As the First 5 Association advocates and advances change for California’s children, it must work to change the systems and structures that perpetuate inequity and barriers to opportunity for young children and their families. Centering race, equity, diversity and inclusion (REDI) is both a guiding principle and a priority area of strategic focus. In addition to focused attention, REDI principles will be embedded throughout the Association’s work, with the goal of supporting families through a targeted universalism approach.

Read more of the strategic plan at first5association.org/strategicplan
Our Focus, Our Future
2022-2024 Strategic Plan | Strategic Priorities

**PRIORITY I: ASSERT POLICY LEADERSHIP AND DRIVE SYSTEMS CHANGE**

The Association will advance statewide policies that promote an integrated, whole child and family system of care, and ensure a continued focus on the well-being of young children and their families.

We will do that by:

- Providing leadership on three policy and systems change priorities:
  - Universal home visiting and family strengthening
  - Early childhood mental health
  - Early identification and intervention systems development
- Supporting others and working in partnership to advance a broad, holistic early childhood policy platform centered around resilient families, comprehensive health and development, quality early learning, and overall sustainability and scale

**OBJECTIVES**

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

**PRIORITY III: CENTER RACE, EQUITY, DIVERSITY, AND INCLUSION (REDI) IN ALL WE DO**

We will authentically center our statewide policy and local practice around the principles of race, equity, diversity and inclusion (REDI), using a targeted universalism framework. We will elevate the role of parents and families as leaders and drivers of change.

**OBJECTIVES**

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 and support to advance REDI goals locally
3. **Family Voice and Leadership.** Elevate the role and influence of family voices in advocacy & shaping services and systems
4. **Internal Capacity to Advance REDI.** Ensure internal Association capacity to advance REDI including family voice goals

**PRIORITY II: FACILITATE MEMBER LEARNING AND ENGAGEMENT**

The Association will support the strengthening of local First 5 systems by investing in the learning and growth of current and future generations of First 5 members.

**OBJECTIVES**

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 in-depth member learning that aligns with strategic priorities

**PRIORITY IV: BUILD STRATEGIC CAPACITY AND ORGANIZATIONAL CAPABILITY**

We will develop new organizational skill sets, practices, and capacity to reinforce collective identity and advance shared strategic goals.

**OBJECTIVES**

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 and strengthen internal systems

Read more of the strategic plan at first5association.org/strategicplan