

Our Focus, Our Future

2022-2024 Strategic Plan

FIRST5
ASSOCIATION OF CALIFORNIA

CALIFORNIA
CHILDREN & FAMILIES
FOUNDATION

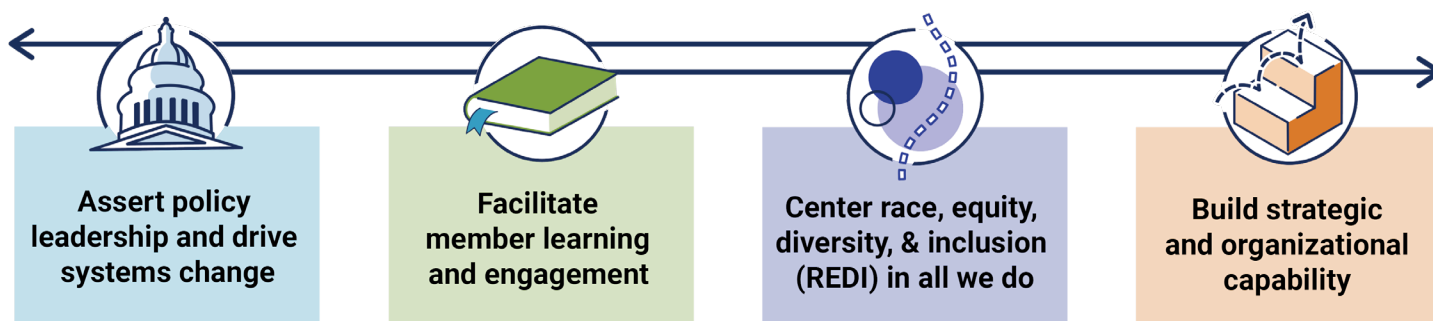


California's success must be measured by the well-being of its youngest children. To advance the early childhood systems needed so all of California's young children are able to thrive, local First 5 leaders, early childhood policy and field leaders, partner organizations, and the First 5 Association's board, executive committee, and staff team contributed to a 3-year strategic roadmap for the First 5 Association.

The 58 First 5 county members have a long history of impact as systems change leaders and backbone organizations in local 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.

Through the 2022-2024 Strategic Plan, the First 5 Association will deepen its statewide policy leadership and influence and support the learning and development of First 5 members as we move into a future that is inclusive, impactful, and innovatively improving outcomes for our state's diverse children and families.

LEADERSHIP, SYSTEMS CHANGE, LOCAL IMPACT



OUR PRINCIPLES

Whole Child, Whole Family Framework

Cross-Sector Systems Integration

Center Race, Equity, Diversity, and Inclusion

Prevention

CENTERING REDI

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 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 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 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