



First 5 Marin Children & Families Commission

Executive Summary 2017-2022 Strategic Plan

First 5 Marin: Who We Are

The First 5 Marin Children and Families Commission guides the investment of Proposition 10 funds in Marin County.

Our *mission* is to advance opportunities for all children in Marin to thrive in supportive and nurturing families, enter school healthy and ready to learn, and become productive members of society.

COMMITMENT TO EQUITY

First 5 Marin has been, from its inception, committed to principles of equity and equality, in particular racial and economic equity. This commitment is reflected in our guiding values and is demonstrated in our investments in initiatives that help to insure equitable access and opportunity for ALL children in Marin.

Proposition 10

In 1998, the voters of California passed Proposition 10, a statewide ballot initiative that adds a surtax to tobacco products. The revenues collected must be used to fund programs that promote early childhood development, from prenatal to age five. The Act requires that all 58 counties establish, by local ordinance, Children and Families Commissions, appointed by the County Board of Supervisors. Each commission must develop a strategic plan intended to guide allocation of the funds received from the surtax to address three primary strategic results derived directly from the Act:

- **Improved Family Functioning: Strong Families**
- **Improved Child Development: Children Learning and Ready for School**
- **Improved Child Health: Healthy Children**

Our Vision (Revised 2012)

Together with families, communities and other partners, the First 5 Marin Children and Families Commission will create a Marin where the health and welfare of all of our children influences core decisions at every level of our political and public institutions, and in every community.

There will be understanding across and among communities about the varied opportunities and needs of children. As a community, Marin will act upon the knowledge that what we do to increase the potential of less advantaged children improves the potential for all children. Families will have the knowledge and tools to advocate for their children.

As a result of our efforts, all children will have access to affordable health care, opportunities that promote success in school, and they will live in families and communities that provide for their optimal health, safety and wellbeing.

Guiding Values

- We believe that families have the primary responsibility for their children's physical, intellectual, mental, social and moral development.
- We believe that the entire community shares responsibility with families to ensure that every child thrives.
- We believe that what we do to increase the potential of less-advantaged children improves the potential for all children.
- We respect and value the diversity of families, races and cultures in Marin.
- We believe that our resources must be directed toward catalyzing sustainable improvements in the health, wellbeing and development of all children in Marin.
- We believe our highest and best use is working to prevent problems before they begin.

The Way We Work

The First 5 Marin Children and Families Commission works in several key roles to carry out its mission and realize its vision for children 0-5 and their families:

- **Strategic Advocate:** Using data, research and experience to inform the public and policymakers and influence policy and systems change.
- **Convener:** Bringing community and strategic partners together to understand issues and develop policies and strategies to drive change.
- **Partner:** Building and supporting partnerships that implement collaborative, broad-based solutions to critical needs and address inequity of opportunity.
- **Capacity Builder:** Providing access to resources and information for communities and organizations to advocate for, develop or implement policies and best practices.
- **Catalyst:** Sparking grassroots and countywide efforts that support First 5 Marin goals.

2017-2022 Strategic Plan

The 2017-2022 strategic plan update continues a significant effort, beginning with our 2009 strategic plan, to build infrastructures to support systems and policy change advocacy. The update also maintains a continued focus on achieving school readiness and health outcomes for children 0-5 and their families, while meeting the mounting need for policy leadership and county-wide partnerships that improve opportunities and reduce inequities for all young children in Marin. Our plan builds on lessons learned during the past five years, including the importance of strengthening community partnerships and increasing awareness that all of Marin benefits with investments in all children.

Our Focus

The Commission will strategically focus its leadership and resources to build and support institutional and grassroots policy and advocacy infrastructures that will:

- Create a sustainable community culture (social revolution) that puts children at the center of our agenda.
- Build public will to support and sustain health and school readiness outcomes.
- Promote shared responsibility for achieving outcomes across systems, institutions and individuals.
- Increase resource leveraging, coordination and integration among systems, organizations and institutions.
- Respond to changes in the environment that impact equity for children and families.

Priority Results and Outcomes

Through this focus, the Commission's is committed to achieving the following Priority Results and Outcomes for all children in Marin:

IMPACT	MARIN VALUES AND INVESTS IN ALL CHILDREN			
RESULTS	Public policies support all children	Children have optimal health and wellbeing	Children are ready for school	Families and caregivers have access to information and support
OUTCOMES	<p>Public policies promote the optimal social/emotional development and school readiness of all children.</p> <p>Public policies support the development of quality early education and child-ready school environments that promote success in life.</p> <p>Public policies promote the optimal health, safety and wellbeing of all children</p> <p>Public policies and partnerships increase equity of opportunity for all children.</p>	<p>Children have access to affordable comprehensive health insurance.</p> <p>Children have access to preventive oral health, mental health and specialty medical services.</p>	<p>Children have access to quality early education opportunities.</p> <p>Children with social/emotional issues and special needs are identified early and receive support.</p> <p>Schools are prepared for children and linked with the community.</p>	<p>Families and caregivers have access to information and support to protect and promote the health, safety and wellbeing of their children.</p> <p>Families and caregivers have access to information, quality early education opportunities, and support to protect and promote the social/emotional development and school readiness of their children.</p>

Strategies

The Commission will invest in the following strategies to propel the change it seeks:

PUBLIC EDUCATION

The Commission will act as strategic advocate and partner targeting resources toward the following activities:

- Implement broad scale and grassroots social marketing strategies to influence change in community attitudes, knowledge and action to address needs of all children and reduce inequities.
- Utilize earned media strategies that specifically provide information about public policy issues and target multiple audiences.
- Collect and disseminate data and issue analysis to voters, general public and families.
- Conduct or support events and forums to raise awareness and provide education to voters, families and the general public.

GRASSROOTS CAPACITY BUILDING

The Commission will act as a catalyst, capacity builder and convener to:

- Support grassroots leadership development focused on improving conditions for children 0-5 and their families.
- Encourage local change organizations and parents groups to advocate and act locally for the health and school readiness of all children 0-5 and their families.
- Promote adoption and implementation of best and promising practices in local settings, schools and programs.

PARTNERSHIPS FOR CHANGE

The Commission acting as a convener, partner and capacity builder will support the following activities:

- Provide resources that contribute to critical infrastructure for Early Childhood Education, family support, and children's health.
- Convene and partner with institutional leaders, funders, and community leaders from a broad spectrum of the community to work to achieve specific outcomes related to children's health, early education and well-being.
- Address policy or critical resource gaps.
- Promote broad adoption of best or promising practices.
- Advance collective action and shared accountability toward achieving outcomes.

PUBLIC POLICY ADVOCACY

The Commission acting as a strategic advocate, catalyst for change and a collaborative partner will:

- Develop and support a policy agenda directed toward achieving children's health, early education and wellbeing outcomes
- Conduct local, state, and national legislative and policy advocacy on issues related to our policy agenda
- Using email education, publications and print media editorials, op-eds and letters to the editor, the Commission promotes best practices and

2012-2017 Investment Approach

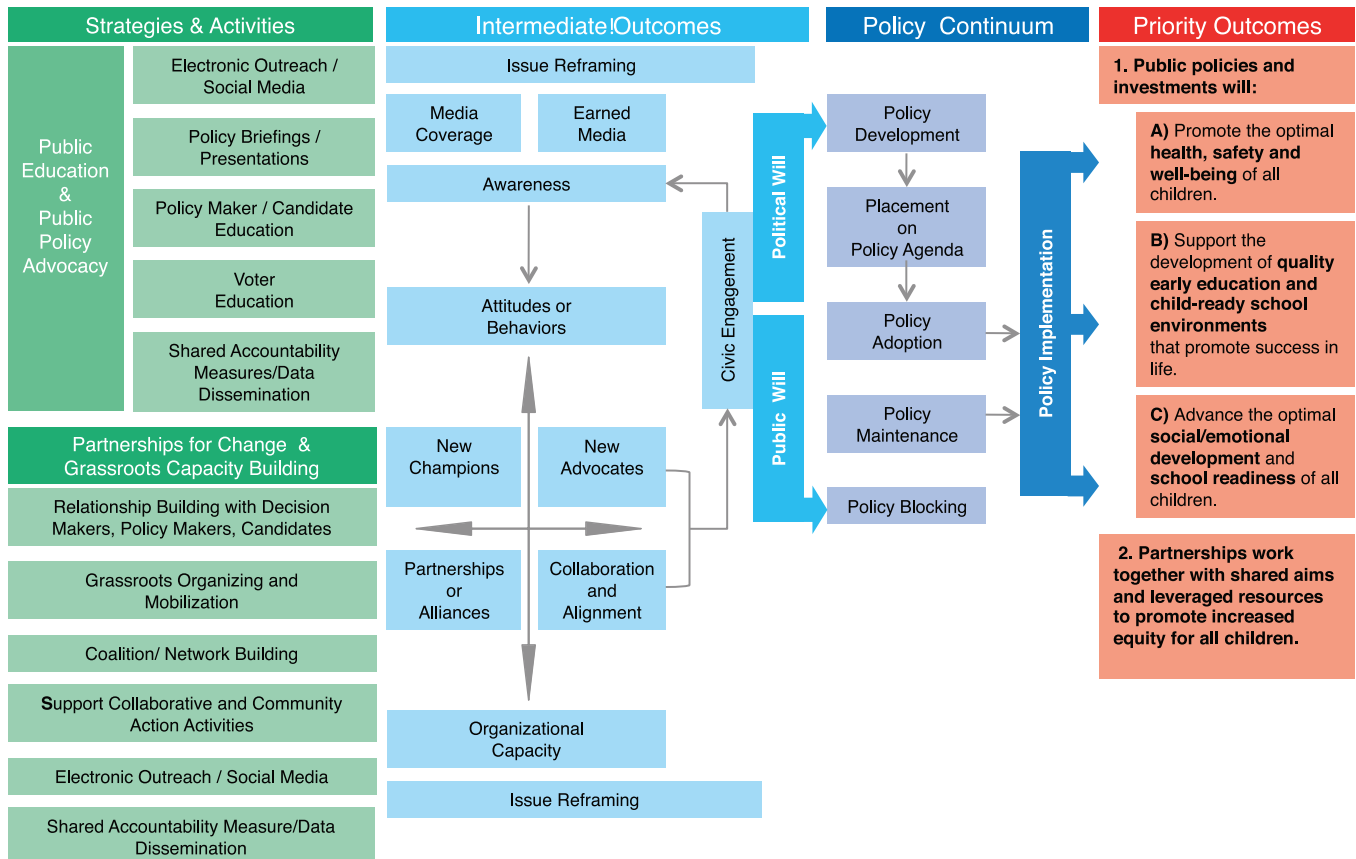
The Commission adopted a combination of strategies for utilizing financial and human resources. The investments will:

1. Seed, maintain or deepen broad-based policy change efforts to improve the health, wellbeing and school readiness of young children and their families.
2. Support transition of Commission initiatives to community ownership where there is strong evidence that such support would provide the impetus/momentum for sustainability or adoption of programs by others or promote policy change to support First 5 Marin aims.
3. Ensure ability to be flexible and responsive to changing government policies that impact children and families.

Theory of Action and Implementation Framework

A Theory of Action and an Implementation Framework depict the Commission's strategic approach.

First 5 Marin Theory of Action





IMPACT
Marin Values and
Invests in All Children



GUIDING PRINCIPLES

We believe that families have the primary responsibility for their children's physical, intellectual, mental, social and moral development.

We respect and value the diversity of families, races and cultures in Marin.

We believe that the entire community shares responsibility with families to ensure that every child thrives.

We believe that our resources must be directed toward catalyzing sustainable improvements in the health, wellbeing and development of all children in Marin.

PRIORITY RESULTS

Public Policies Support All Children
All Children Have Optimal Health & Wellbeing
All Children and Families are Ready For School
Families and Caregivers Have Access to Information and Support

We believe that what we do to increase the potential of less-advantaged children improves the potential for all children.

We believe our highest and best use is working to prevent problems before they begin.

STRATEGIES

PUBLIC EDUCATION

GRASSROOTS CAPACITY BUILDING

PARTNERSHIPS FOR CHANGE

PUBLIC POLICY ADVOCACY

IMPLEMENTATION APPROACH

Strategic Advocate Partner

Catalyst Capacity Builder Convener

Convener Partner Capacity Builder

Strategic Advocate Catalyst Collaborative Partner

ACTIVITIES

Sponsor Forums
Promote Community Discussions
Conduct Electronic Outreach
Educate Voters on Issues
Collect, Analyze and Disseminate County Data

Support: Leadership Development
Local Community Action Efforts
Parent Action/Involvement
Grassroots Change Organizations
Promising Practices

Convene Institutional and Community Leaders
Engage in Collective Action
Address Policy or Critical Resource Gaps
Promote Best and Promising Practices
Advance Collective Action & Accountability
Provide Resources for Change

Educate Policymakers and Voters
Conduct Electronic Outreach/ Media Advocacy
Promote Policy/Legislative Initiatives
Develop Policy Briefs
Communicate Data to Measure Change



INITIATIVES/OPPORTUNITIES (examples)

County-wide Education and Advocacy for Kids
Marin Communications Forums
Publications Events
Media Outreach
Data Collection/Analysis

Training and Technical Assistance
Collaborative Convening

Access to Health Care: Mental, Physical, Dental
Early Screening, Assessment and Intervention
Support for Early Childhood Social/Emotional Health in Child Care Settings

Support for Local Grassroots Advocacy Efforts
Regional and Statewide First 5 Policy Advocacy
Candidate Forums
Local, State & National Legislative Advocacy

COMMISSIONERS

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