

TRAIL EARLY CHILDHOOD DEVELOPMENT TABLE

DRAFT STRATEGIC PLAN

**DEVELOPED BY
THE SUCCESS BY 6 COMMUNITY TABLE
AND
REPRESENTATIVES OF THE COMMUNITY
MAY 29, 2008**

**FACILITATED AND DOCUMENTED
BY
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**FUNDED BY THE MINISTRY OF CHILDREN & FAMILY DEVELOPMENT
THROUGH WEST KOOTENAY CHILDREN FIRST**

GREATER TRAIL EARLY CHILDHOOD DEVELOPMENT TABLE STRATEGIC PLAN

A. THE IDEAL

The participants brainstormed to describe what their community would look like as an ideal environment in which to raise a young child. The following list resulted. The **bolded** items were subsequently identified as the priorities.

- Affordable accessible child care
- Adequate supports (emotional, physical, etc.) for children requiring Supported Child Care
- Child care providers successfully recruited and retained
- Lots of healthy parents
- Parents feel supported in raising a child
- UN Agreement on children is upheld
- We put children first
- There is a nearby children's museum
- There are places to go for outings (e.g. science centre)
- **What is available for some is available for all (equal access)**
- Affordable, accessible recreation
- More emphasis on play, recreation, nature
- Eliminate child poverty
- Collaboration among service providers
- **Early screening / better communication to catch development issues early**
- Education for parents re prenatal care/health
- Youth services (e.g. Alcohol & drug education) as preventative
- Early education re dangers (e.g. P.A.R.T.Y.)
- Access to affordable housing
- **Better transportation**
- Better alternate care (e.g. Foster homes)
- **Communication re services in visual/ audio forms**
- Food security and locally grown food – healthy food / how to grow
- Support groups for parents
- Reduce court delays when children involved
- Businesses to be child friendly (e.g. play area, breast-feeding area, accessible bathroom / change table)
- Child-friendly concerts and cultural/musical events
- **Culturally-appropriate services (e.g. Aboriginal, French, Doukhobor, Italian): food, language preservation, emblems/signs**
- Cultural events, workshops
- **Better, wider communication: repeated, multi-channel, word-of-mouth, TV, hot-line, flyers in grocery bags, school newsletters, bulk mailings**
- Parenting courses, support groups, multi-generational, events
- **Parent-led strategies; e.g. parent/peer mentors**
- **Change local/community cultural values re children, child development, & parenting**
- Child-friendly built environment (e.g. better sidewalks, pathways)
- **Family-friendly centre**
- **Volunteer grand-parents**
- Volunteer drivers program
- Reduce social stratification

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B. THE CURRENT SITUATION

The participants discussed what already existed in terms of resources for young children and the related challenges.

| PERSONAL RESOURCES | LOCAL RESOURCES | CENTRAL RESOURCES |
|--|---|---|
| <ul style="list-style-type: none"> • Family • Friends • Neighbours • Baby-sitters • | <ul style="list-style-type: none"> • Day cares/ Preschools • Play Groups • Church • Schools • Parks & Playgrounds | <ul style="list-style-type: none"> • Hospital • Doctors • Public Health Nurses • Child Care Resource & Referral • Infant Development Program • Library • CBAL (Love 2 Learn, Mother Goose, Family Night Out, Ready Set Learn, etc.) • Trail FAIR Society |
| CHALLENGES/NEEDS | CHALLENGES/NEEDS | CHALLENGES/NEEDS |
| <ul style="list-style-type: none"> • Build trust • Maintaining one significant person in child's family life • Isolation | <ul style="list-style-type: none"> • Coordinated service times, especially to meet the needs of parents with more than one child | <ul style="list-style-type: none"> • More outreach • Phone help |
| IDEAS | IDEAS | IDEAS |
| <ul style="list-style-type: none"> • Cooperative arrangements (e.g. transportation, cooking) • Welcome (to child) Wagon • Growing Great Families (peer parenting program) | <ul style="list-style-type: none"> • Family Resource Centre • Block parent or similar; a special (designated) neighbour • Seniors to play a role • On-site day care (for work-places) • More local events • Pamphlet of local resources | <ul style="list-style-type: none"> • Help-line (could be connected to crisis line) • Go to where parents gather • Each service to promote other services • Child-appropriate transportation (e.g. a van) • Advocate for affordable housing • Constant, comprehensive and targeted communication |

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C. THE RESPONSIBILITY

The existing statements were as follows:

Vision Statement

The Success by 6 vision is for every person in our community to use their capacity to encourage and support families **and the community** to raise our children to meet their fullest potential.

Mission Statement

Success by 6 links communities with government and organizations to identify gaps in services for families. Success by 6 enhances early childhood development by marketing **and supporting** existing resources and the benefits of healthy choices.

The participants reviewed the vision and mission of the Table to clarify their role in addressing the issues raised.

- Need to add a reference to the Table to clarify the connection
- Mission: "SB6 enhances ECD by linking families with community resources & identify gaps... through ..."

Based on feedback from the group, a proposed revision of the statements is as follows:

Vision Statement

The vision of the **Greater Trail Success By 6 Community Table** is for all people in our community to use their capacity to encourage and support families and the community to raise our children to meet their fullest potential.

Mission Statement

The Greater Trail Success By 6 Community Table will enhance early childhood development by:

- marketing and supporting existing resources and the benefits of healthy choices
- linking families with community resources and
- identifying and addressing gaps in services for families.

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D. THE PRIORITIES

The participants reviewed the issues raised and identified those they believed were high priority for the Table.

1. Advocacy (based on Table as a neutral alliance/forum)
 - Decrease inequities (in resources for parents and children)
 - Improve transportation
 - Increase availability of affordable housing
 - Increase availability of affordable, accessible child care
 - Improve access to recreation & culturally appropriate events for young families
2. Community Engagement
 - Better use of existing events to connect parents with resources
 - Increase accessibility of existing resources; find ways to connect
 - Outreach (e.g. peer parent mentors)
 - Provide opportunity for parent-led initiatives
3. Communication
 - Within the service network and among service providers
 - Better communication regarding existing resources
 - Be open and listening to parents
 - Communicate the value of healthy child development (i.e. communication as education)
4. Development of the Table
 - Clarify, communicate the role of the Table
 - Bring others to the Table : men, business, local government, parents, range of ages (youth, seniors), school district, all parts of the community

GREATER TRAIL EARLY CHILDHOOD DEVELOPMENT GOALS AND OBJECTIVES

| D. | OUTCOME (GOAL) | OBJECTIVES | FIRST STEPS | TIMING/ RESPONSIBILITY |
|---|--|---|---|--|
| COMMUNICATION | 1. Improve the effectiveness of inter-agency communication. | a) Map the communication network | (i) Develop a list of the current communication links | <ul style="list-style-type: none"> • By September • Gail |
| | | b) Identify gaps and areas for improvement in the communication network | | |
| | | c) Develop strategies for improving communications within the network | (i) Consider “brown bag” lunch gatherings. (ii) Brainstorm strategies for “listening” to community | <ul style="list-style-type: none"> • |
| | 2. People in our community will increase their awareness of the value of Early Childhood Development | a) Determine and define key audiences for messages | (i) Draft a short list of locally relevant audiences. (ii) Include levels of government, business, key employers, voters | <ul style="list-style-type: none"> • By September • Desneiges |
| | | b) Build a “business case” to clarify the value of ECD in terms that audiences can relate to (e.g. economic impact) | (i) Gather relevant data (e.g. from UEY research) | <ul style="list-style-type: none"> • (target date) • (sponsor) |
| | TABLE DEVELOPMENT | 3. The Trail ECD Table is perceived as relevant | a) Clarify the role of the Success By 6 Community Table | (i) <i>Update vision and mission</i> (ii) <i>Draft a Terms of Reference</i> |
| b) Involve a wider cross-section of the community | | | (i) <i>Identify parts of the community that would benefit from networking with the Table (e.g. men, business, local government, parents, youth, seniors, school district)</i> | <ul style="list-style-type: none"> • (target date) • (sponsor) |
| | | | (ii) <i>Invite representatives, citing benefits</i> | <ul style="list-style-type: none"> • (target date) • (sponsor) |

GREATER TRAIL ECD GOALS AND OBJECTIVES

| D. | OUTCOME (GOAL) | OBJECTIVES | FIRST STEPS | TIMING/ RESPONSIBILITY |
|----------------------|--|--|--|---|
| COMMUNITY ENGAGEMENT | 4. Increasing participation in community events and services by families presently not engaged | a) Identify potential engagement models (consider “peer mentors” idea.) | (i) Bring a couple of existing models to the Table (ii) For example information on “Growing Great Families” | <ul style="list-style-type: none"> • By September • Jeanine |
| | | b) <i>Describe features of the required engagement model</i> | (i) consider factors such as communications, outreach, the removal of barriers to participation (“bridging barriers”) | <ul style="list-style-type: none"> • (date) • (sponsor) |
| | | c) Determine how to make better use of existing resources and strategies for connection | (i) Make use of existing community events to connect parents with resources, Silver City Days, Warfield Family Days, Rossland Snowfest | <ul style="list-style-type: none"> • |
| ADVOCACY | 5. Representatives of the Trail ECD Table will be “at the table” when issues affecting children/young families or related to child development are discussed and decided upon. | a) Identify the points of decision-making within the community; the what, where and when. | (i) Identify existing relationships between table members and other decision-making bodies. | <ul style="list-style-type: none"> • By September • Desneiges |
| | | | (ii) Identify gaps or desirable relationships between the Table and decision-making bodies | <ul style="list-style-type: none"> • By September • Table |
| | | a) <i>Table to develop positions on relevant issues (equitable access to services and recreation, better transportation, affordable child care and housing</i> | (i) <i>Establish a first priority</i> | <ul style="list-style-type: none"> • |
| | | | (ii) <i>Create a brief position paper</i> | <ul style="list-style-type: none"> • |
| | | | (iii) <i>Prepare for presentation at appropriate meetings, etc.</i> | <ul style="list-style-type: none"> • |

GREATER TRAIL ECD GOALS AND OBJECTIVES

| D. | OUTCOME (GOAL) | OBJECTIVES | FIRST STEPS | TIMING/ RESPONSIBILITY |
|------------|---|--|---|---|
| HUB/CENTRE | 6. Young families will be able to find community resources around child development and parenting | a) Develop a model that addresses the vision of a "hub" or family resource centre. | (i) Strike a task force to study this idea. | <ul style="list-style-type: none"> • By September • Julia |
| | | | (ii) Task force to consider location options (central hub; hub and satellite; distributed; other) | <ul style="list-style-type: none"> • June, 2009 • (sponsor) |