



## Strategic Plan Update 2008-2010

Created by the Board of Supervisors in 1991 as an advisory body on children and family issues, the KIDS Network is a county-wide umbrella organization including members from public agencies, law enforcement, education, community-based organizations, school-linked programs and parent groups. The Network was formed to strategically determine priorities for improving outcomes in the areas of human services, health, education and juvenile justice for children and families. It also serves as a forum for coordinating existing public and private services and resources.

### Vision

All children will grow up in safe, healthy and nurturing homes, schools and communities. Their resultant sense of self-worth, along with equal access to resources, will empower children to develop their unique potential, with a strong sense of responsibility to self, culture and society.

### Mission

The KIDS's Network mission is to ensure the provision of comprehensive, collaborative community services to children, youth and families by:

- improving coordination, planning, communication and cooperation among service agencies; (A-2) \*
- identifying gaps and overlaps in services; (A-1, B-1)
- providing a forum for clarifying perceptions and expectations among and between county agencies and the community; (A-2, B-1, B-2, B-3, C-3)
- setting priorities for interagency projects; (B-1, B-3, C)
- implementing collaborative programs, public and private, to better serve children, youth and families; (C-1, C-2, C-3)
- attracting resources from both the public and private sectors to meet children, youth and families' need; (C-1, C-2) and

- actively striving for geographic, linguistic, ethnic and economic diversity in membership and in respect to all services provided by its members. (B-1)

\* Letters and numbers in parenthesis refer to **Objectives** and **Strategic Goals** on following pages.

## A. INFORMATION AND ANALYSIS

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One of the main responsibilities of the KIDS Network is to gather and disseminate to the Board of Supervisors, other policy makers, the community and KIDS members reliable information relevant to the well-being of children and families in Santa Barbara County for the purpose of strategic planning, priority setting and allocating resources. Such information may include: community assets, community needs, chronic and emerging issues, best practices research and other information requested by policy makers or required for special projects.

### Strategic Goal A-1

**DATA.** Continue to collect and analyze local data on the well-being of children and serve as a resource and referral hub for access to data regarding children and families.

#### *Strategic Actions FY08/09 and FY09/10*

- Update, maintain and promote the [www.kidsdata.org/sbc](http://www.kidsdata.org/sbc) website.
- Annually form a committee from General and Executive Memberships to analyze data and identify issues of note or concern.
- Publish a “Santa Barbara County Children’s Scorecard” that highlights selected indicators, trends and recommendations for action based on the committee’s analysis and recommendations.
- Periodically publish materials that update, support or expand upon the Children’s Scorecard and the KIDS Network focus areas.
- Explore the feasibility and desirability of researching, compiling and disseminating other types of reports of interest to the board or members. The purpose of providing these reports is to assist with priority setting and directing resources to areas of need. Such reports may include data by local jurisdictions, a children’s budget, children’s services summary, or annual report.

### Strategic Goal A-2

**DISSEMINATION AND EDUCATION.** Maintain active communication and education efforts that connect service providers, policy makers and stakeholders with data, information and resources about children and family well-being.

### *Strategic Actions FY08/09 and FY09/10*

- Maintain a KIDS Network Website with relevant publications and links.
- Schedule two presentations to the Board of Supervisors
- Regularly present to other groups regarding KIDS Network goals, activities and findings.
- Co-host conferences, training and education events with other organizations and networks promoting priorities in alignment with the KIDS Network objectives.

### **Key Projects for FY09/10**

- Compile, edit and publish the 2009 Children's Scorecard by following the existing format.
- Present document and findings to the Board of Supervisors.
- Present impact report to the Board of Supervisors.
- Promote and assist with the dissemination of the Child Abuse Prevention Summit Report.
- Assist with [www.kidsdata.org](http://www.kidsdata.org) state-wide launch.

## B. IN-NETWORK COMMUNICATION, COORDINATION AND MEETINGS

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Through its meetings and membership lists, the KIDS Network works to facilitate communication, collaboration and coordination among health, education and human services providers, in order to enhance services to children and families.

### Strategic Goal B-1

**MEETINGS.** Schedule regular meetings for Executive and General Membership for the purpose of clarifying issues, prioritizing needs, and determining Network actions for selected priorities, while ensuring that relevant members are engaged in the process.

#### *Strategic Actions FY08/09 and FY09/10*

- Schedule six (three annually) General Membership meetings that provide an opportunity for discussion of issues to be taken to the Executive Committee for action, provide updates and receive feed-back on work in progress, as well as exchange of information among members relevant to their programs and services.
- Schedule eight (four annually) Executive Committee Meetings that serve as a platform for reviewing the issues identified by the General Membership, deciding on actions, agreeing on desired collaborative outcomes and reviewing results of work in progress.
- Engage members in planning meetings, leading committees, assuming responsibility for selected focus areas and activities, and facilitating at special events.

### Strategic Goal B-2

**LINKAGES.** Maintain linkages and communication pathways among members of the KIDS Network and between the KIDS Network and other relevant organizations.

#### *Strategic Actions FY08/09 and FY09/10*

- Facilitate regular e-mail communication between meetings with relevant updates and for agenda setting purposes.
- Periodically request input or presentations with information relevant to objectives in focus areas, such as current projects or special population needs.

- Ensure a KIDS Network presence in all County-wide councils and collaboratives addressing issues relevant to children and families.

### **Strategic Goal B-3**

**COMMUNITY INPUT.** Serve as a community coordinating council for issues or funding relevant to children and families or support mandated community councils and community input processes.

#### *Strategic Actions FY08/09 and FY09/10*

- Periodically as mandated by the State Office of Child Abuse Prevention or as requested by the KIDS Network membership, establish a committee from KIDS Executive and General Membership to evaluate and strategically determine the use for the Santa Barbara County Promoting Safe and Stable Families (PSSF) allocation.
- Collaborate with Child Welfare Services and other County Departments to serve as a representative voice in state-mandated plans.

### **Key Projects for FY09/10**

- As the designated PSSF Collaborative participate in the development of the Three-Year Plan for Child Abuse and Neglect and in the resultant Request for Proposal process.
- Participate in Child Welfare Services' Self-Improvement Process.

## C. PRIORITIES FOR NETWORK ACTION

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One of the primary functions of the KIDS Network membership is to agree on cross-agency priority issues for action in the area of children's services, set corresponding goals, determine objectives and define progress measures and indicators.

### Strategic Goal C-1

**ACCESS TO HEALTH CARE.** Kids Network supports the priority of the Children's Health Initiative to promote access to health care for children by emphasizing advocacy, coordination and policy issues with a focus on outreach, enrollment, retention and utilization.

#### *Strategic Actions FY08/09 and FY09/10*

- Develop multi-agency health-related outcomes for children enrolled via CHI and related efforts (school attendance, physical activity, health management, etc.)

### Strategic Goal C-2

**FAMILY SUPPORT.** Santa Maria Valley has an integrated array of family support services, which meet the needs of its growing and changing population.

#### *Strategic Actions FY08/09 and FY09/10*

- Building on community strengths, the KIDS Network Coordinator and Executive Committee members represented in the Santa Maria Valley will develop and convene a structure (including the existing Healthy Start Collaborative) for consistent communication and coordination among programs to include county departments, relevant CBO's and schools at the executive, management and line staff levels to promote the access, expansion, and integration of services. Once this priority has been addressed, the Network will consider other geographical areas for this focus area.

### Strategic Goal C-3

**CHILDREN AT-RISK OF ENTERING THE JUVENILE JUSTICE AND DEPENDENCY SYSTEMS.** Available resources are created & coordinated effectively to the best advantage of the child.

#### *Strategic Actions FY08/09 and FY09/10*

- Continue to provide staff support to the Santa Barbara County Child Abuse Prevention Council, which includes hosting ten scheduled meetings per year and executing special projects as directed by the council.
- Identify barriers including communication among county departments and community partners and pursue solutions, such as convening groups working on similar issues or outcomes.
- Create sub-committee to enable the smooth flow of information and data among agency partners, including addressing confidentiality and utilization of Network meeting time to address communication issues.

### **Key Projects for FY09/10**

- In collaboration with the Children’s Health Initiative Santa Barbara (CHISB), facilitate the development of data collection to measure:
  - Effectiveness of efforts already in process (countywide evaluation) to health insurance coverage and utilization (HK, HF, M/C)
  - Medi-Cal enrollment
  - General Health-related outcomes for children
- Facilitate North County Summit Workgroup to address North County Capacity Building issues.
- Coordinate public outreach and education activities of the Child Abuse Prevention Council (see separate work plan).

## D. Community Support

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The KIDS Network draws attention to children and families to gather community-wide support for prioritizing the needs of children and families in Santa Barbara County.

### Strategic Goal D-1

Publicly recognize and honor children and youth.

#### *Strategic Actions FY08/09 and FY09/10*

- Annually organize and promote the “Awesome KIDS” awards and Holiday Luncheon.

### Key Projects for FY09/10

- Form 2009 committee to determine theme and winners of Awesome KIDS Awards and Holiday Luncheon December 11, 2009.