

2017-21 Strategic Plan: Stakeholder Feedback

The 2017-21 First 5 Alameda County strategic plan was developed through a comprehensive 10 month participatory process that engaged parents, partners, and community leaders. The stakeholder feedback guided our planning and informed our decision-making.

TOP THEMES ACROSS STAKEHOLDER INPUT

- Access to childcare/ cost of quality childcare
- Lack of affordable housing/high cost of living/financial stress
- Access to more peer support, leadership and engagement opportunities
- Access to resources about early childhood development and school readiness

MAJOR THEMES BY SUB-GROUP

PARTNER SURVEY (IN RANK ORDER)

1. Parent knowledge of child development and school readiness
2. Housing affordability/cost of living
3. Access to childcare and other early learning experiences
4. Parental support
5. Cost of quality childcare

SURVEY DEMOGRAPHICS:

- 442 respondents out of approximately 2200 contacts, including past and current contractors, grantees, training attendees and early childhood leaders.
- The majority of respondents were from public agencies or community based organizations (32% and 33% respectively.)

INTERVIEWS

- **Communication** — lift up what defines high quality early years, and importance
- **Convener/Collaborator** — F5 should play a larger role as a convener focused on 0-5; leverage, do systems coordination that allows the work to be institutionalized
- **Economic** — don't just focus on services; pay attention to policy landscape (e.g. housing, job creation) that impacts families
- **Family Friend & Neighbor** — F5 should commit to “move the needle” on FFN; play convening and communication role with policymakers
- **Funder role** — fund community agencies; be aware of competition for service providers and funding, power, credit. Partner with public systems to braid and leverage funding.
- **Health** — help figure out how families connect to systems for pre-natal and post-natal care; address/prevent chronic health issues that disrupt school readiness
- **Kindergarten Readiness** — define the term and lay out what communities should be looking at in terms of what makes kids ready for school — formal and informal. Partner more closely with school districts

- **Measuring Impact** — data sharing, alignment with systems, map resources, disaggregate by race, community based participatory research
- **Parent engagement** — peer to peer, build pathways for parents (make social connections, get support, and build leadership (non-linear)). Look at whole family, not just children 0-5
- **Parent Education about child development** — build parent knowledge, confidence, power to impact child's development (rather than professionalized)
- **Place Based / Population Focused** — focus on families and neighborhoods with highest levels of need left behind by systemic failure or racism
- **Policy / Advocacy** — take a leadership role in a local policy agenda
- **Provider capacity building** — address problem of diversity in the field; educate providers about the importance of parent engagement
- **QRIS** — address efficiency and sustainability of model; create space for parent leadership
- **Service Integration** — “one stop/no wrong door” for families, integrated systems need to be resourced, leverage what is going well in families and communities; connect different systems — health, housing, transportation, childcare, criminal justice, etc.

INTERVIEW DEMOGRAPHICS

21 INTERVIEWS TO DATE WITH THE FOLLOWING REPRESENTATIVES

- Clarissa Doutherd, Executive Director, Parent Voices
- Curtiss Sarikey, Deputy Chief, Community Schools & Student Services OUSD
- District Attorney Nancy O'Malley
- Eric Johnson, Executive Director, OHA
- Judge Charles Smiley, Presiding Judge, Superior Court
- Judy Schwartz, Administrator, Fremont FRC
- Julie Hadnot, Director, Interagency Children's Policy Council
- Junious Williams, CEO, Urban Strategies
- Kathy Chao Rothberg, Executive Director, Lao Family Community Development
- Maggie Croushore, Director of Education, City of Oakland
- Melanie Moore, Director, ALL IN Alameda County, Office of Supervisor Wilma Chan
- Melinda Hall, HPN Project Manager, Hayward Promise Neighborhood
- Moira Kenney, Executive Director, First 5 Association
- Olis Simmons, CEO, Youth Uprising
- Pedro Naranjo, Executive Director, REACH
- Rich Winefield, Executive Director, BANANAS/ Governors Early Learning Advisory Council
- Scott Coffin, CEO, Alameda Alliance
- Sue Greenwald, Director, Early Intervention Services at Children's Hospital Oakland Children's Hospital
- Susan Muranishi, County Administrator, County Administrator's Office
- Supervisor Wilma Chan, Alameda County Board of Supervisors and First 5 Commissioner
- Tracey Schear, School Health Services Director, Health Care Services Agency

PARENT FOCUS GROUPS

- **Access to basic material needs** (e.g. diapers, crib, baby food, books, clothes etc.)
- **Access to early identification of developmental needs and intervention**
- **Access to legal services** — to aid families in custody advocacy and negotiations and the family court process
- **Access to linguistically and culturally responsive services** — articulation and education around different community dynamics, cultures and realities; support for **multigenerational and kin caregivers**
- **Access to professional development opportunities and job training/ Access to employment** — parents reported the need for more professional and educational opportunities; job and living wage attainment can lift families out of poverty.
- **Cost of quality childcare/Access to childcare and other early learning experiences** — Temporary daycare for part time custodial/non-custodial parents
- **Housing affordability/cost of living** — affordable housing with safe play spaces
- **More support for fathers** — men's support groups; father friendly programming
- **Parental support** (e.g., professional and peer-to-peer support, social connections) parenting classes for soon to be/new parents
- **Parental knowledge of early childhood development and school readiness** — for children who may have concerns but do not qualify for services

FOCUS GROUP DEMOGRAPHICS:

- 3 parent focus groups conducted (Fathers Corps, Help Me Grow Parent Advisory & Alameda County Early Childhood Policy Committee parent leaders)
- Of the 37 total participants, 6 were Spanish speaking and 1 Chinese