



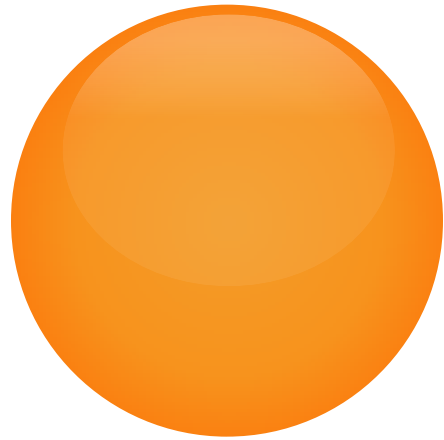
# FY 2010 – 2015 Strategic Plan Review

June 20, 2013 



Because the First 5 Years Impact a Lifetime!




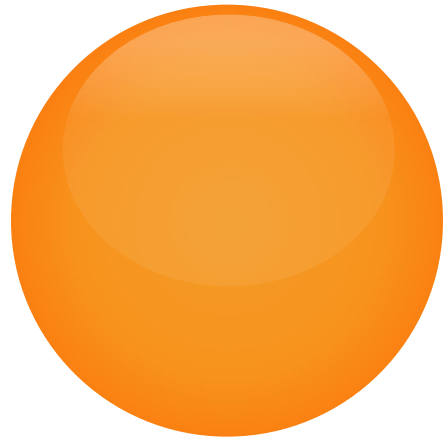


# OUR VISION



*First 5 Ventura County envisions a future where all Ventura County children thrive in healthy supported environments with loving and nurturing caregivers in the home and throughout the community. This future embraces the value of active partnerships between families, service providers, civic leaders, local business and the community at-large, honors and respects the diversity of our community and prioritizes the need to ensure optimal health and development for young children and their families.*





# OUR MISSION

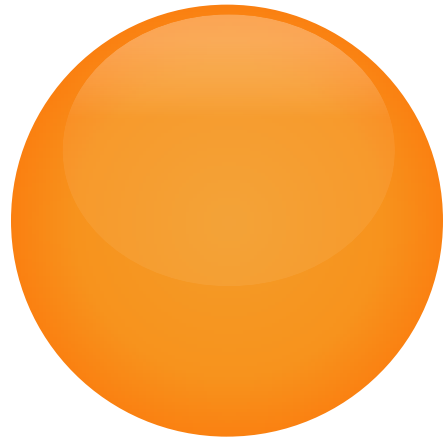


# MISSION

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Therefore, our mission is to **promote school readiness**, enhance the potential for young children to engage in life-long learning and support the continuous improvement of environments critical to the health and well-being of children, from **prenatal to five years** of age and their families in Ventura County by **creating and maintaining a community-wide effort** that provides access to comprehensive, culturally competent, integrated and high quality prenatal and early childhood development services.






# **OUR GUIDING PRINCIPLES**



# GUIDING PRINCIPLES

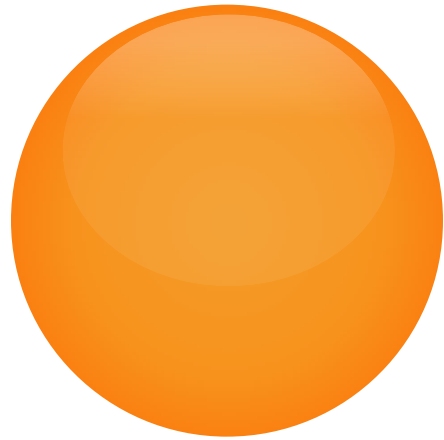
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1. Fund strategies that advance our key desired outcomes.
  2. Fund best evidence-based practices but also give consideration to a limited number of new practices that have promise.
  3. Promote inclusion that accommodates the social, cultural, ethnic, and linguistic diversity of communities and, whenever possible, fund programs and activities that have been shaped by parents and community input.
  4. Evaluate programs to determine if a justifiable cost-benefit ratio exists.
  5. Promote service integration by reducing fragmentation of existing services and supporting shared resources and shared decision-making among partners.
  6. Support some programs with access to the clients we serve and, where appropriate, through active referrals, linkages and enrollment, rather than with dollars.
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# GUIDING PRINCIPLES

7. Utilize the existing network of neighborhood assets and organizational capacity and work through partnerships to leverage the use of First 5 Ventura County resources whenever possible.
8. Leverage First 5 Ventura County funds whenever possible with federal and state dollars.
9. Fund services only when there is an inability of current services or other resources to meet the demonstrated need.
10. Invest in services with a sufficient intensity to produce desired results.
11. Minimize administrative costs.
12. Prioritize the funding of services that directly benefit children.
13. Plan for sustainability.
14. Invest in early learning services that benefit children prior to kindergarten entry.
15. Engage parents/primary caregivers in all services, recognizing that a child's relationship with the primary caregiver is of prime importance.






# **OUR OUTCOMES**



# Outcomes

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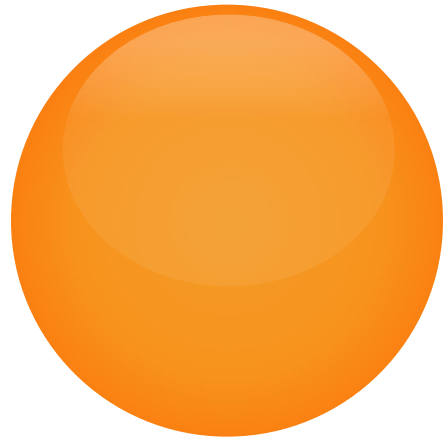
1. **Parents are engaging children in early learning** and are reading to their children often and from an early age
  2. **Parents are linked with the services they need** and other resources they are eligible for (e.g. food stamps, subsidized housing)
  3. Children participate in **quality preschool**
  4. **Children with special needs** (inclusive of social/emotional) receive intervention as early as possible in inclusive, “mainstreamed” settings, e.g. family literacy programs, preschools
  5. Children have a **medical home** where they regularly receive preventive care, inclusive of well child check-ups, **developmental screenings** and parent education
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# Outcomes

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6. Children receive **oral health** preventive care and treatment services
7. Children have good nutrition and physical activity practices necessary to **prevent and combat childhood obesity**
8. **Parents** have the tools, resources and supports for healthy **attachments and positive interactions** with their children, e.g. knowledge of early childhood development, their role in promoting healthy development, access to community supports
9. Increase in **number of community organizations/agencies who dedicate resources** (staff, financial) to supporting early childhood services





# **EVALUATING OUR PROGRESS**



# ARE WE DOING WHAT WE SAID WE'D DO?

Results based  
accountability  
and quality  
assurance  
activities

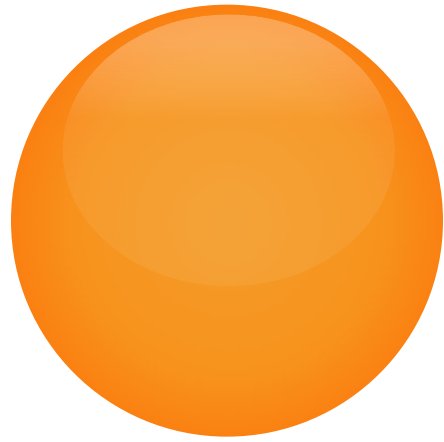
- Data-based decision-making (Commission and program levels)
- Continuous quality improvement

Evaluation  
frameworks  
for 9 key  
areas

- Identifies key questions about participants, services and outcomes
- Sets benchmarks for program success
- Describes the data that will be used

Development  
of program  
standards for  
key  
investment  
areas

- 0-3 programming
- [Guidelines for nutrition and physical activity](#)



# INITIATIVES



# INITIATIVES

## Neighborhoods for Learning (NfLs)

- 11 geographically defined, place-based centers throughout Ventura County offering easily accessible programs that promote early learning, physical and emotional development in children 0-5 and supportive, nurturing parenting.
- ~~24~~ 24 Family Resource Centers located at Neighborhoods for Learning offer community-based child development and family support services.

## Countywide Strategies

- Mental health professionals and public health educators assigned to the 11 geographical NfL communities
- Countywide efforts for expansion of quality preschool
- Specialized program strategies

# INITIATIVES

## Commission Level - Community Outreach and Education

- Community outreach and education strategies to:
  - Link people to services
  - Develop communication messages
  - Assure public awareness
- New resource development strategy to maximize resources



# ALLOCATION OF RESOURCES

<b>Program Initiative</b>	<b>Dollar Allocation (based on budget FY 2013-14)</b>	<b>Leveraged Dollars</b>	<b>First 5 Base Investment</b>
NfLs	\$6,780,305		\$6,780,305
Preschool (countywide efforts)	\$2,843,789	\$1,583,871	\$1,259,918
Specialized Program Strategies (countywide)	\$1,922,500	\$ 42,500	\$1,880,000
Community Outreach and Education (Commission level)	\$ 412,500		\$ 412,500
<b>TOTAL PROGRAM</b>	<b>\$11,959,094</b>	<b>\$1,626,371</b>	<b>\$10,332,723</b>

# GOOD DECISIONS!

WHERE WE FOCUSED	HOW IT POSITIONED US	LEVERAGED RESULTS	
<b>Quality Preschool</b>	First 5 CA Child Signature Programs	\$2,486,250 (3 yrs)	<ul style="list-style-type: none"><li>• 1 of 16 Consortia in CA</li><li>• Access to resources and trainings for improving quality (CSEFEL, ERS, CLASS, etc.)</li></ul>
	Race to the Top (RTT) Early Learning Challenge Grant	\$1,784,600 (4 yrs)	<ul style="list-style-type: none"><li>• 43 QRIS sites, representing 2,100 children</li><li>• 107 AA/BA degrees earned</li></ul>
	CARES Plus	\$ 795,000 (5 yrs)	<ul style="list-style-type: none"><li>• Access to training and coaching (CLASS, ERS, MTP)</li></ul>

# GOOD DECISIONS!

WHERE WE FOCUSED	HOW IT POSITIONED US	LEVERAGED RESULTS	WHERE WE FOCUSED
<p><b>Obesity</b></p>	<p>Kaiser Heal Zone</p>	<p>\$ 42,500 (3 yrs)</p>	<ul style="list-style-type: none"> <li>• Good for Kids Restaurant Certifications in West Ventura</li> </ul>
	<p>Center for Disease Control (CDC) Community Transformation Grant</p>	<p>\$ 25,000-30,000 (4 yrs)</p>	<ul style="list-style-type: none"> <li>• Community Needs Assessment, Policy and Environmental Scan Reflected Needs of 0-5 Population (Breastfeeding, Obesity Prevention)</li> </ul>
	<p>Kaiser Community Benefits</p>	<p>\$ 40,000 (2 yrs)</p>	<ul style="list-style-type: none"> <li>• Development of Hospital Leadership Consortium for Breastfeeding Friendly Practices</li> </ul>
	<p>Scripps Foundation – Ventura County Star</p>	<p>\$ 5,000</p>	<ul style="list-style-type: none"> <li>• Born Learning Trails in Community Parks to Facilitate Physical/Outdoor Activity</li> </ul>

# GOOD DECISIONS!

WHERE WE FOCUSED	HOW IT POSITIONED US	LEVERAGED RESULTS	
<b>Family Support</b>	Triple P	\$ 60,000	•Community-based Mental Health Prevention
	5 Protective Factors	\$ 5,500	•Common Framework across many agencies •Lever for System Change and Capacity Building for 0-5

# GOOD DECISIONS!

WHERE WE FOCUSED	HOW IT POSITIONED US	LEVERAGED RESULTS	WHERE WE FOCUSED
<b>Health</b>	<p>Oral Health Collaborative</p> <p>Insurance Enrollment – Health Care Reform</p>		<ul style="list-style-type: none"> <li>•United Way Built on Funding Model to Serve Older Siblings and Adults</li> <li>•Lever for System Change and Capacity Building for 0-5</li> </ul>
<b>Developmental Screening</b>	<p>Help Me Grow Developmental Screening Collaborative</p>	<p>Technical Assistance Grant to HMG Collaborative (WestEd)</p>	<ul style="list-style-type: none"> <li>•Championed by F5 funded partners</li> <li>•Capacity Building for 0-5</li> <li>•Quality Standards and Best Practices across partners</li> </ul>