



# Our Focus, Our Future

First 5 Association/California  
Children & Families Foundation

2022-24 Strategic Plan

Presentation to First 5 CA State Commission

October 28, 2021



# Our Approach

*About the First 5 Association and the strategic planning process*





***Our vision** is that one day,  
California's success will be  
measured by the well-being  
of its youngest children.*

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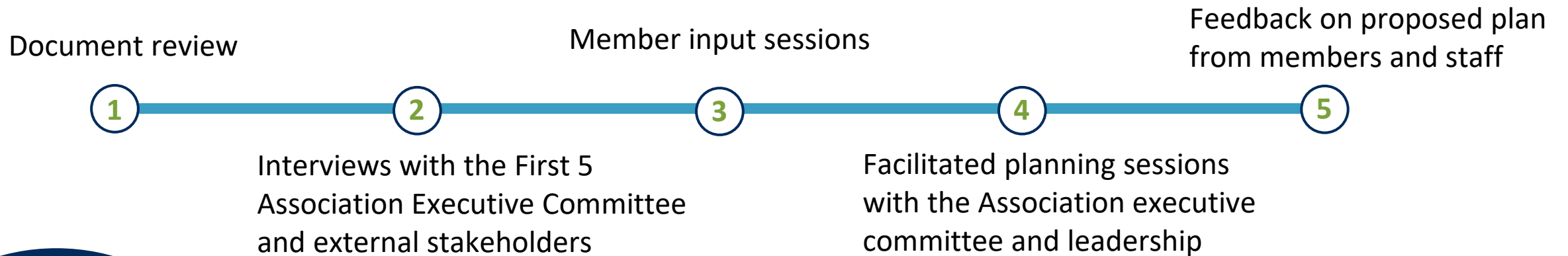


# OUR ROLE AND APPROACH

The First 5 Association and network of 58 First 5 county commissions has long played a role in building, advancing, and protecting California's early childhood systems and supports through:

1. Harnessing the collective First 5 experience and expertise to advocate for whole child and whole family policies and systems
2. Supporting First 5 members' systems change goals through learning, partnership, and strategic support
3. Partnering with other organizations, advocates, and coalitions around shared policy and systems goals

# STRATEGIC PLANNING PROCESS



# WHAT WE LEARNED

## STRENGTHS

- Local presence and leadership in 58 counties
- Whole child and whole family systems approach
- Proven track record of systems change
- Support to members

## OPPORTUNITIES

- Commit to race, equity, diversity and inclusion; bring forward parent and family perspective
- Advocate for whole child and whole family policies
- Develop tangible statewide solutions rooted in local experience/innovation
- Advance a focused set of policy priorities
- Refine governance and build organizational capacity



*The power of First 5 is in our expertise and experience as systems change leaders and backbone organizations in our communities.*

*The First 5 Association aims to unify the collective First 5 work at the state level, and amplify the diverse First 5 county voices to create systemic change across California.*

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# Our Focus

*The First 5 Association 2022-2024 Strategic Plan*





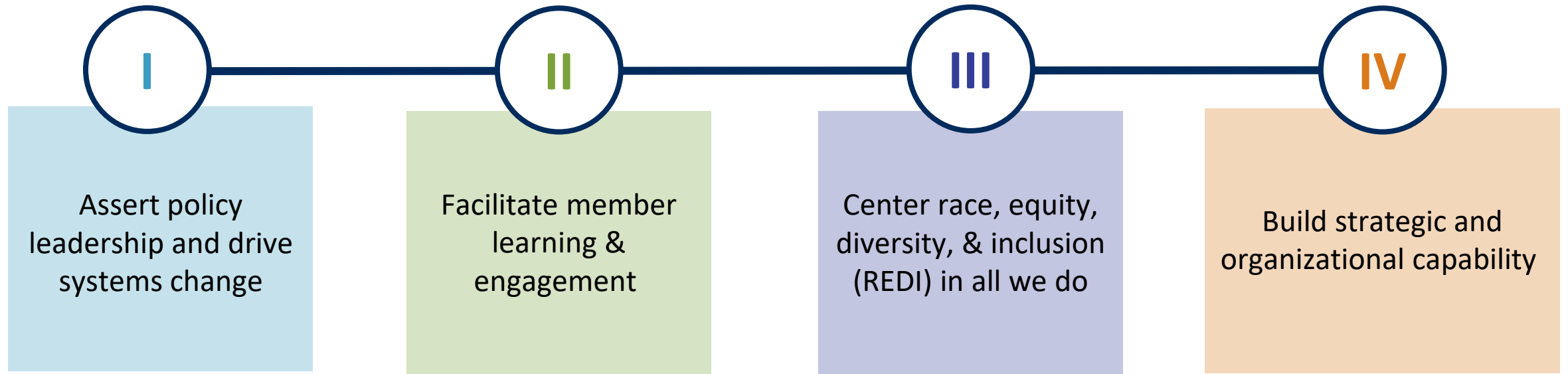
***Our Focus, Our Future 2022-2024***  
*Strategic Plan builds on First 5s' history of leadership and partnership to ensure young children are safe, healthy, and ready to succeed in school and life.*

*It provides clear goals and strategies for the next three years that will focus our collective efforts and sharpen our impact.*

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# LEADERSHIP, SYSTEMS CHANGE, LOCAL IMPACT



# PRIORITY I

## *Assert Policy Leadership and Drive Systems Change*

1. **Policy and Systems Change Priorities.** Advance policies to improve outcomes for young children and promote integrated systems
2. **Statewide Leadership.** Grow the First 5 Association role and influence in statewide policy
3. **Sustainability and Scale.** Make the case to sustain and scale critical early childhood systems, including the essential role of local First 5 commissions



# POLICY AND SYSTEMS CHANGE

## *How We'll Drive Change*

### PROVIDE LEADERSHIP ON POLICY AND SYSTEMS CHANGE PRIORITIES

*Effect tangible policy change in the following three areas:*

1

Universal Home Visiting  
and Family Strengthening

2

Early Childhood  
Mental Health

3

Early Identification and  
Intervention Systems Development

### SUPPORT OTHERS AND WORK IN PARTNERSHIP

**Work in partnership with others to advance a holistic early childhood policy platform focused on:**

- Family resilience and economic supports
- Comprehensive health and development
- A strengthened system of quality early learning and child care
- Overall sustainability and scale of comprehensive, integrated services for children and families.



# PRIORITY II

## *Facilitate Member Engagement, Learning and Support*

1. **Next Generation Leadership.** Develop the next generation of diverse First 5 leaders
2. **Member Networking and Exchange.** Facilitate member networking and best practices exchange
3. **In-Depth Member Learning.** Coordinate member in-depth learning that aligns with strategic priorities



# PRIORITY III

## *Center Race, Equity, Diversity, Inclusion in All We Do*

1. **Policy Alignment.** Center race, equity, diversity and inclusion in our policy agenda
2. **Build Local First 5 Capacity to Advance REDI Locally.** Facilitate member training / support to advance REDI goals locally
3. **Family Voice and Leadership.** Elevate the role and influence of family voices in advocacy & services
4. **Internal Capacity to Advance REDI.** Ensure internal Association capacity to advance REDI including family voice goals



# REDI: A CORE PRINCIPLE

*In addition to our specific REDI strategic objectives, the principles of race, equity, diversity, and inclusion are integrated into every section of this plan, and will be embedded throughout our work.*

## *This means:*

- Grounding policy and systems approaches in targeted universalism—universal goals for all children, with targeted strategies to meet the needs of specific groups
- Strengthening the role and influence of parents and families in our advocacy work, including lifting up diverse voices and elevating families as leaders and drivers of change
- Building a diverse next generation of equity-centered leaders
- Creating opportunities for REDI learning and strengthened practices among member agencies
- Centering REDI in the Association’s governance, strategy, and internal capacity building



# PRIORITY IV

## *Build Strategic Capacity and Expertise to Meet Strategic Goals*

1. **Association Capacity.** Build and adapt Association expertise and infrastructure
2. **Resources.** Secure and align resources with strategic priorities
3. **Governance Structure.** Evolve governance structure





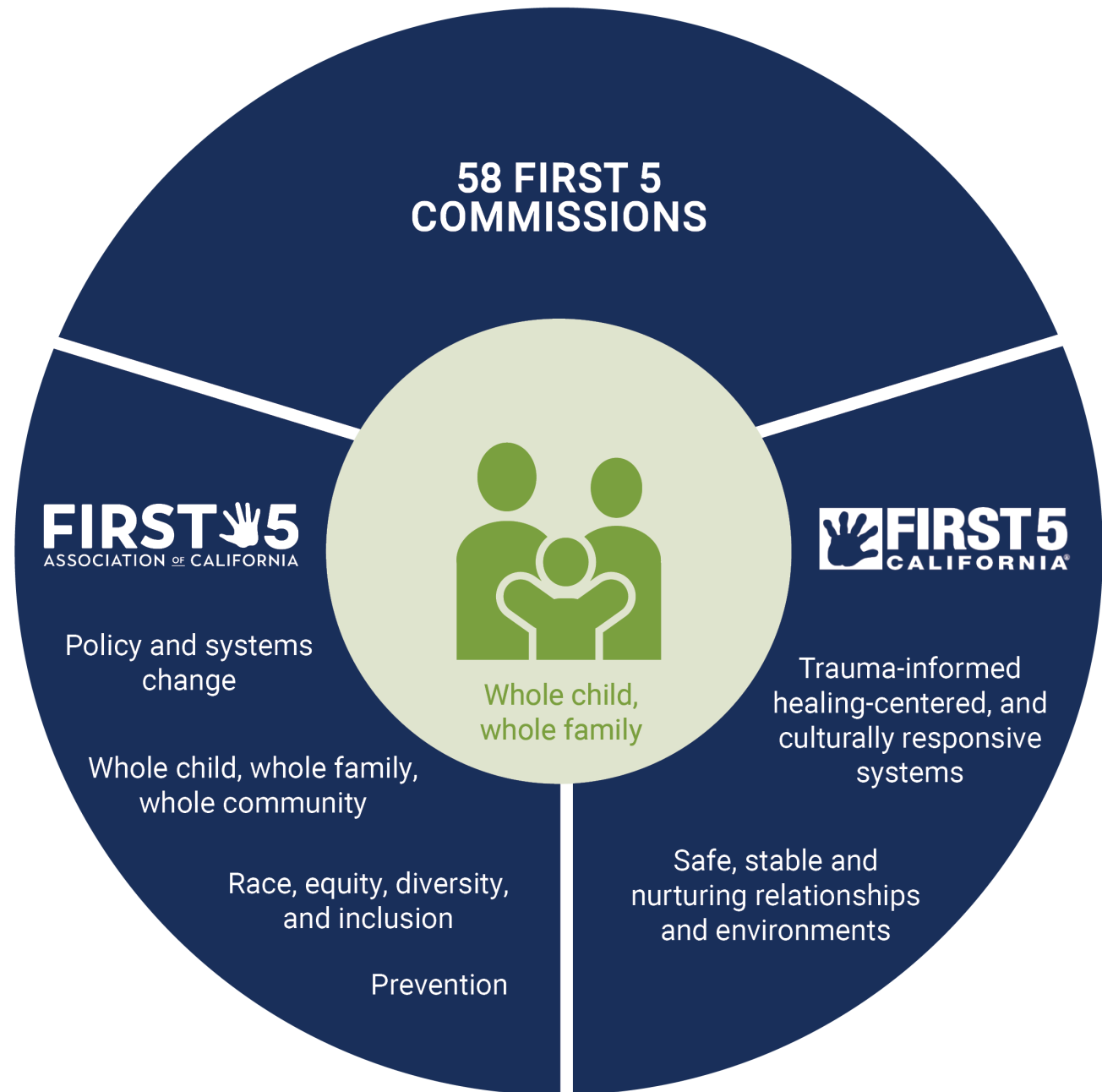


# Our Future

*Moving forward in partnership*



# AN ALIGNED VISION





*The First 5 Association of California will advance statewide policy goals by amplifying the collective First 5 impact and expertise, and we will support the learning and growth of all First 5 members, as we move together into a future that is inclusive, impactful, and innovatively improving outcomes for the state's diverse children and families.*

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# Thank You!

