



Strategic Planning Session

Vision:

Children in Alameda County will have the opportunity for optimal health and well-being by promoting quality care and relationships at home, in child care and in the community.

Mission:

Develop and implement a high-quality, community-based, county-wide system of continuous prevention and early intervention services to improve environments critical to the health and well-being of young children and their families.

Goals:

1. Support optimal parenting, social and emotional health and economic self-sufficiency of families
2. Facilitate the development, behavioral health and school readiness of young children
3. Improve the overall health of young children
4. Create an integrated, coordinated system of care that maximizes existing resources and minimizes duplication of services

GUIDING PRINCIPLES

To serve our community with all its diverse needs, Every Child Counts relies on strategies that are creative, innovative and build on several guiding principles.

BEST PRACTICES

Best Practices are models and approaches that have demonstrated effectiveness through research and replication.

- Cross-discipline approaches to support the development, health, education and psychosocial needs of young children and families
- Family-focused strategies that meet the complex needs of children and those who care for them

- Accountability to measure the impact and performance of all of our programs

SYSTEMS CHANGE

To promote lasting changes in Alameda County, we focus our work on enhancing existing systems to incorporate best practices and to support sustainability of effective approaches.

- Training to disseminate best practices and increase capacity at the provider, agency and systems level
- Systems integration by linking family support services, early child care and education services, community grants and other community resources to avoid duplication and maximize resources
- Capacity building of agencies serving children 0 to 5 and their families
- Sustainability to ensure that our vision will continue as the tobacco tax revenue declines

DIVERSITY

Alameda County's children and families represent a wealth of ethnic, cultural, linguistic, economic and geographic diversity as well as diverse strengths and challenges around health, development and well-being. Every Child Counts honors and respects the diversity of families we serve through:

- Training and promotion on issues of diversity for all providers
- Linguistic, cultural and disability supports to enhance access to services
- Coordination of services for linguistic and disability needs within our community