



Strategic Plan 2012

Created by the Board of Supervisors in 1991 as an advisory body on children and family issues, the KIDS Network is a countywide 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 Network's 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, 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)
- attracting resources from both the public and private sectors to meet children, youth and families' needs; (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 parentheses refer to **Objectives and Strategic Goals** on following pages.

A. INFORMATION AND ANALYSIS

One of the main responsibilities of the KIDS Network is to gather and disseminate to the Board of Supervisors, other policymakers, the community and KIDS members reliable information relevant to the well-being of children and families in Santa Barbara County for the purposes 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

- Annually present children’s well-being data to General and Executive Memberships for analysis and to 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 analysis and recommendations every other year.
- Publish a “Santa Barbara County State of the Children” report that highlights selected indicators, trends and recommendations for action based on the committee’s analysis and recommendations every other year (alternating with the Scorecard).
- Periodically publish materials that update, support or expand upon the Children’s Scorecard and the KIDS Network focus areas.
- Periodically research, compile and disseminate 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.

Strategic Goal A-2

DISSEMINATION AND EDUCATION. Maintain active communication and education efforts that connect service providers, policymakers and stakeholders with data, information and resources about the well-being of children and families.

Strategic Actions

- Disseminate and promote findings from the Children’s Scorecard and/or State of the Children report to relevant countywide collaboratives to provide information, solicit feedback and facilitate targeted action.
- Maintain a KIDS Network website with relevant publications and links.
- Schedule annual presentations to the Board of Supervisors about the Children’s Scorecard.
- Regularly present to other groups regarding KIDS Network goals, activities and findings.
- Support conferences, training and education events with other organizations and networks promoting priorities in alignment with the KIDS Network objectives.
- Design and develop resources for implementing and monitoring the “Everyone Matters” campaign in collaboration with the Adult and Aging Network.

Key Projects for 2012

- ▶ Compile, edit and publish the 2011 State of the Children report by following the existing format as determined by a grant awarded by the Lucile Packard Foundation for Children’s Health
- ▶ Establish a working list for collaboratives, taskforces and coalitions addressing children’s issues in the County of Santa Barbara
- ▶ “Everyone Matters” Campaign

B. IN-NETWORK COMMUNICATION, COORDINATION AND MEETINGS

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 purposes of clarifying issues, prioritizing needs, and determining Network actions for selected priorities, while ensuring that relevant members are engaged in the process.

Strategic Actions

- Schedule three General Membership meetings that provide an opportunity for discussion of issues to be taken to the Executive Committee for action, sharing updates and receiving feedback on work in progress, as well as the exchange of information among members relevant to their programs and services.
- Schedule four 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 work in progress.
- Engage members in planning meetings, leading committees, assuming responsibility for selected focus areas and activities, and facilitating at special events.
- Engage a geographic, linguistic, ethnic and economic diversity in membership and in respect to all services provided by member agencies.

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

- Maintain regular e-mail communication between meetings with relevant updates.
- 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 countywide 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 and support mandated community councils and community input processes.

Strategic Actions

- 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 of 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, including but not limited to the California Child & Family Services Review (AB 636).

Key Projects for 2012

- ▶ Direct the development of the Prevention Services component of the County's Self Assessment and System Improvement Plans
- ▶ Collaborate with the Fund for Santa Barbara in facilitating quarterly coordination meetings for North County teen-serving organizations

C. PRIORITIES FOR NETWORK ACTION

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. The KIDS Network continues to support with data analysis, cross-sector coordination, and advocacy countywide, multi-agency initiatives and innovations that promote access to health care for children and address oral health and mental health issues, as well as childhood obesity.

Strategic Actions

- Continue to support the Children’s Health Initiative of Santa Barbara (CHISB) by emphasizing advocacy, coordination and policy issues with a focus on outreach, enrollment, retention and utilization of public health insurance programs.
- Continue to monitor and promote positive impacts of health-related initiatives on countywide children’s outcomes including that of the Children’s Oral Health Initiative and Partners for Fit Youth.
- Continue to monitor and promote positive impacts of health care reform on children and youth in Santa Barbara County, with an emphasis on education and advocacy where appropriate.

Strategic Goal C-2

FAMILY SUPPORT. The KIDS Network will continue to support the implementation of projects, initiatives and evidence-based approaches that strengthen families and support safe and healthy communities in Santa Barbara County.

Strategic Actions

- Continue local implementation of the “Strengthening Families” (5 Protective Factors) model through the Santa Barbara County Child Abuse Prevention Council.

- Design and develop resources for implementing and monitoring the “Everyone Matters” campaign in collaboration with the Adult and Aging Network.

Strategic Goal C-3

CHILDREN AT RISK OF ENTERING THE JUVENILE JUSTICE AND DEPENDENCY SYSTEMS. The KIDS Network continues to support with data analysis, cross-sector coordination, and advocacy countywide, multi-agency initiatives and innovations that promote prevention services for children at risk of entering the juvenile justice or dependency systems.

Strategic Actions

- Continue to coordinate the Santa Barbara County Child Abuse Prevention Council as an independent entity under County government and implement programs and projects per Child Abuse Prevention Council member direction.
- Continue to support cross-system coordination and programming in child abuse and neglect prevention.
- Support countywide initiatives and monitor outcomes for children’s well-being in the area of juvenile justice.

Key Projects for 2012

- ▶ Develop a public awareness campaign for April, Child Abuse Prevention Month
- ▶ Coordinate the local implementation of “Healthy City”, a grant-funded, regional web-based data project
- ▶ “Everyone Matters” Campaign

D. Community Support

The KIDS Network draws attention to children and families to gather community 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

- Annually organize and promote the “Youth Impact Awards”

Key Projects for 2012

- ▶ Solicit nominations, oversee selection and award Youth Impact Awards