

**SANTA BARBARA COUNTY
BOARD AGENDA LETTER**



Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Agenda Number:
Prepared on: 7/7/05
Department Name:
Department No.:
Agenda Date: 7/19/05
Placement: Administrative
Estimate Time: 20 minutes on 8/9/05
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors
FROM: Fifth District Supervisor Joseph Centeno
STAFF CONTACT: Gil Armijo
346-8402
SUBJECT: Welcome Every Baby Program (WEB)

Recommendation(s):

That the Board of Supervisors: Set a hearing for August 9, 2005 to receive a presentation and status report of The Welcome Every Baby Program. (2:00 p.m. Time Certain)

Alignment with Board Strategic Plan:

The recommendation(s) are primarily aligned with Goal No. 7. A Community that Fosters the Safety and Well-Being of Families and Children.

Executive Summary and Discussion:

The Welcome Every Baby Program (WEB) is a free, voluntary, universal home visiting program offered to families of every baby nine months old or younger in Santa Barbara County. New mothers are offered the WEB program following the birth of their baby in Cottage, Marian and Lompoc Hospitals by a WEB hospital liaison. An initial home visit is conducted by a registered nurse within the first week after the baby is released home. An experienced and degreed child development specialist either accompanies the nurse on this initial visit or provides a "follow-up" visit to the family shortly after the nurse's visit. A follow-up phone call is made by the nurse when the baby is 2 weeks of age and by the child development specialist when the baby is 2 months of age. The child development specialist conducts two more home visits at 4 and 9 months of age, with an intermittent phone call. Babies graduate from WEB at nine months of age, and may be linked to other community services if appropriate. Babies under 9 months of age may be referred to WEB for services if they were not born in one of the above mentioned hospitals.

WEB's roots began in March of 2000 when the Children and Families Commission of Santa Barbara County (First Five) awarded a planning grant for the community to develop a single Newborn Home Visiting Initiative. Numerous agencies met on an ongoing basis to design a comprehensive system to deliver countywide home visitation for families of all babies born in Santa Barbara County. The outcome of the collaborative planning process was Welcome Every Baby, Newborn Home Visiting Initiative with three funded partners, Sojourn Services Inc., Santa Barbara County Public Health Department and CALM.

In July of 2002, two lead agencies were awarded two-year funding contracts by First 5 to conduct WEB services. Then, in August of 2003, WEB was able to fulfill its vision of expanding services to every baby in the county. Several fiscal strategies allowed for this expansion; including the elimination of duplication of administrative costs by amending the First 5 contract to one lead agency (Sojourn Services, Inc.). Additionally, First 5 funds were supplemented with Targeted Case Management leveraging through the Santa Barbara County Public Health Department.

WEB has served 8515 infants to date and provided over 3500 referrals to appropriate agencies. This not only links the families with much needed services but also empowers and educates them to seek and obtain future information and assistance for the needs of their growing baby. As WEB continues to grow as a model and entry point for comprehensive and coordinated service delivery in the community, community support for families with young children is seen as a desired result.

Mandates and Service Levels:

None.

Fiscal and Facilities Impacts:

None.

Special Instructions:

Concurrence: