



COUNTY OF HUMBOLDT

AGENDA ITEM NO.
E-5

For the meeting of: May 2, 2017

Date: April 12, 2017
To: Board of Supervisors
From: Supervisor Mike Wilson
Subject: First Five 2016-2020 Strategic Plan Presentation

RECOMMENDATION(S): That the Board of Supervisors hear the presentation and take appropriate action, if required.

SOURCE OF FUNDING: N/A

DISCUSSION: Mary Ann Hansen, Executive Director of First Five Humboldt will provide the Board with an overview of First Five Humboldt's 2016-2020 Strategic Plan, and strategic goals moving forward.

FINANCIAL IMPACT: N/A

OTHER AGENCY INVOLVEMENT: N/A

ALTERNATIVES TO STAFF RECOMMENDATIONS: Board discretion.

ATTACHMENTS: First 5 Humboldt Strategic Plan 2016-2020

Prepared by Kathy Hayes

Signature 

REVIEW: Auditor _____ County Counsel _____ Personnel _____ Risk Manager _____ Other _____

TYPE OF ITEM:
 Consent
 Departmental
 Public Hearing
 Other Special Presentation (10 minutes)

PREVIOUS ACTION/REFERRAL:

Board Order No. _____

Meeting of: _____

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT
Upon motion of Supervisor Wilson Seconded by Supervisor Fennell
Ayes Sundberg, Fennell, Bass, Bahn, Wilson
Nays
Abstain
Absent

and carried by those members present, the Board hereby approves the recommended action contained in this Board report.

Dated: May 2, 2017
By: 

Kathy Hayes, Clerk of the Board



FIRST 5 HUMBOLDT
STRATEGIC PLAN
2016-2020



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www.first5humboldt.org

First 5 Humboldt Staff

Mary Ann Hansen, Executive Director
Andrea Sousa, Executive Secretary
Star Fishel Mohatt, Program Coordinator
Jennifer Gonzales, IMPACT Coordinator
Celia Haro, Special Projects Coordinator

The Children and Families Commission of Humboldt County, First 5 Humboldt, is an independent government agency established in 1998 when voters passed Proposition 10, the California Children and Families Act. This proposition levied a 50¢ tax on each pack of cigarettes sold in California, to fund programs which promote health, education and development of children ages 0 to 5.

First 5 Humboldt Commissioners

Sydney Fisher Larson, Co-Chair, Professor Emerita, Early Childhood Education, College of the Redwoods
Dian Pecora, PHN, Co-Chair, Community Member
Megan Blanchard, Chair-Elect, Director, Public Health Branch, Dept. of Health & Human Services
Jessica Callahan, Community Member
Sheri Graham-Whitt, Clinic Director, HSU Community Counseling Clinic
Veronica Meggerson, Program Manager, Children and Family Services, Social Services Branch, Dept. of Health and Human Services
Cameron Mull, Director, Parks and Recreation, City of Blue Lake
Connie Sundberg, Division Director, Changing Tides Family Services
Mike Wilson, Supervisor 3rd District, Humboldt County Board of Supervisors

Table of Contents

First 5 Humboldt	2
Introduction	4
Vision	5
Mission	5
Strategic Plan 2016-2020	6
Focus Area 1: Fiscal Sustainability	6
Focus Area 2: Systems Change	7
Focus Area 3: Family, Professional & Community Capacity	8
Focus Area 4: Health	9
A Framework for Accountability	10

Introduction

The boundaries of Humboldt County encompass the traditional lands of the Chilula, Hupa, Karuk, Mattole, Nongatl, Sinkyone, Whilkut, Wiyot, and Yurok peoples and include peoples whose origins span the globe, creating a rich diversity of cultures and beliefs. Our shared desire to create nurturing communities for our young children and their families is a place where our diverse perspectives intersect. Both economic and brain research support the conclusion that strong communities are created when children are well-cared for, cherished and their resilience is nurtured.

First 5 Humboldt is committed to supporting young children and their families to meet their full potential. Our focus is on creating a seamless network of strong communities, accessible resources and responsive services that honor the principles of developmentally, culturally and trauma-responsive practice. To provide that support, First 5 Humboldt must look to the future. This is a unique time in First 5 Humboldt's story, when revenues are declining drastically, and we must adjust to those new lower funding levels. We believe that there will be an on-going need for a Humboldt County voice that is focused on the needs of young children and their families in our communities. First 5 Humboldt is that voice. We don't think that the need for that voice will go away by 2020, when First 5 Humboldt engages in our next strategic plan cycle.

Because of this new fiscal climate, this strategic plan is focused on creating a strong First 5 Humboldt organization going forward and working toward sustainable systems and networks of services. By advocating for policies and practices that best support young children and their families, we are working to create a better future for Humboldt County.

Join us in this work: volunteer in one of our community partner programs, attend a First 5 Humboldt Commission meeting, serve on one of our advisory committees, attend a workshop offered by one of our partners or visit a policymaker to discuss the importance of the early years. The strength of First 5 Humboldt has always been its engaged community partners, leaders and volunteers who guide our work, just as the strength of our county is best seen when we work together to create a county where our children are nurtured and our families are strengthened.

Sincerely,

Mary Ann Hansen

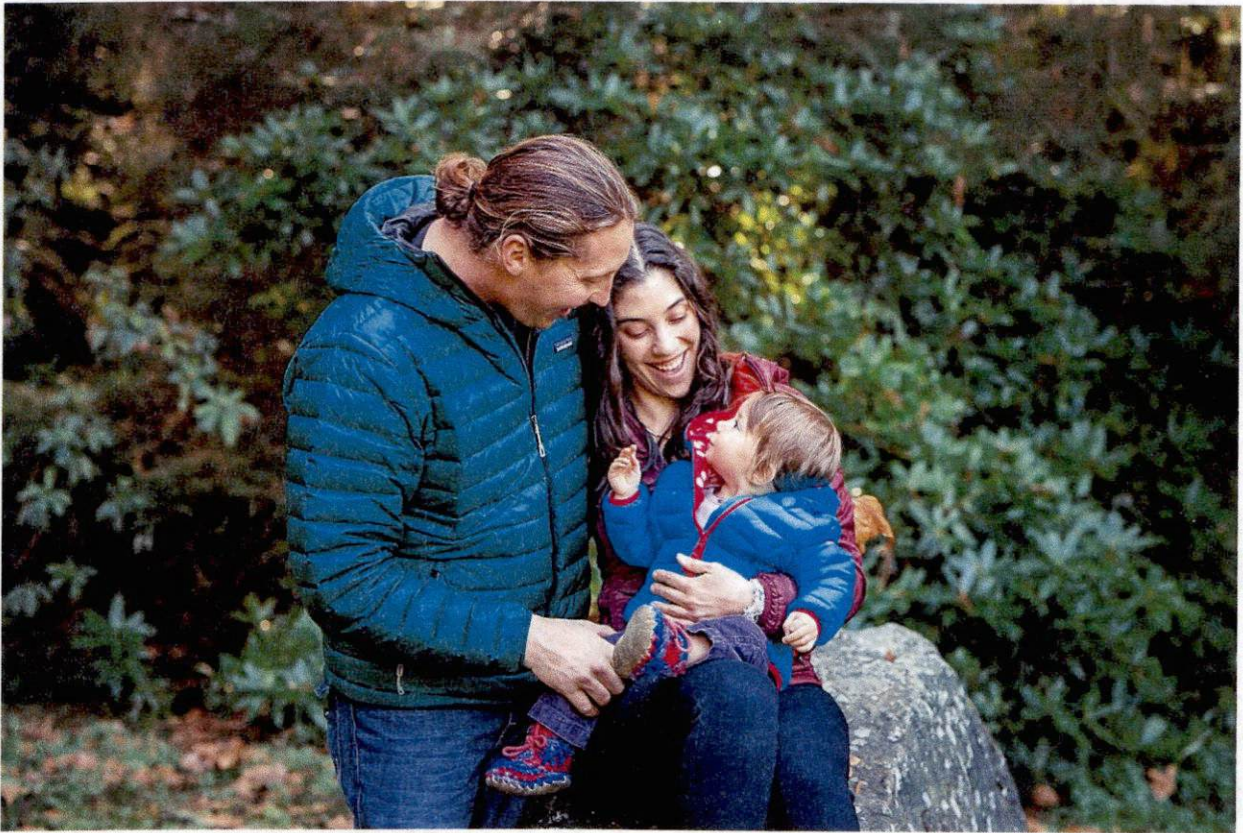
Executive Director

Vision

All Humboldt County Children thrive in healthy, supportive, nurturing families and neighborhoods, enter school ready to learn and become active participants in their communities.

Mission

FIRST 5 HUMBOLDT, together with families and communities, will promote comprehensive, integrated systems of services for early childhood development in order to foster secure, healthy and loving children eager to learn and develop their full potential.



First 5 Association of California

First 5 Humboldt is a member of the First 5 Association of California, a network of the fifty-eight First 5 County Commissions. The focus of our new strategic plan aligns clearly with the First 5 Association 2016-17 policy agenda, as noted in our focus areas. We share with the Association a goal of advancing healthy, supportive environments for young children and their families.

Strategic Plan 2016-2020

Strategic Goal: First 5 Humboldt as a Sustainable Catalyst

First 5 Humboldt will be a strong organization able to serve as a catalyst of sustained positive change for children 0-5 and their families into the future.

In our work as an ongoing catalyst, First 5 Humboldt will focus on four areas:

Focus Area 1: Fiscal Sustainability

First 5 Humboldt will develop policies and strategies to ensure the fiscal sustainability of the Humboldt County Children and Families Commission.

This focus area corresponds to the intent of the First 5 Association of California 2016 Policy Agenda Area: System Sustainability and Reach.

Objective 1.1: The Sustainability Fund will be stabilized at a balance of no less than \$2 million and continue to be a resource for the work of First 5 Humboldt.

Action 1.1.A: Develop and implement a plan to reduce the drawdown of the Sustainability Fund.

Objective 1.2: First 5 Humboldt will collaborate with community partners to advance opportunities to preserve and increase funding streams dedicated to early childhood.

Action 1.2.A: Pursue additional funding streams.

Action 1.2.B: By 2019, adopt a framework for decreased First 5 Humboldt funding and increased partner funding for priority programs.

Action 1.2.C: Advocate/educate for preservation and augmentation of Proposition 10 funds.

“First 5 Humboldt, as a strong stable organization, is well prepared to serve as a catalyst for sustained positive change.”

--Connie Sundberg, Commissioner

Focus Area 2: Systems Change

First 5 Humboldt will facilitate the inclusion of primary prevention principles in related public policy formulation.

This focus area corresponds to the intent of the First 5 Association of California 2016 Policy Agenda Area: System Sustainability and Reach.

Objective 2.1: First 5 Humboldt will promote strong, collaborative partnerships among service providers.

Action 2.1.A: Collaborate with community organizations around primary prevention for children 0-5 and their families.

Objective 2.2: First 5 Humboldt will work with organizations and local and state governments to help ensure policies support young children and families.

Action 2.2.A: Create public awareness of the needs of young children.

Action 2.2.B: Engage policy makers to ensure public policies support the optimal development of children and their families to meet their full potential.



“Though the decrease in availability of First 5 funds for programs may be distressing in the short run, the power of policy to create strong and vibrant futures for Humboldt’s youngest children will easily equal and surpass the effectiveness of funding.”

*--Susan Buckley,
Commissioner, 2003-2017*

Focus Area 3: Family, Professional & Community Capacity

First 5 Humboldt will promote the optimal development of children with a focus on prevention, in partnership with families, caregivers and the community.

This focus area encompasses the intent of the First 5 Association of California 2016 Policy Agenda Areas: Family Strengthening, and Quality Early Learning.

Objective 3.1: First 5 Humboldt will promote a stable well-educated-workforce available to serve and advocate for developmentally-, culturally- and trauma-responsive practices.

Action 3.1.A: Promote and provide training and technical assistance opportunities to families and service providers.

Action 3.1.B: Annually review available local and state child and family data to assess family and community needs.

Action 3.1.C: Advocate for early childhood education workforce stability and appropriate compensation.

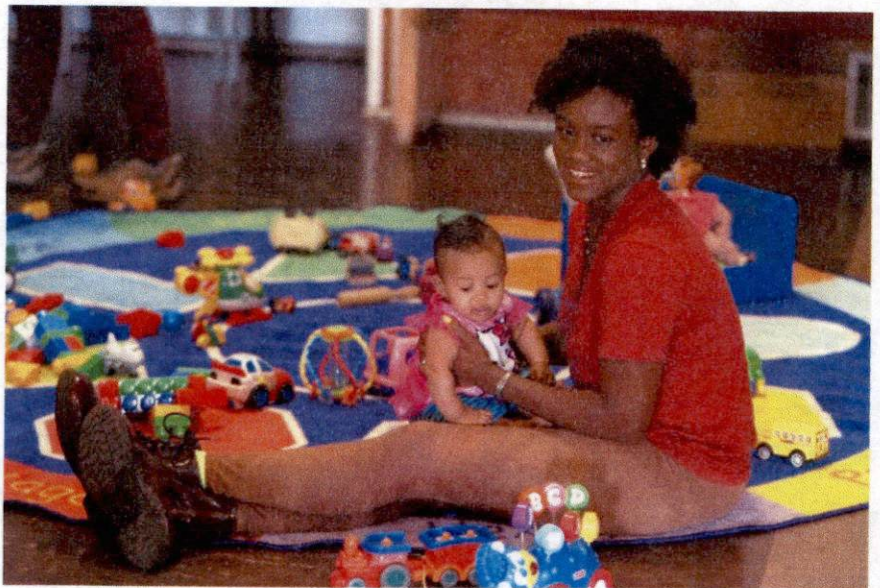
Action 3.1.D: Provide opportunities for families and the workforce to develop advocacy skills.

Objective 3.2: Families have access to community supports that strengthen their families' capacity to promote children's optimal development in safe and stable communities.

Action 3.2.A: Support programs that promote the 5 protective factors and family strengthening principles (Center for the Study of Social Policy, 2016) and primary prevention.

"For me, as a parent, it is a huge relief to come to playgroup to relate with other parents and let baby explore and learn. I have more energy for my baby and don't feel so depleted. My baby loves all the toys and toddlers to meet and play with."

--a playgroup parent



Focus Area 4: Health

First 5 Humboldt will support the health and well-being of young children and their families through the promotion of prevention and early intervention activities.

This focus area encompasses the intent of the First 5 Association of California 2016 Policy Agenda Areas: Early Identification and Intervention, and Oral Health.

Objective 4.1: First 5 Humboldt will encourage communities to facilitate the total wellness of children.

Action 4.1.A: Facilitate child and family referrals to appropriate programs and services.

Objective 4.2: First 5 will encourage communities to offer developmentally appropriate services/activities.

Action 4.2.A: Promote developmental screenings for all children.

Action 4.2.B: Promote access to developmentally appropriate services for children.

Objective 4.3: First 5 will encourage communities to promote family wellness for pregnant women and children aged 0-5.

Action 4.3.A: Work with community organizations and groups to promote healthy pregnancies and family wellness.



“Playgroup was recommended to us by our doctor. Our son was behind in his gross motor skills and being around other kids helped him.”

--a playgroup parent

A Framework for Accountability

First 5 Humboldt works in partnership with families, local programs and government entities to ensure that Proposition 10 funds are focused on serving our county's youngest children and their families. To ensure that our work continues to be aligned with our mission, vision and goals, we have developed an Evaluation Framework. This framework serves to link our work to our mission and vision, defines the desired outcomes of this work, and identifies how we will know the outcomes are being achieved. Results-based indicators are identified to match each goal and objective. Our evaluation framework is updated each year to match the current work of our agency and our partners. Whenever possible, our results-based indicators are aligned with county and state indicators, so that our data collection can be cohesive and contribute to our larger understanding of the needs of young children and their families. Evaluation data is gathered from each of our funding partners, via surveys and reports, assessing how the services are matching community need and the goals established by First 5 Humboldt.



“Les doy las gracias de tomarnos en cuenta como comunidad hispana que somos y por todo el apoyo que me brindan a mi familia y a los demás.”

[“I thank you for taking us into account, as a Hispanic community, and for all the support you give my family and others.”]

–a Paso a Paso program participant

Acknowledgements

This strategic plan builds on the work done by our many former Commissioners, advisory committee members, and community partners who have guided First 5 Humboldt over the years.

Many thanks to former Commissioners John Woolley and Nancy Frost, and current Commissioners, who volunteered many hours to formulate this strategic plan, and to the community members who attended our public input sessions and shared the insights which helped shape First 5 Humboldt's next steps forward.



For more information about First 5 Humboldt, please visit our website: www.first5humboldt.org where you can find a list of playgroup dates and locations, links to family resource centers and community partners, and information on the Commission and our advisory committees. Visit our Facebook page for resources and parenting tips.