



**First 5 San Mateo County Strategic Plan
Revised Values, Guiding Principles, and Desired Outcomes**

July 22, 2024

CURRENT VALUES: <i>We believe that our work must...</i>	REVISED VALUES <i>We believe that our work must...</i>
<ol style="list-style-type: none"> 1. Support the whole child within the whole family: We understand that young children’s social, emotional, physical, and cognitive development are interdependent, and that children grow and learn within their family relationships and the larger community. 2. Build connections between the many systems that serve young children and their parents and caregivers: We recognize the importance of smooth transitions for children and families as they grow from infancy through toddlerhood and preschool, and enter elementary school. 3. Embrace the importance of fathers and male role models in the healthy development of children: We expect intentional inclusion of fathers/male role models and consideration of their needs within the structure and delivery models of family services and supports. 4. Promote positive development in infants and toddlers, and focus on prevention and early intervention: We know that 75% of a child’s brain develops before the third birthday, and that it is therefore critical to support pregnant women and to help mothers, fathers, and caregivers establish and maintain stable and loving 	<ol style="list-style-type: none"> 1. Support the whole child within the whole family. We understand that young children’s social, emotional, physical, and cognitive development are interdependent, and that children grow and learn within their family relationships and the larger community. 2. Re-envision systems that serve young children and their families to ensure equitable access and a seamless experience. We recognize the importance of smooth transitions for children and families as they grow from infancy through toddlerhood and the preschool years, and enter elementary school. 3. Embrace the importance of all caregivers in the healthy development of children. We expect intentional inclusion of all familial structures and the primary caregivers in a child’s life, with consideration of their needs within the structure and delivery models of family services and supports. 4. Include children of diverse abilities. We support the right of all children to live, grow, and learn in their communities. 5. Uplift cultural, ethnic, and linguistic diversity. We believe all

relationships with their infants and toddlers.

5. **Include children of diverse abilities:** We support the right of all children to live, grow, and learn in their communities.
6. **Respect and engage parents and families:** We acknowledge the strength of individual familial structures and cultures, and respect the desire and ability of parents to nurture their children and act as their first teachers.
7. **Honor cultural, ethnic, and linguistic diversity:** We believe that all services should be delivered in a culturally and linguistically appropriate way.
8. **Appreciate strengths:** We build upon the positive qualities of children, families, and communities in the design and delivery of programs.
9. **Enlarge community capacity:** We invest in our community's understanding of and ability to support the healthy development of all children

services should be designed, planned, and delivered to meet the needs of our county residents, in a culturally and linguistically responsive way.

6. **Believe in the strengths and resiliency of all families and cultures.** We respect the desire and ability of families to nurture their children and act as their first teachers. We build upon the positive qualities of children, families, and communities in the design and delivery of programs.
7. **Expand our collective understanding** of the critical importance of supporting and meeting the need for healthy development of all children.

CURRENT GUIDING PRINCIPLES: <i>In our work on behalf of young children, we strive to...</i>	REVISED GUIDING PRINCIPLES: <i>In our work on behalf of young children, we strive to...</i>
<ol style="list-style-type: none"> 1. Create value: Invest in approaches that add social and economic value to the landscape of supports for all children and families; and build upon, integrate, and collaborate with existing services to improve quality and provide efficient service delivery. 2. Promote equity: Ensure that all children, regardless of circumstance, have the opportunity to reach their full potential, and include families as partners in decisions that affect their service provision. 3. Foster excellence: Expect excellence and allow for innovation in the development and implementation of initiatives and programs. 4. Demonstrate effectiveness: Consider the existing evidence of impact when designing and supporting activities, and evaluate our investments to monitor results and inform continuous quality improvement. 5. Achieve sustainable change: Use Commission investments to effect long-term policy, institutional, funding, and systemic changes that extend the reach and impact of First 5 San Mateo County activities. 	<ol style="list-style-type: none"> 1. Create value. Invest in approaches that add value to the landscape of supports for all children and families; and, evaluate our strategies to ensure excellence. 2. Advance equity. Ensure all children, regardless of circumstance, have the opportunity to reach their full potential, and families are included as partners in decisions about their children. 3. Drive Progress on Prevention & Early Intervention. Promote positive social-emotional, mental, and physical development in infants and toddlers, and focus on prevention and early intervention. 4. Promote Healing. Uplift the capacity of providers, partners, and systems to be trauma-informed and promote the healing and restoration of children, families, and communities that have experienced harm. 5. Achieve Sustainability. Use Commission investments to effect long-term policy, institutional, funding, and systemic changes that extend the reach and impact of First 5 San Mateo County activities. 6. Cultivate Collaboration & Learning. Build upon and integrate with existing services to improve quality and provide efficient service delivery.

CURRENT DESIRED OUTCOMES	REVISED DESIRED OUTCOMES
<ol style="list-style-type: none"> 1. San Mateo County will give priority to young children and their families 2. Communities provide a safe and healthy environment for young children 3. Children have access to high-quality early care and education settings 4. Families feel connected to and supported by their community and able to nurture their children’s health and development 5. Children have healthy attachments to their parents and caregivers 6. Children have access to and are utilizing appropriate health care services to meet their health and developmental needs 	<p>San Mateo County: Where everyone belongs and children lead the way.</p> <ol style="list-style-type: none"> 1. San Mateo County leaders and partners fully invest in young children and their families 2. Communities provide a safe and healthy environment for young children 3. Children have timely and affordable access to high-quality early care and education settings 4. Families feel connected to and supported by their community and able to nurture their children’s health and development 5. Children have healthy relationships and stable attachments to their primary caregivers 6. Children have access to and are utilizing appropriate health care services to meet their health and developmental needs 7. Families have agency and voice to direct policies and systems that impact their children.