STRENGTHENING FAMILIES AND COMMUNITIES
First 5 LA’s Strategic Plan
2009-2015
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.
Children are born healthy. Decrease the percent of babies born at a low birth weight.

Parents/caregivers are resilient.

Children are safe from abuse and neglect. Number of substantiated cases of child abuse and neglect.*

Children bond with parent/caregiver.

Parents/caregivers have protective capacities (substance abuse, mental health, dv).

Parents/caregivers have knowledge of child development and parenting.

Parents/caregivers support their child’s learning.

Children are ready for Kindergarten. Increase the percent of children reading at grade level at 3rd grade.

Children have adequate physical activity.

County services systems are better integrated to serve at-risk families.

Informal community supports are in place.

Collaboratives between and among traditional and non-traditional partners are present in communities.

Infants and children have good nutrition.

Families have access to recreation and affordable fresh fruits and vegetables.

Children maintain a healthy weight. Decrease the percent of overweight children.

Parents/caregivers model healthy behaviors.

Children have access to health insurance.

*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

Family Strengthening

Prenatal—Birth: Home Visitation/Case Management

0—3 years old: Home Visitation/Case Management/Parent Education

4—5 years old: Integrated ECE with Parent Support

0—3 years old: High Quality Informal Childcare/Links to Formal Childcare Providers

4—5 years old: Access to Quality ECE

Children enter Kindergarten Ready to Learn

FIRST 5
LA
Champions For Our Children
FY 2009-2015 Strategic Plan: Strategies

Prenatal—Birth: Home Visitations/Case Management

0–3 years old: Home Visitations/Case Management/Parent Education

0–3 years old: High Quality Informal Childcare/Links to Formal Childcare Providers

4–5 years old: Integrated ECE with Parent Support

4–5 years old: Access to Quality ECE

0–5 years old: Family Engagement/Community Advocacy/Community Resource and Referral/Community Collaboration/Organizational Capacity Building/Co-Location of Services

Community Capacity Building
FY 2009-2015 Strategic Plan: Strategies

Systems Improvement
- Data Systems Sharing
- Policy
- Systems Integration
- Workforce Development
- Research

Information and Referral
- Public Education

Intensive Family Strengthening
- Prenatal – Birth: Home Visitation/Case Management
- 0 – 3 years old: Home Visitation/Case Management/Parent Education
- 4 – 5 years old: Integrated ECE with Parent Support

0 – 3 years old:
- High Quality Informal Childcare/Links to Formal Childcare Providers

0 – 5 years old:
- Family Engagement/Community Advocacy/Community Resource and Referral/Community Collaboration/Organizational Capacity Building/Co-Location of Services
- Community Capacity Building

4 – 5 years old:
- Access to Quality ECE

Children enter Kindergarten Ready to Learn!
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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