

Healthier Kids Foundation
Proposal to City of Santa Clara for FY 2019-2020 through 2021-2022

About Healthier Kids Foundation

At Healthier Kids Foundation, we believe preventative care at an early age makes things fair and we offer the following services:

- Vision, dental and hearing screenings to low-income children
- Case manage and connect parents to appropriate health services based on their child's screening result
- Identify uninsured children and assist their parents with enrolling them into health coverage
- Provide healthy lifestyle education to parents to prevent and reduce childhood obesity

Partnership Goals

Over the last three years, the City of Santa Clara has funded Healthier Kids Foundation's hosting of monthly Challenge Team meetings. Meetings offered a unique opportunity for community stakeholders to gather and discuss the health and wellness of Santa Clara's youth.

Addition goals for each year included 10 Steps to a Healthier You! Classes for residents, screenings (vision, dental, and hearing), case management for children that received a referral, and essay contests.

Goals included:

	Year 1, FY 16-17	Year 2, FY 17-18	Year 3, FY 18-19
Parents attending 10 Steps Workshop	Minimum of 100	Minimum of 200	Minimum of 200
Children Dental Screened	Minimum of 250	Minimum of 500	Minimum of 500
Children Hearing Screened	-	Minimum of 500	Minimum of 500
Children Vision Screened	Minimum of 500	Minimum of 1,000	Minimum of 1,000

Successes and Challenges

Please see the attached, "Summary of Services Provided to City of Santa Clara Children and Families" for more information on the quantity of services provided by Healthier Kids Foundation during the three year agreement.

Successes

Healthier Kids Foundation did meet the cumulative three year goal and screenings at the Wine & Art Festival, Tree Lighting, Easter Egg Hunt, and Halloween party were very popular. Healthier Kids is working closely with Parks & Recreation to focus on preschoolers at Adventures and Learning and expects to screen over 300 preschoolers for vision, dental, and hearing in late February/early March.

Healthier Kids finds that the best age group to focus on is 3-6 year olds because the earlier positive lifestyles are developed at home; and vision, dental, and hearing issues are discovered, the more likely families will obtain and use their health coverage, access specialized health services, and implement healthy routines.

The elementary and middle school essays were extremely popular with an average of 30 essays per contest. They were also informative and increased our knowledge of how well students understand the importance of exercise, physical and mental health.

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Challenges

Through this process, Healthier Kids Foundation learned a lot about supporting families in the City of Santa Clara. While Challenge Team meetings proved to be helpful, they also pointed out that both Healthier Kids Foundation's resources and the City's resources are most valuable if used to provide direct services that contribute to the communities overall health and wellness. Therefore, Healthier Kids Foundation believes it is best to focus on its core competencies and to phase out the City of Santa Clara Challenge Team at the end of fiscal year 2018-2019.

Healthier Kids Foundation didn't meet the goals each year even though the cumulative goal for the three years was met. This is a disappointment to Healthier Kids and staff believes plans are in place to remedy this going forward especially with an increased focus on services versus meetings.

Healthier Kids spreads the word of its efforts by word of mouth; we don't spend any funding on advertising but use our reputation to build our partnerships. This can take time and we think we are at a point where we will be utilized in more preschools and our participation through the city's events may be a better place to increase our focus.

10 Steps! classes are one and a half hours long and Healthier Kids finds it takes time to find the locations that parents feel comfortable meeting at and even though we supply child care, parents have so many demands on their time that it can be difficult to fit our program into their schedule. Currently, we are part of the Santa Clara County Clinics well child 3, 4, and 5 year pediatric visit recommendations and our focus continues to be on parent participation using their pediatrician's help.

Future Plans

Librarian Hilary Keith and Our Program Director, Sunny Ochoa had an excellent meeting to discuss how to incorporate screenings into the Central Library Family Time and then consider additional library sites at a later date. In the past, only 10 Steps to a Healthier You! classes have been taught in the libraries. Vice Mayor Watanabe suggested that story hour with key people reading children's books about the importance of glasses, brushing teeth, and listening, might be fun for the families and Healthier Kids Foundation could incorporate screenings into the programs. Ms. Keith was supportive of the idea and plans are moving forward to develop a program.

Healthier Kids would like to reduce the 10 Steps to a Healthier You! goal while increasing the screening goal, eliminate the Challenge Team and focus on our screenings, case management, and essay contests while adding a student video contest once a year.

Proposed Programming for Fiscal Year 2019-2020 through 2021-2022

Services

Healthier Kids Foundation respectfully requests funding from the City of Santa Clara for three years in the amount of \$70,000 per year to continue to provide the following deliverables:

- Provide 1,100 vision screenings to children and provide case management to all those who receive a referral for follow-up services (approximately 10%)
- Provide 500 dental screenings to children and provide case management to all those who receive a referral for follow-up services (approximately 29%)
- Provide 500 hearing screenings to children and provide case management to all those who receive a referral for follow-up services (approximately 6%)

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- Provide 100 parents with healthy lifestyles parenting workshops through the 10 Steps to a Healthier You! program
- Host a bi-annual contest each year of the three year agreement for elementary and middle students; one written and one video contest per elementary grades and middle schoolers. Student winners will present to the Mayor and Council.
- Attend and provide resources at events, including but not limited to: Art and Wine Festival, Halloween Party, Tree Lighting Ceremony, and Easter Egg Hunt.

Testimonials

“Vision screenings give a voice to those children who are unable to express that they cannot see the world around them. Now that my son has glasses, I’ve noticed that the shy, timid boy is gone and in his place is my inquisitive, happy and thriving son.”

- Maria, mother of 4 year old

“My three year old was in speech therapy and could only say four words. We had no idea she had a hearing issue. Post-surgery we saw immediate improvement, she overheard people calling my name and just moments later she called for me, ‘Yolanda!’ I began to cry, hugged her and said, ‘Yes, I am Yolanda, your mommy.’ To which she responded, ‘mommy.’”

- Yolanda, mother of 3 year old

“I learned in the 10 Steps to a Healthier You! workshops that kids need role-models. So, my wife and I have stopped drinking soda and I have stopped buying juice for the family. I started to put fruit into the kids’ water—they love it!

- Juan, father of two