**Our Goals**

- **Support parents and families in their important role**
  - Neighborhood Partnerships with youth, parents and existing programs to plan constructive parenting and family support activities that encourage community, provide positive learning interactions and build trust.
  - Community engagement efforts that promote family-friendly environments, letting families know they are honored/respected & supported.
  - Other ways for families to connect (e.g. Online communities).
  - Conduct asset mapping to build upon & streamline supportive family service access.

- **Improve early learning opportunities**
  - Definition of what high-quality child care looks like and marketing to stimulate demand.
  - Semi-annual need assessment.
  - Expanded consulting services to providers.
  - Expanded resources for child care providers/businesses.

- **Create a family-friendly community**
  - A local media, internet and on-the-ground campaign that highlights different families, including reality about their challenges and strengths.
  - Education pieces in the Family Forum and other publications featuring the cultural richness & strengths of our community.
  - Neighborhoods partnerships that connect the people already there and raise awareness about valuing parenting and supporting early learning.
  - Encourage creation of indoor environments for use during Winter/Summer.
  - Provide opportunities for community members to contribute in a consistent role.

**Strategies**

**Create neighborhood hubs connected to a community-wide effort that fosters relationship and trust among parents**

- Neighborhood Partnerships with youth, parents and existing programs to plan constructive parenting and family support activities that encourage community, provide positive learning interactions and build trust.
- Community engagement efforts that promote family-friendly environments, letting families know they are honored/respected & supported.
- Other ways for families to connect (e.g. Online communities).
- Conduct asset mapping to build upon & streamline supportive family service access.

**Define and increase the availability of high-quality child care in the Walla Walla Valley**

- Definition of what high-quality child care looks like and marketing to stimulate demand.
- Semi-annual need assessment.
- Expanded consulting services to providers.
- Expanded resources for child care providers/businesses.

**Develop activities that create a feeling that Walla Walla Valley parents are honored/respected and supported in their important role**

- A local media, internet and on-the-ground campaign that highlights different families, including reality about their challenges and strengths.
- Education pieces in the Family Forum and other publications featuring the cultural richness & strengths of our community.
- Neighborhoods partnerships that connect the people already there and raise awareness about valuing parenting and supporting early learning.
- Encourage creation of indoor environments for use during Winter/Summer.
- Provide opportunities for community members to contribute in a consistent role.

**Success Measures**

- % of children fully ready
- % of neighborhoods with hubs established
- % of Families with 90% of Family Strengths
- # of online participants
- # of family service eligibility processes
- % of parents confident in their ability to support their child's development & learning

**System Outcomes**

- We have adopted a framework for developing strong families and ready children.
- We reach families where they are.
- Neighborhood-level parenting supports are available and easy to use.

- Developmental screening is improved and standardized.
- Customized resources are available.
- Sustainable high-quality programs are expanded.
- Professional development systems are affordable.

- Walla Walla demonstrates it is an inclusive community.
- Services are relevant and accessible.
- Funding is strengthened and coordinated.
- Effective programs have increased.

**Community Outcomes**

- Parents/Families succeed:
  - Parent ability, effectiveness and confidence are acknowledged and bolstered.
  - Support networks and community resources for parents increase.
  - Families/parents engage in helpful services.
  - Pre-parenting/coping skills & effective decision-making are enhanced.

- Children's development & learning are on track:
  - Home experiences are nurturing & engaging.
  - Children experiencing disabilities are supported.
  - Child aggressive behaviors are reduced.

- Availability & quality of early learning programs increases:
  - Needed care is available and high-quality.
  - Degree attainment increases.
  - Professional expertise in multiple areas increases (special needs, parental differences, social-emotional learning, etc.)

- Community understanding increases:
  - Awareness of the impact of early brain development, early experience, and adult-child interaction.
  - Early learning professionals are valued & revered.
  - Parents are honored and supported in their role.