



STRENGTHENING FAMILIES AND COMMUNITIES

First 5 LA's Strategic Plan
2009-2015



Champions For Our Children

Welcome and Introductions

- Presenters:
 - Carol Baker, Director of Public Affairs
 - Jennifer Chheang, Senior Program Officer
- Webinar Features:
 - Technology Housekeeping

First 5 LA's Mission

To increase the number of children from the prenatal stage through age 5 who are physically and emotionally healthy, safe, and ready to learn.

Background

- In 1998 California voters passed Prop 10.
- 50 cent tax on cigarettes and tobacco products.
- Revenue is distributed to First 5 California (20%) and to First 5 local county commissions (80%).
- Funding to local county commissions is based on county birth rates.

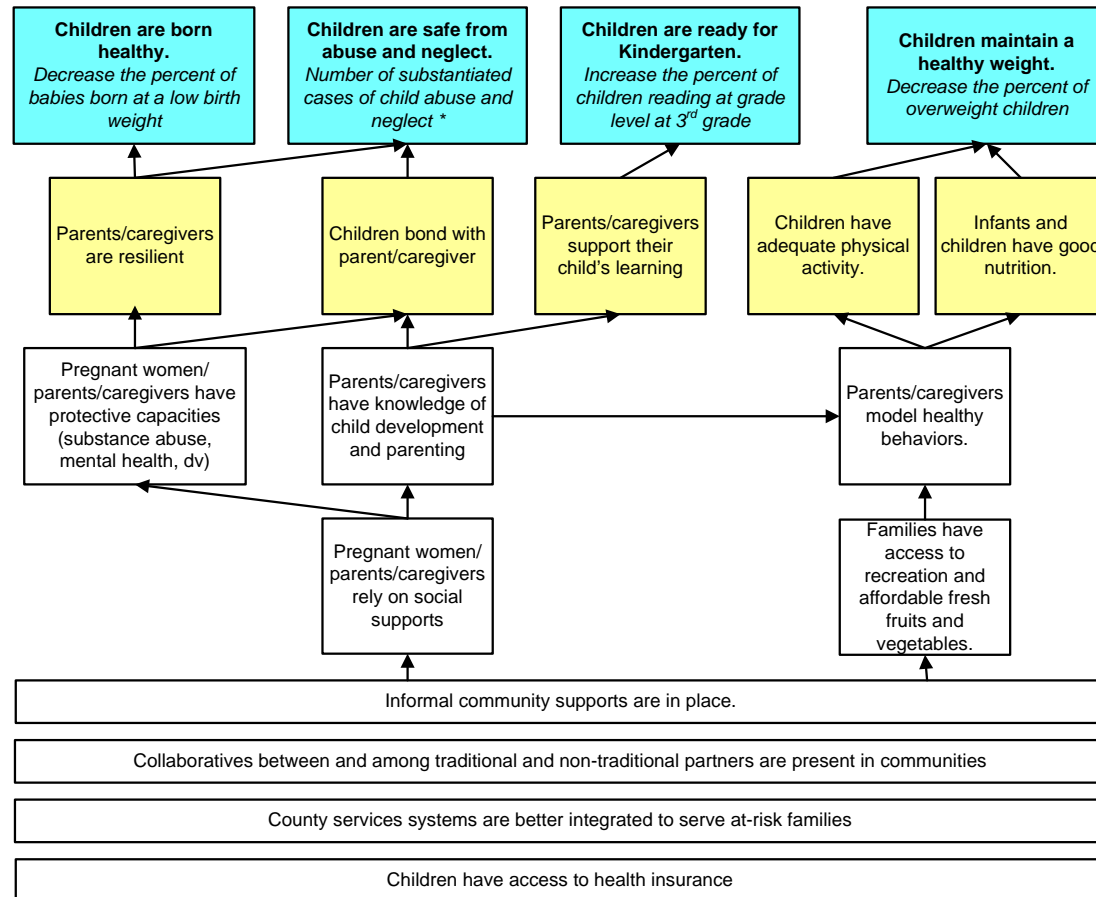
First 5 LA's Programs

- Since 1998, First 5 LA has provided almost \$800 million to programs for children prenatal to age 5 in Los Angeles County.
- Funding has been directed through initiatives designed to accomplish specific objectives within the broad goal areas of health, safety, and early learning.
- Grantee focus groups have identified that working on multiple initiatives funded by First 5 LA is often complicated and duplicative.

FY 2009-2015 Strategic Plan: Goals

- Children are born healthy.
- Children maintain a healthy weight.
- Children are safe from abuse and neglect.
- Children are ready for kindergarten.

FY 2009-2015 Strategic Plan: Theory of Change



*Additional measures are being considered for this goal statement.

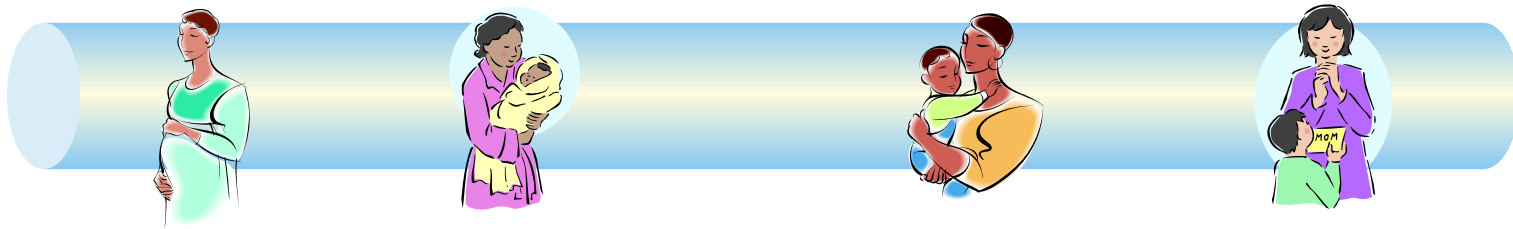
First 5 LA's 2009-2015 Strategic Plan

- Beginning in 2010, First 5 LA will initiate a *place-based approach*.
- Funding will be concentrated in specific geographic areas, focusing resources in places where they are most needed.
- Funding will include direct services and community capacity building activities.

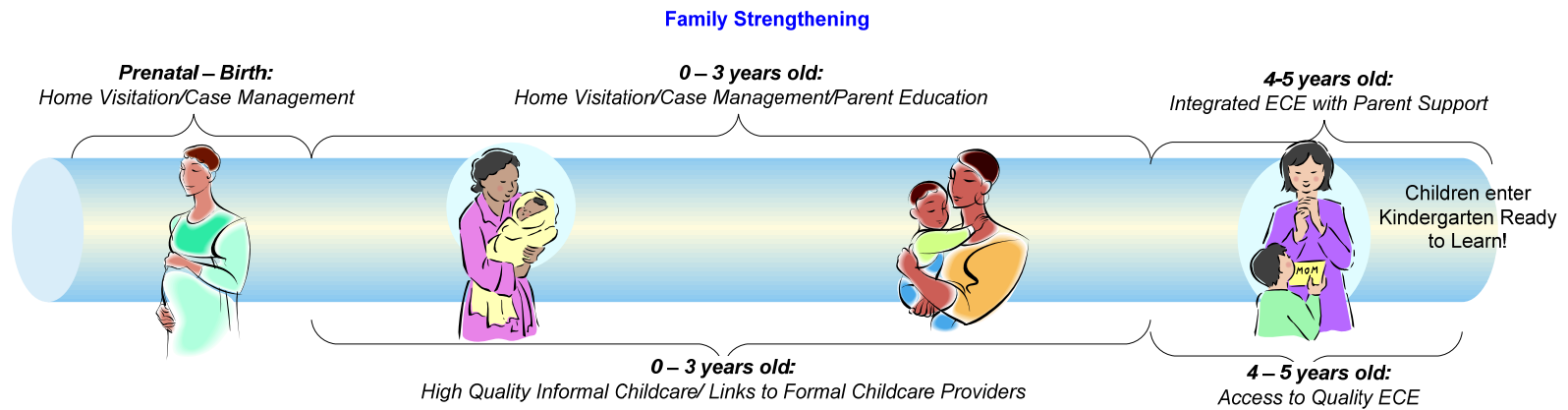
Examples of a Place-Based Approach

- Harlem Children's Zone (New York City)
- Making Connections (Annie E. Casey Foundation)
- Good Neighborhoods (Skillman Foundation)
- Building Healthy Communities (The California Endowment)
- Neighborhood Improvement Initiative (William and Flora Hewlett Foundation)

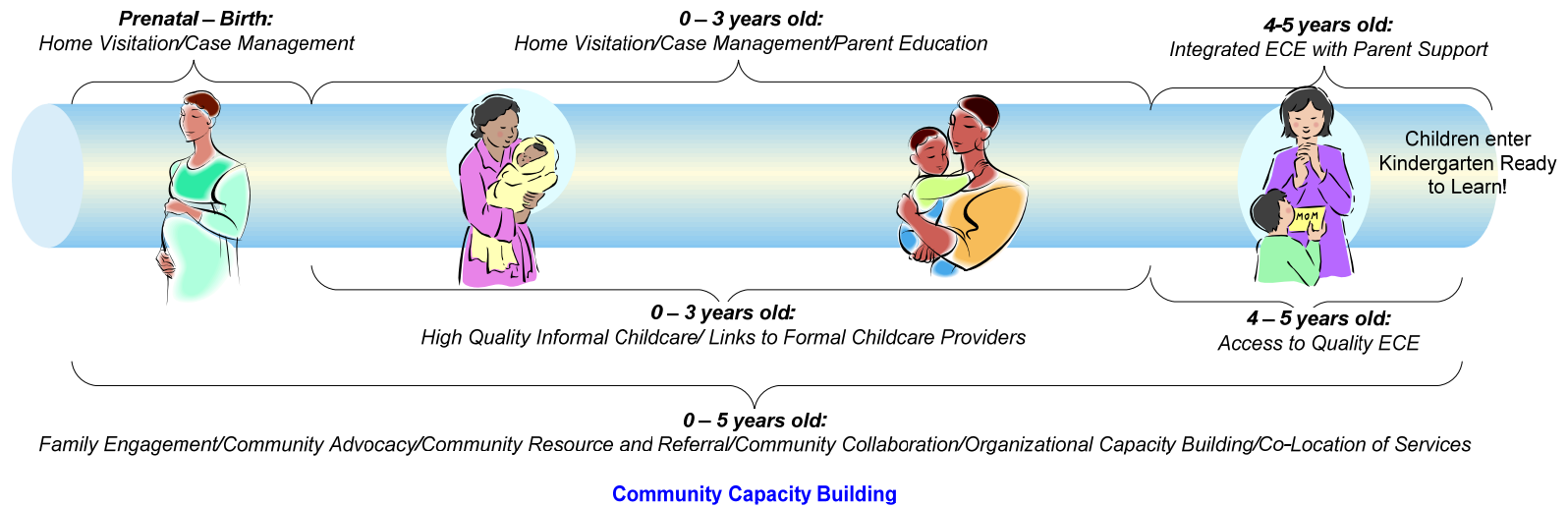
FY 2009-2015 Strategic Plan: Strategies



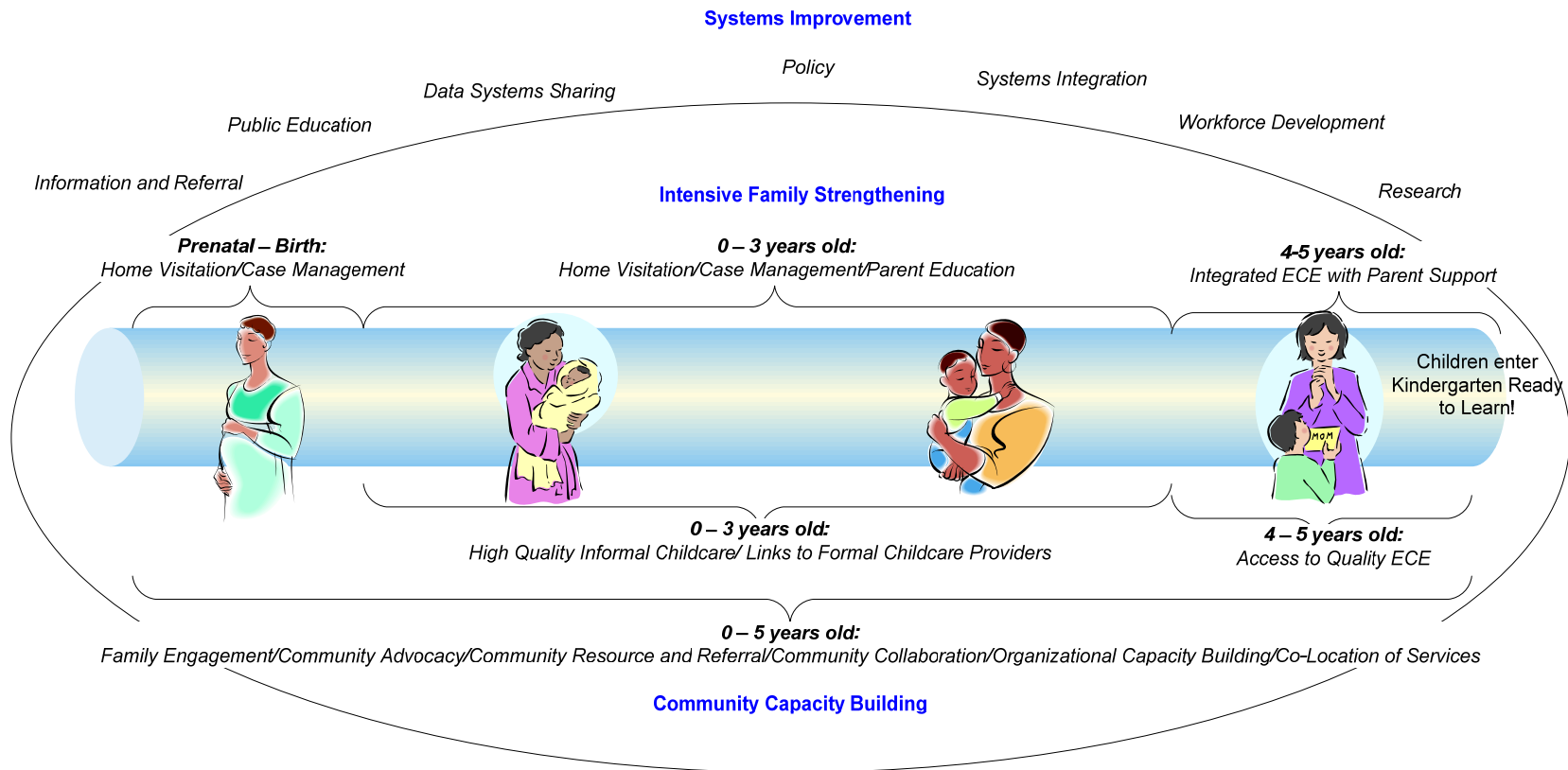
FY 2009-2015 Strategic Plan: Strategies



FY 2009-2015 Strategic Plan: Strategies



FY 2009-2015 Strategic Plan: Strategies



FY 2009-2015 Strategic Plan: Countywide Impact

The countywide component of the FY 2009-2015 Strategic Plan will:

- Allow us to galvanize meaningful change for all children in the county.
- Help us to sustain that meaningful change.
- Influence policies and systems to better support children and families.

First 5 LA Communities: A Snapshot

- Description:
 - Number of communities, geographic distribution, size, etc.
- Partners:
 - Nonprofit agencies, schools, government agencies, private businesses, etc.

First 5 LA Communities: Selection Factors

- Data-Driven
- High-Need Communities
- Prioritize High-Need Communities based on their Strengths and Capacity
 - Community leadership and commitment
 - Community infrastructure
 - Potential for partnership
- Respect for Natural Community Boundaries
- Representation of Diverse Populations and Regions

First 5 LA Communities: Timeline

- 2009-2010: Year Zero
(Implementation Planning)
- July 2010: Funding Released

FY 2009-2015 Strategic Plan

To learn more about First 5 LA's Strategic Plan, please visit the Strategic Plan page on our website at www.first5la.org, or sign up for the Monday Morning Report, First 5 LA's weekly e-newsletter.

FY 2009-2015 Strategic Plan

Questions?

FY 2009-2015 Strategic Plan

For more questions, please contact:

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