are approved by the Executive Director prior to submission to media and communications contacts.
- The F5RC logo may be shared outside the organization but must be reproduced according to the standards detailed in the [F5RC style guide](#). The Public Relations staff determines if the logo is approved to be shared according to the request and are responsible for distributing it.
- Updates and changes to the F5RC website must be requested through the Public Relations staff who oversee the website.



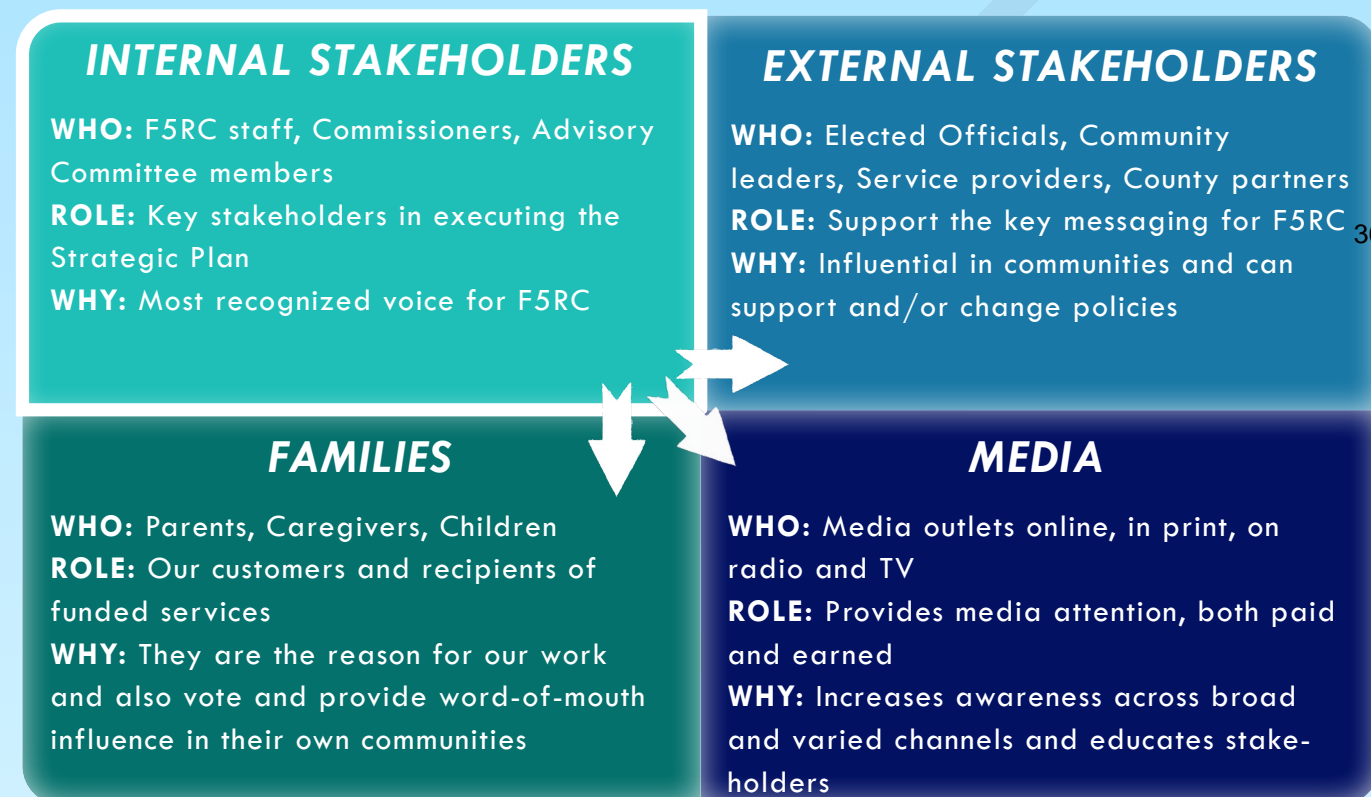
- As outlined in the Style Guide, the F5RC logo can be reproduced with a transparent background unless being placed over a busy or darkly-shaded background, in which case the logo with the white border should be used instead.

## Internal Guidelines

- F5RC staff at the FRCs may be asked to create flyers for events hosted at the FRC locations, including by partnering organizations. Style guide standards need to be followed and partnering organization logos need to be reproduced clearly.
- F5RC staff should refer to the organizations' Customer Service Guidelines when addressing the public in person, over the phone, or through email messages.
- F5RC staff should follow the TRUST model as outlined on the previous page for general guidance in how to conduct themselves with the public to ensure the organization maintains trust and integrity among all audiences and stakeholders.



# TARGET AUDIENCES



Strengthening F5RC's internal and external stakeholders' ability to effectively reach each target audience is the main goal of the communications plan. Different types of audiences may require different strategies and language. As an example, while the work of systems change is central to F5RC's strategic plan, how this work is described may vary depending on the target audience. However, no communications plan can possibly cover the entire scope of language and messaging that any one individual stakeholder can employ. Additionally, the roles of each internal stakeholder are varied and specialized, leading to individualized language.

There are a number of key messages, however, that can provide a clear and concise narrative independent of the individual communicating and the target audience reached. While roles vary, individual stakeholders work together to speak for F5RC as its most recognized voice.

# KEY MESSAGES

## First 5 Riverside County Mission

First 5 Riverside County invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities.

## Key F5RC Messaging

- First 5 Riverside County Children & Families Commission, is primarily funded by tobacco taxes generated by Proposition 10, which passed in November 1998 to ensure that all of our youngest Californians, from prenatal through age 5, get the best possible start in life.
- First 5 Riverside County also receives state and federal funding to support the county’s family resource centers and community programs to meet the goals and objectives of the Strategic Plan.
- First 5 Riverside County invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities.
- Nearly 90% of brain development occurs by age 5, which is the most rapid period of brain growth in a person’s life. Children’s experiences fuel the quality of their brain development, making investments in their earliest years vital to building a strong foundation for success in life.
- The Riverside County Children & Families Commission is comprised of nine members. The Commission includes members appointed by each of the five Riverside County Board of Supervisors, a member of the Riverside County Board of Supervisors, a member from the Health Office or persons responsible for management of county functions within the Riverside University Health System, a member responsible for management of County functions from Riverside County Office of Education, and a member responsible for the management of County functions within the Human Services Portfolio (County Ordinance 784.11).

## Key Messaging for Family Resource Centers

- First 5 Riverside County and the Department of Public Social Services (DPSS) partner to support the Riverside County-operated Family Resource Centers (FRCs) and the FRC Network.
- Riverside County’s Family Resource Centers support the Vision and Mission of First 5 Riverside County, in partnership with Riverside County Department of Public Social Services (DPSS) Children’s Services Division and community and county service providers by strengthening supports for children, families and communities in Riverside County through offering comprehensive services.

## Key Goal Area Messaging

### Quality Early Learning

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- Children, prenatal through age 5, benefit from high-quality early education, early intervention, family engagement, and support that prepares all children to reach their optimal potential in school and life.

### Comprehensive Health & Development

- Children, prenatal through age 5, and their families access the full spectrum of health and behavioral health services needed to enhance their well-being.

### Resilient Families

- Families and communities are engaged, supported, and strengthened through culturally affirming resources and opportunities that assist them in nurturing, caring, and providing for their children’s successes and well-being.



# PROGRAMS & CAMPAIGNS

## Quality Start Riverside County Quality Early Learning - First 5 Initiative



Quality Start Riverside County is a partnership between F5RC and the Riverside County Office of Education (RCOE) Division of Early Education Services. The program helps early learning programs improve quality by providing training and access professional development. It also helps to increase access to resources to better support families and children. Quality Start brings together educators, families, and community partners around the common goal of making sure that all children ages 0 through 5 are happy, healthy, and ready for success in kindergarten and beyond.

Participating programs receive tailored coaching, technical assistance, and additional incentives that can help increase capacity and quality in the early learning system.

Quality Start Riverside County serves the early learning mixed delivery system, including private and publicly funded preschool programs and child care centers, Head Start programs, family child care homes, and license-exempt family, friend, and neighbor (FFN) providers.

In addition to these early learning programs, other types of community and home-based programs can also participate in Quality Start if they are providing early learning and school readiness service to parents and young children. These may include home visiting programs, family resource centers, libraries, and other forms of alternative care programs.



## F5RC Hybrid Alternative Payment Program (RHAP) Quality Early Learning - First 5 Initiative

F5RC funds early learning scholarships for children in low-income households to attend quality rated licensed child care centers and family child care homes. Families must meet program eligibility criteria. Offers providers incentivized reimbursements for children enrolled in RHAP.

## Raising a Reader Quality Early Learning - Child Literacy



A program promoting reading by providing preschool and kindergarten children with 3 to 4 different books each week to take



home and read with their family. Open to preschool children enrolled at participating Head Start sites in the Desert Sands Unified School District and kindergarten children enrolled at participating sites in the Coachella Valley Unified School District. These programs are offered in partnership with Inland SoCal United Way as well as at rotating locations throughout the county, including FRCs.

## Reach Out and Read - Inland Empire Quality Early Learning - Child Literacy



A school-readiness program that gives young children a foundation for success and a love for reading by incorporating books into pediatric care and encouraging families to read aloud together. During well-child visits,

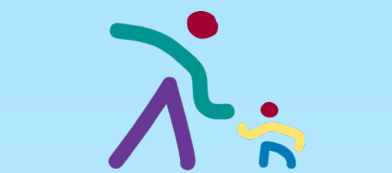


pediatricians and family medical doctors give advice and guidance to parents on reading to their young children, and give them age-appropriate books to take home. American Academy of Pediatrics (AAP) is the local affiliate responsible for implementation and expansion in the Inland Empire. In partnership with Riverside University Health System and incorporated into existing HealthySteps programs at participating sites.



## Help Me Grow Inland Empire

### Comprehensive Health and Development - Developmental Screenings



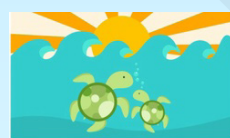
LOMA LINDA UNIVERSITY  
CHILDREN'S HOSPITAL

A public-private partnership to build an efficient early childhood network that promotes the healthy development of children. Help Me Grow Inland Empire provides a centralized access point to connect with specialized professionals following an early physical and behavioral health screening. Works with families to support their children's development through connections to developmental screenings and to access community services such as food, parenting classes, transportation, health care services and housing. Addresses early intervention needs and identifies service gaps. Offered in partnership with First 5 San Bernardino and Loma Linda University.



## SoCal Water Babies

### Comprehensive Health and Development - Drowning Prevention



SO CAL WATER BABIES  
\*\*\* SWIM LESSONS SAVE LIVES \*\*\*

Swim lessons for children ages 6 months through 5 years and water safety education classes for their parent/caregivers. Includes survival floating lessons for children 6 months to 3 years-old which teaches infants and toddlers how to rotate through the water and swim up to the surface to float on their backs and cry for help in the event they accidentally fall into the water. Swim-float-swim lessons are available for children 4 to 5 years old and teach them more advanced movement in the water, including how to swim face down, roll over onto their backs to take floating breaths, and turn back over to swim face down again. Lessons are provided at an instructor's private pool in Riverside and at a public pool in French Valley and Cathedral City.



## Sponsored Swimming Lessons

### Comprehensive Health and Development - Drowning Prevention



Group swimming classes for children up to age 5. Children receive classes for free as sponsored by F5RC. Differs from individual classes that focus centrally on drowning prevention as offered by SoCal Water Babies. However, group swimming lessons for young children are still immensely valuable to help children learn to be water safe. Sponsored lessons provide additional lessons for families in more locations throughout the county. Provided by City of Temecula, Jurupa Area Recreation and Park District, Corona-Norco YMCA, and Desert Recreation District.



## Early Childhood Oral Health Assessment (ECOHA)

### Comprehensive Health and Development - Dental Health



The ECOHA is an electronic assessment for home visitors to identify children's risk for dental disease and provide families with tailored education, resources, and connections to dental care. Home visitors can access ECOHA on Apricot 360, F5RC's case management tool to support home visitors. Home visitors are then able to provide oral health education to families and refer them to dental care, as needed.

## HealthySteps

### Comprehensive Health and Development - Developmental Screenings



Pediatric transformation initiative which includes a Specialist that connects and supports families through well-child visits. Specialists are trained to provide families with parenting guidance, support between visits, referrals and care coordination that are responsive to their unique needs. Specialists offer developmental, behavioral, social, and emotional screenings.



Participating partner agencies, Riverside University Health System, and Rady Children's Hospital, provide Specialists to assist families with children ages 0 through 3.

## High-Risk Care Access and Resources (HeRCARe)

### Comprehensive Health and Development - Maternal Fetal Medicine



HeRCARe's Maternal-Fetal Medicine (MFM) doctors are for all mothers in Riverside County facing a high-risk pregnancy. Services provided include: total prenatal care, high-resolution ultrasound and 3D, genetic counseling and testing, nutrition counseling, Sweet Success Diabetes education, behavioral health support, non-stress testing, and video visit with provider during ultrasound. Provided by Riverside University Health System.



### Parents as Teachers (PAT)

Offered to qualifying families with children 0-2 years old.



Increases parent knowledge of early child development through regular home visits. Also provides regular screening for developmental delays and family needs. Provided by the Jurupa Unified School District, FSA, JFK



Memorial Foundation, and Blindness Support Services, Inc.



### Blindness Support

#### Resilient Families - Home Visiting



A modified version of PAT for families with children, aged 0 through 5, who are blind, visually impaired, or have other sensory disabilities. Uses the "Tactile Approach to Learning" program which focuses on teaching by touch. We utilize multiple mediums and textures to help

enhance the development of a child with a visual or sensory impairment. Tactile items are made available to parents, as well as instructions to create their own.

Program staff give instruction on home safety. Hazards that are often overlooked are addressed to ensure daily living environments are a safe learning place for young explorers. Provided by Blindness Support Services, Inc.

## Nurse Family Partnership

### Resilient Families - Home Visiting



An in-home family support for first time, low-income pregnant mothers. Nurses work with pregnant mothers from the second trimester up through the child's second birthday. Support includes parenting skills, building a strong network of support for the family and baby, providing referrals for healthcare, child care, and job training, help with setting goals and in improving economic sustainability. Provided by Riverside University Health Systems - Public Health.

### Healthy Families America

#### Resilient Families - Home Visiting

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Regular in-home sessions with a Family Support Specialist focusing on parent-infant/child interaction, child development, health and school readiness and promoting a safe home environment. A program for pregnant and/or first-time mothers, one of 600 HFA locations nationwide. Provided by Riverside University Health System.

### Talking about Home Visiting Programs

Please note that "Home Visiting" is a recognized term statewide for First 5 Commissions. Programs will continue to be addressed as "Home Visiting" for internal and reporting purposes. However, when working with families and other stakeholders, the name of the specific program may be used in lieu of the term "Home Visiting." The priority in dealing with families is to ensure comfort, accessibility and understanding, and program names may provide more easily communicated language.



## Program Key Terms

### Home Visiting



Home visiting includes voluntary programs which connect families with compassionate and trained professional staff – such as a nurse or early childhood specialist – that can help with developmental guidance, coaching, and linkages to health and social services. Visits are typically provided in-home but can be done virtually or in community settings depending on family need.

### Developmental Screenings

During the rapid growth that takes place in a child’s first five years, developmental screenings help assess whether their children are on track for various milestones. Validated developmental and behavioral screening are questionnaires or checklists based on research that ask questions about a child’s development, including language, movement, thinking, behavior, and emotions. Timely screenings are critical to helping families, teachers, providers, and caregivers identify delays as early as possible so they can get the appropriate supports and resources.



### Child Care Providers



QSRC providers are all licensed and include Family Child Care Home (FCCH) providers, center-based, or alternative sites. FCCH providers offer child care from their homes, meaning they have limited capacity and staff. Center-based providers offer child care through an early child education facility and offer greater capacity and have larger staffs than typically found through an FCCH. Alternative sites are additional child care providers who may offer care in a location that’s not a private residence or a child care facility, such as a library.



### Diversity Statement

We embrace and celebrate the rich diversity of Riverside County residents and will work to ensure that families of all backgrounds are recognized, listened to, and supported equitably to give children age birth through five the best start in life.

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### Commitment to Race, Equity, Diversity, Inclusion (REDI)

F5RC invests in programs for all families with children age birth through 5 with a focus on initiatives that increase equitable outcomes for underserved families by promoting access to services and supports that might not otherwise be available to them. This includes expanding our capacity to recognize systemic barriers and racial disparities that impact children and families throughout the county.

According to [The Measure of America’s Spotlight on the Inland Empire report](#), there are significant gaps in the quality of life between six major racial and ethnic groups in the Inland Empire. This report uses the American Human Development Index (AHDH) which focuses on three key dimensions of well-being: a long and healthy life, access to knowledge, and a decent standard of living. Using data from this report and examining not only AHDH disparities by demographic background but also by regions within the county, F5RC is committed to investing where the greatest needs exist so that all families may experience healthy and happy lives, but also have equal opportunity to increase their well-being.

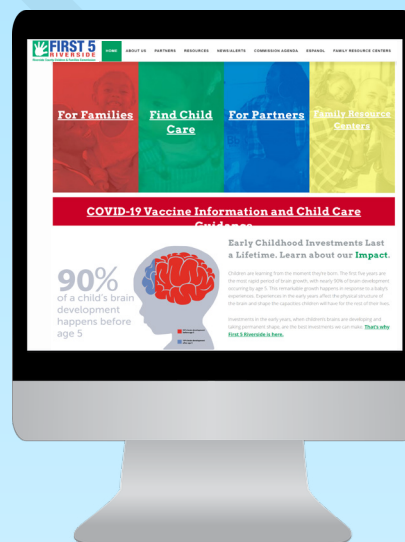


# CURRENT STRATEGIES

## Online

- **Websites:** Information is shared regularly on the F5RC and QSRC websites; the Public Relations team is responsible for curating information provided from the organization into an accessible and aesthetic format.

The legal name for the F5RC website is rccfc.org, after the organization’s legal name, Riverside County Children & Families Commission. However, for branding purposes the URL should be written as First5Riverside.org. Using this URL on F5RC documents and branding materials supports brand awareness. This URL redirects to rccfc.org automatically when entered in a browser.



- **Social Media:** F5RC is currently active on three social media channels: Facebook, X (twitter.com) and Instagram and QSRC is active on Facebook; the Public Relations staff are responsible for posting to social media channels daily and for approving content submitted by other F5RC staff and stakeholders.
- **Eblasts:** F5RC uses the Constant Contact email service to send out eblast messages to the organization’s contact lists. Public Relations staff are responsible for assembling and sending these messages.

## Media Engagement

- **Press Releases:** The Public Relations staff submits press releases through the Riverside County Public Information Officer; prior to dissemination, press releases must be approved by the executive management team.
- **Media Advisories:** F5RC hosts public events that may be beneficial and newsworthy for the community. In coordination with the Riverside County Communications Director, Public Relations staff will submit media advisories to open the events up to the local media to cover.

## Community Outreach Events

F5RC is committed to working with organizations throughout Riverside County to help build a network of supports for the children and families served. Word of mouth promotion through community engagement is essential to promoting F5RC and its investments. Events may take place in person or virtually. Any F5RC internal stakeholder can attend events in the community to promote the organization. The dress code for public events follows Riverside County’s official dress code unless otherwise specified by the event organizers.



Events attended may be hosted by F5RC, partnering agencies, other county<sup>42</sup> departments, or any other community organization that supports children and families. Requests for F5RC participation in events must go through the Public Relations team. Organizations can also request F5RC involvement through the F5RC website at: [rccfc.org/promote-support-your-event](https://rccfc.org/promote-support-your-event).

## Legislative Outreach & Advocacy

F5RC engages with elected officials through letters of support and requests for advocacy to champion issues important to First 5 commissions as well as families in Riverside County. The First 5 Association also leads advocacy and alerts F5 commissions to advocacy opportunities. All legislative communications must be approved by the executive management team.

## Sponsorships

F5RC aims to invest in efforts that will have the most effective and positive impact on children and the community. In addition to funded services, F5RC provides sponsorships to help support community outreach/educational events and efforts that connect families with resources for children, prenatal through 5 years of age, as well as for families within the county. Organizations seeking sponsorships from F5RC must complete the sponsorship application.

Applications are received by the Public Relations team first and then forwarded to the appropriate Contracts and Grants Analyst for review. The final approval must then be made by the Executive Management team. Organizations awarded sponsorships must adhere to the F5RC style guide when reproducing the F5RC logo.

## Promotional and Print Materials

Promotional and print materials are widely used to promote F5RC investments and partnering agency programs. This includes program and resource flyers, brochures, and postcards which are distributed at community outreach events, through FRCs, and through partnering agency locations. Additional promotional materials including F5RC-branded giveaway items for children and families, A-frame signs displayed at FRCs, books aimed at children 0-5 and their families, and New Parent Kits (First 5 California-funded bags including information and resources for first-time parents) which are distributed through partnering hospitals.

The Public Relations team as well as FRC staff order promotional and print materials. Requests for print materials from partnering agencies and other county departments and made through the Public Relations team.

## Advertising

F5RC advertises through paid and unpaid options to promote specific investments and campaigns and to support brand awareness.

Currently, F5RC uses or has used the following mediums:

- Billboards
- Radio
- TV - Including paid advertisements on cable and online streaming services and unpaid PSAs on local access TV stations where applicable within Riverside County
- Social media
- Print advertising

The Public Relations team designs and orders advertising content. All final advertisements must be approved by the Executive Director.

The Public Relations team is also responsible for researching new advertising options as they become available through emerging technologies and trends in communication strategies.



**FIRST 5**  
Riverside County  
Children & Families Commission

**Drowning Prevention Classes Offered February - November in Riverside, French Valley and the Desert Area**

**For Children 6 Months - 5 Years**

**Survival Float Classes**  
Babies 6 months and up: Children learn how to float on their backs, rest and breathe until help arrives.

**Swim Float Swim Classes**  
Toddlers and children to age 5: Children learn how to float, rest and breathe and to swim to a point of safety.

First 5 Riverside County Sponsors a Low-Income Scholarship Program for Families! Contact: SoCal Water Babies (951) 251-5210

# COMMUNICATIONS GOALS

## Goals and Actions Taken

The 2022 Communications Plan addressed the ways F5RC has expanded through its partnership with DPSS to operate the Family Resource Centers. The communications goals largely addressed rebranding efforts to reflect expanded F5RC services.

Much was accomplished, even as actions taken differed from the recommended actions outlined in the 2022 Plan. While the previous plan recommended working with an external consultant, branding efforts were done internally. This not only saved the organization time and money, but ensured that the work produced was consistent and best aligned with F5RC programmatic messaging. The Public Information Specialist incorporated the ideas and needs of multiple program staff in designing new print collateral and messaging. Moving forward, the next branding goal for F5RC will be to seek public input regarding branding, messaging, and print collateral to measure how effective these resources are with our key stakeholders.

**FIRST 5**  
Riverside County  
Children & Families Commission

**F5RC Checklist for Outreach Events**  
Please use this list to ensure F5RC-branded print collateral and promotional items brought to Community events are current.

**Program Postcards**

- Blindness Support
- Raising a Reader
- FRC Service Providers
- Brain card
- Healthy Families America
- JUSD Home Visiting
- Nurse Family Partnership
- Parents as Teachers
- Drowning Prevention
- Sponsored Swim Lessons

**Brochures**

- HGMI - English
- HGMI - Spanish
- HERCARE

**Promo Items**

- Bandage Dispenser
- Rubber Ducks
- Hand Molds
- Outlet Guard
- Water safety reminder
- Use with sand or Play Dough

**Flyers**

- Resource Directory
- FRC Flyers
- Potter Books
- Pens

**Approved FRC Flyers**

- RAR

**Do not use**

- Ready4K Materials
- OSRC Materials
- Postcards:
  - Set-4-School
  - Nurturing Parents
  - SafeCare
  - LENA

**FIRST 5**  
Riverside County  
Children & Families Commission

**Drowning Prevention**

Water safety lessons save lives.

- 4-week self-rescue swim lessons
- Children learn how to rotate from an under-water position into a back float, to breathe until help arrives
- For children 6 months to 5 years of age
- Lessons provided in Riverside, French Valley, and the Desert area

Partnership

Long-term partners for first time moms.

(951) 251-5210  
SoCalWaterBabies.com

(951) 358-5438  
rivcophn.org

The following tables address the three main goals from the 2022 plan including the recommended actions, actions taken and outcomes, as well as a revised goal statement for each.



## New Branding Guidelines

As F5RC expanded services through the FRCs, attention was given to existing F5RC print collateral, web pages, and messaging. The Public Information Specialist redesigned print collateral and updated or created new programmatic content on the F5RC website. Content was reviewed and edited by program staff and approved by the Executive

Director. Messaging to reflect F5RC’s services as reaching not only children ages 0-5 and their families, but also families with older children and all county residents broadly through the work at the FRCs is taken into consideration whenever applicable for communicating externally about F5RC services.

**Goal 1 Update:** While updated materials are well-received by partner organizations who share them and by the attendees at outreach events, F5RC will reserve time in future focus groups to examine the updated materials and determine their efficacy with families.

Recommended Action	Actions Taken
<ul style="list-style-type: none"> <li>Hire a Marketing Consultant through an RFP                             <ul style="list-style-type: none"> <li>Implement overall branding audit of F5RC, including but not limited to website, print materials, and key messages</li> <li>Implement branding audit of the FRC network including but not limited to logo and key messages</li> <li>Conduct messaging focus groups and surveys to assess public awareness and expectations of F5RC’s impact in the community</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Conducted work internally                             <ul style="list-style-type: none"> <li>With input from program staff, the Public Information Specialist revised and created new F5RC print collateral, reorganized new website and messaging where applicable</li> <li>FRC communications work done internally; more information in Goal 3 area of this plan</li> <li>Focus groups not utilized for communications feedback; public and partner agencies favorable to new print collateral</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Revise Style Guide to reflect findings from marketing consultant branding audit and focus groups</li> </ul>	<ul style="list-style-type: none"> <li>Revised Style Guide to reflect new logo and branded name</li> </ul>
<ul style="list-style-type: none"> <li>Create a flyer template for use by other staff as needed which reflects revised style guide</li> </ul>	<ul style="list-style-type: none"> <li>Created flyer templates for use by other staff and guidelines for new flyer creation; more information in Goal 3 area of this plan</li> </ul>
<ul style="list-style-type: none"> <li>Publicize updated branding efforts through media engagement and all other available forms of communication with the public</li> </ul>	<ul style="list-style-type: none"> <li>New print collateral shared online and broadly through outreach events; no media engagement necessary or applicable</li> </ul>



## Website Redesigns

Riverside County Information Technology (RCIT) migrated both the F5RC and QSRC websites to a new Content Management System (CMS) using Drupal. This CMS is being used for all Riverside County department websites. It includes uniform templates and features so that all county websites have a similar look and user experience.



This allowed F5RC to reorganize its website by utilizing the new submenus option, categorizing and simplifying the navigation menu at the top of the website. Moving QSRC to the new CMS resolved long-standing issues with the previous version of the website which was hosted on a CMS outside of the county.

Additionally, the Public Information Specialist utilized available applications to increase the website’s functionality for users, including using Google Sheets to display a schedule for FRC on-site service providers, which includes days/times and descriptions of services. The schedule is updated by FRC staff to ensure information is always current.

**Goal 2 Update:** Continue to develop individual webpages for each FRC to increase communication effectiveness of FRC services.

Recommended Action	Actions Taken
<ul style="list-style-type: none"> <li>Revise look and navigational quality of the F5RC website                             <ul style="list-style-type: none"> <li>Provide greater linking to other websites across Riverside County departments as well as F5RC partner agencies</li> <li>Include a FRC microsite, including linking to websites throughout the FRC Network</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Completed                             <ul style="list-style-type: none"> <li>Completed using Google applications as well as Drupal components to more easily display and link to partnering agency programs</li> <li>Currently in progress; FRCs to have individual pages with expanded information regarding services, important dates, and service provider information</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Revise look and navigational quality of the QSRC website</li> </ul>	<ul style="list-style-type: none"> <li>Completed</li> </ul>

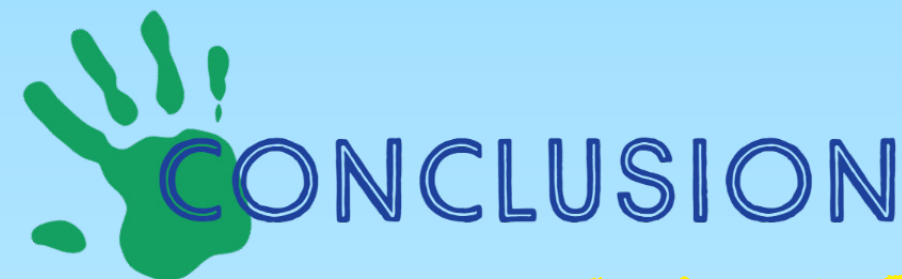


## Increase Promotional Campaigns for FRCs

While initial planning was to hire a marketing consultant to revise FRC branding, it was determined that other areas of focus were higher priorities for the FRCs. This included expanding the existing FRC network by onboarding more partnering agencies, establishing policies around staff flyer creation, sharing event and FRC information, updating the FRC’s presence on the website, and ensuring updated signage and clean and accessible lobby areas. Additionally, the Public Information team holds monthly Communications check-in meetings with FRC staff to ensure messaging consistency and timeliness. Much progress has been made internally in better defining the FRC Network’s role and F5RC messaging and communications processes regarding FRCs.

**Goal 3 Update:** With best communications practices established, revised signage in place, and onboarding of FRC Network agencies accomplished, rebranding work can more appropriately take place around the FRCs.

Recommended Action	Actions Taken
<ul style="list-style-type: none"> <li>Billboard advertisements to increase awareness of the FRC locations throughout Riverside County</li> </ul>	<ul style="list-style-type: none"> <li>Strategy not implemented at this time, focus has been on building outreach and FRC network expansion</li> </ul>
<ul style="list-style-type: none"> <li>Updated signage at the FRCs                             <ul style="list-style-type: none"> <li>Signage should reflect partnership with F5RC</li> <li>Paper signs should be limited and any sign that can be permanent will be ordered, such as ADA accessible bathrooms signs</li> <li>Promotional signage such as retractable banners will be designed and ordered</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Signs are updated and reflect F5RC                             <ul style="list-style-type: none"> <li>Paper signs are limited and lobbies are clean and orderly</li> <li>Retractable banner signs initially ordered for each FRC; now implementing A-frame signs which include writeable sections where staff can update information with dry erase markers</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Paid and unpaid advertising campaigns to be designed and ordered by F5RC with support by the Marketing Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Marketing consultant not hired and paid advertising not conducted at this time</li> </ul>
<ul style="list-style-type: none"> <li>Focus groups around FRCs to be conducted in the community through the Marketing Consultant</li> </ul>	<ul style="list-style-type: none"> <li>FRC branding to be included in focus group work that includes F5RC communications broadly</li> </ul>
<ul style="list-style-type: none"> <li>The newly designed FRC logo to be promoted broadly and will be updated on any material where the FRC logo appears</li> </ul>	<ul style="list-style-type: none"> <li>New logo not designed at this time; current logo is still recognizable and was determined to not rush new logo</li> </ul>
<ul style="list-style-type: none"> <li>A standardized flyer template and design guidelines need to be created to provide to FRC staff who create flyers for events at the FRCs and in partnership with external organizations.</li> </ul>	<ul style="list-style-type: none"> <li>Template for FRC newsletter created; policy for staff creating flyers for partner agencies and FRC events established; flyer guidelines and training provided; FRC staff utilize Google applications to display partner agency schedules as posted to the FRC website</li> </ul>



This communications plan has been developed to clearly describe F5RC as an organization as well as its investments, to clarify current communication strategies and outline the most pressing communications goals and what needs to be done to accomplish them. The plan is a living document and while it is to be reviewed and updated regularly, it can be modified at any time when needed. As additional programs emerge or new promotional strategies and opportunities develop, they should be considered and incorporated if necessary.



This is an exciting time for F5RC as it expands its network throughout the county and reaches more families than ever. This plan should help guide all internal stakeholders and any other appropriate audiences as they inform the community about F5RC and its continuing support of young children, families, and individuals in Riverside County.

## Source Documents

First 5 Riverside County reviewed the following documents to inform and guide the design and completion of this plan:

- [First 5 Fresno County Communications Plan](#)
- [Western Municipal Water District Strategic Communications Plan](#)
- [First 5 San Joaquin Communications Plan](#)

Additional communications plans that become available, including other Riverside County departments and First 5 Commissions, will also be reviewed when modifying this plan.



**First 5 Riverside County Administration Office**

585 Technology Court  
Riverside, CA 92507  
(951) 955-0200

**Desert Hot Springs Family Resource Center**

14-320 Palm Drive  
Desert Hot Springs, CA 92240  
(760) 288-3313

**Jurupa Valley Family Resource Center**

8876 Mission Blvd  
Jurupa Valley, CA 92509  
(951) 955-2868

**Mead Valley Family Resource Center**

21091 Rider Street, Suite 204  
Perris, CA 92570  
(951) 210-1550

**Mecca Family and Farmworkers' Service Center**

91-275 66th Avenue, Suite 600A  
Mecca, CA 92254  
(760) 863-7860

F. **Future Agenda Items:**

F.1. First 5 Riverside County Budget Updates

F.2. First 5 Riverside County Family Resource Centers Presentation

F.3. Health Assessment and Research for Communities (HARC) Presentation

F.4. First 5 Riverside County Champion for Children Nomination Process

- G. **Adjournment:** Adjournment to the next Regular Meeting of Advisory Committee of First 5 Riverside County Children and Families Commission to be held on September 11, 2024 beginning at 11:00 a.m. at:  
Riverside County Children and Families Commission Office  
585 Technology Court - Conference Room A  
Riverside, CA 92507

**Conflict of Interest:** Any person, or group of persons present at this meeting, who wish (es) to speak on a matter may be required to state for the record any contributions, in excess of \$250.00 made in the past (12) twelve months, made to any Commission member, the Commission member receiving the contribution, and the matter of consideration with which they are involved.

**Agenda Posting:** Agendas will be posted at the Clerk of the Board of Riverside County and the Commission Business Office.

All public record documents for matters on the open session of the Agenda are available for inspection at the meeting listed in this Agenda, and at the following location beginning three (3) days prior to the meeting date:

**Riverside County Children and Families Commission  
585 Technology Court  
Riverside, CA 92507**

If a public record document that relates to a matter on the open session of the Agenda is distributed less than 72 hours prior to the meeting date, the public record document shall be available for inspection, at the same time it is distributed, at the address listed above. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990.