

# Great Start Macomb



# Action Agenda

**Year One  
FY2010**

## Early Care and Education

**Goal 1: All families with young children will have knowledge of and access to, affordable quality child care, education and early learning experiences.**

**Strategy A: Increase awareness about quality child care, early education, learning experiences and access to programs.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Market available resources to the community through the Great Start website, traditional and non-traditional venues such as beauty salons, grocery stores, real-estate offices and sports centers.	Staff time Display racks Mileage	GSC	Year 1-3	Resources are distributed at traditional and non-traditional venues, a record of locations will be recorded.
2. Have existing information on programs and services translated in a variety of languages.	Staff time Translator fees Software costs (to print various languages)	GSC	Year 3	Resources materials are available in various languages
3. Increasing early literacy opportunities, events, activities and resources in the county to promote the importance of early literacy.	Staff time Collaboration with events and activities	GSC GPM MLP Libraries	Year 1-3	Increased early literacy opportunities for families with young children birth -5.
4. Coordinate with Early On, Great Parents Macomb and the Macomb County Head Start to expand the content in the Guide to Fun for Families to include information on the supports and services available and qualification information.	Staff time Printing cost Mailing cost	GTFFF Committee and GSC	Year 1	GTFFF is expanded to include resources and is distributed throughout

				Macomb County
5. Coordinate and update county information (Early Care and Education, Family Support, Parent Leadership, Pediatric and Family Health, Social and Emotional Health) with resource and referral sources which include; Great Parents toll-free line, 211, The Right Connection.	Staff time Training Resource guide	GSC GSRRC 211 Great Parents	Year 2-3	211 and Great Parent Resource line staff are informed of resources available and how to access services in Macomb County.
6. Ensure resource materials are continued in print and disseminated through out the county. (The Right Connection, Directory of Children Services and the Parent Help Card).	Staff time Printing cost	GSC	Year 1-3	Resources materials are in print and disseminated throughout the county
7. Coordinate with MSU-E, Early-On, Great Parents and the Macomb County Health Department to continue to print and distribute the “Baby Book” publication for new parents.	Staff time Printing Postage Mailing materials	GSC, MSU-E, Early-On, Great Parents	Year 1-3	Baby books are mailed to homes of newborn in Macomb County
Strategy B: Promote and support the Regional Resource Center				
Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Participate in the regional Great Start Regional Resource Center (GSRRC) planning committee to support and assist in the implementation.	Staff time	GSC coordinator and GSRRC director	Year 1	GSC Coordinator’s attendance at

				planning meetings
2. Ensure the leadership of the GSRRC is strongly connected to the Great Start Collaborative.	Staff time	GSC Coordinator and GSRRC Director	Year 1	GSRRC Director's attendance at GS meetings and reports as needed
3. Provide strong connection to new system through the Great Start Collaborative.	Staff time	GSC	Year 1-3	Link on GS website, information shared at collaborative meetings
<b>Strategy C: Expanded early learning opportunities for children birth through age 4 based on gaps identified in the county.</b>				
<b>Actions:</b>	<b>Resources Needed</b>	<b>Roles Responsibilities</b>	<b>Target Dates</b>	<b>Progress Measured</b>
1. Expand playgroups where needed and offer universal play groups throughout Macomb County for parents and children birth through age 4 with a focus on: children living in foster care; or being raised by someone other than biological parent; or children living in a household that speaks English as a second language.	Staff time Space Program materials	GSC	Year 1-3	Universal playgroups available
2. Expand early learning opportunities identified for children birth through 4 years old.	Staff time Project funding	GSC GPM	Year 3	Programs expand
<b>Strategy D: Increase ease to access preschool especially for the most vulnerable.</b>				
<b>Actions:</b>	<b>Resources Needed</b>	<b>Roles Responsibilities</b>	<b>Target Dates</b>	<b>Progress Measured</b>
1. Collaborate with Head Start and the Great Start Readiness Programs to support joint recruitment and enrollment.	Staff time	GSC	Year 1-3	Meetings attended and documented
2. Joint intake form created and used by GSRP, Head Start and	Staff time	GSC coordinator,	Year 1	Joint forms

Great Parents programs		GSRP members, Head Start Director		created and posted on GS website
3. Joint recruitment flyer created and distributed through out county with one contact number.	Staff time Printing cost	GSC coordinator, GSRP members, Head Start Director	Year 1	Joint enrollment flyer created and distributed
4. Intake data base created and used to ensure most vulnerable children have access preschool.	Staff time Database	MISD Technology Department	Year 2	Database create
5. Joint recruitment and enrollment events held in 6 regions of the county.	Staff time Event materials and activities	GSC coordinator, GSRP members, Head Start Director	Year 3	Joint
Strategy E: Improve the transition for young children from an early learning program to kindergarten.				
Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Link together early care and education and K-12 education to align education programs and practices across early learning and the early grades in order to create a continuous pathway of teaching and learning experiences from early education through early elementary.	Staff time	GSC	Year 1	Links are established and meetings are documented with early care and early elementary leaders.
2. Coordinate early elementary school teachers and early childhood educators for joint professional development.	Staff time PD funds	GSC and elementary schools	Year 2	Joint professional development will be offered and documented
3. Provide opportunities and experiences to familiarize children and	Staff time	GSC and	Year 1	Opportunities and

families with new settings, expectations and relationships. (School Readiness Fair including a Mobile Dentist, Health Department, send home packet etc.)	Project funds	elementary schools		experiences will be offered and documented
<b>Goal 2: Young children with developmental delays or disabilities are identified early and receive the intervention they need to develop to their highest potential.</b>				
<b>Strategy A: Increase awareness of milestones, developmental delays, disabilities and the importance of early intervention.</b>				
<b>Actions:</b>	<b>Resources Needed</b>	<b>Roles Responsibilities</b>	<b>Target Dates</b>	<b>Progress Measured</b>
1. Support the outreach and promotion of Macomb Early On	Staff time Outreach and promotion materials	GSC Coordinator Volunteers Early On Coordinator/staff	Year 1-3	Early On materials are included in GS outreach materials
2. Distribute resource information specific to developmental stages and available services especially among high risk populations (substance abuse treatment programs, parolees, those on probation, economically disadvantaged communities, low literate families, ESL families etc.).	Staff time Volunteer time Resource information in a variety of languages Display racks	GSC	Year 2	Documented locations of resource display racks or presentation is possible
<b>Strategy B: Increase the number of children receiving developmental screenings and connect families to needed services.</b>				
<b>Actions:</b>	<b>Resources Needed</b>	<b>Roles Responsibilities</b>	<b>Target Dates</b>	<b>Progress Measured</b>
1. Support and distribute Ages and Stages developmental screenings to providers, services agencies, libraries, shelters and parenting organizations.	Staff time Agency, providers and organization time Screening tool	GSC	Year 2	Documentation of number of Providers, service agencies and parenting

				organizations providing screenings
2. Strengthen the connection between pediatricians and early care professionals to identify and refer families for developmental assessments.	Staff and agency time, mailings	Early-On		
<b>Goal 3: Early care professionals and caregivers have access to community resources, developmental information and affordable professional development opportunities.</b>				
<b>Strategy A: Build awareness of resources, developmental information and affordable professional development opportunities.</b>				
<b>Actions:</b>	<b>Resources Needed</b>	<b>Roles Responsibilities</b>	<b>Target Dates</b>	<b>Progress Measured</b>
1. Explore possibility of coordinating with local colleges to include information on community resources in early care and education classes.	Staff time College professor/instructor time	GSC and GSC Coordinator	Year 2	Documentation of resources included in class outline
2. Coordinate with Children’s Resource Network to present community resources yearly with the intent the information will be shared by CRN member in local district or staff meeting.	Staff time Resource guide “The Right Connection and Guide to Fun for Families”	GSC Coordinator	Year 2	Document presentation occurred
3. Coordinate with GSRRC to offer workshop on how to access community resources to family, friend, neighbor and licensed child care providers.	Staff time GSRRC staff time Workshop materials	GSC Coordinator and GSRRC	Year 1-3	Document training occurred
4. Update Great Start website to list professional development	Staff time	GSC Coordinator	Year 1-3	Website is

opportunities.				updated with professional development opportunities
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**Strategy B: Early care professionals and caregivers have access to affordable professional development opportunities.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Explore possibilities to collaborate with agencies, organizations to offer early care professionals and caregivers professional development opportunities.	Staff time Agency, organization time	GSC	Year 2	Professional development opportunities provided
2. Explore possibility of coordinate with local colleges to offer affordable professional development for early care and education providers in the community.	Staff time College professor/instructors time Professional development materials	GSC	Year 3	Professional development opportunities available with affordable fees.

**Goal 4: Raise community awareness of the importance of quality early care and child development to later success in school and in life**

**Strategy A: Ensure Community coverage and attention to early childhood events, issues and activities.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Through the GSC Communication plan ensure media coverage and attention to early childhood events, issues and activities	Staff time	GS Communication Committee	Year 1-3	Early childhood issues, events and activities are in the media and documented

2. Continue to add and upgrade the Great Start website with information and resources related to the importance of early childhood.	Staff time	GS Staff	Year 1-3	Updates posted on website
3. Establish a PC volunteer core to attend a variety of community and education events and bring the awareness of the importance of quality care and education and the impact it has on later success in school and in life.	Staff time Volunteer time Database Outreach materials	GS Staff	Year 1	Volunteer core exists and is active in the community
4. Informal training and mentoring for volunteers participating in community awareness work through out the county.	Staff time Volunteer time Resource Guide “The Right Connection”	GS Staff C&YSC	Year 1	Document training occurred
5. Support and collaborate with Great Parents Macomb to host the Month of the Young Child Community Breakfast ensuring a strong message on the importance of the first five years and it’s relation to later workforce development.	Staff time Funds for event	GS Coordinator	Year 1-3	Event is held
<b>Strategy B: Outreach to policy makers, businesses and service organizations</b>				
<b>Actions:</b>	<b>Resources Needed</b>	<b>Roles Responsibilities</b>	<b>Target Dates</b>	<b>Progress Measured</b>
1. Establish a strong relationship with legislators, county chambers, businesses and service organizations. (Kiwanis, Rotary Club)	GSC and GS staff time and effort	GS Executive Committee	Year 1-2	Presence at coffee hours, meetings and events
2. Present the GSC at county chamber and service organizations yearly.	GSC staff time Presentation materials	GSC	Year 1-3	Presentations held

3. Expand the engagement of 4 businesses and/or service organizations per year.	Staff time Information display unit with outreach information	GS Executive Committee	Year 1	Four additional business and/or service organizations are engaged with the Great Start Collaborative.
4. Hold an annual policy maker, business, service organization outreach event designed to educate and engage participants.	Staff time Funds for event	GSC	Year 1-3	Event is held
5. Offer an opportunity for invited participants to tour and visit local early childhood programs.	Staff time Agency and organization's time	GSC Coordinator and GSC	Year 1	Tours taken by officials

## Family Support

**Goal 1: All families with young children will have the knowledge, skills and resources at hand to improve their safety, economic security and quality of life.**

**Strategy A: We will increase awareness and outreach efforts to assure that families and young children are apprised of important information and understand what resources are available and how to access them.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Create a comprehensive communication and outreach action plan that include multi-faceted tactics, which are designed to reach the diverse types of families in the community.	Staff time	GS Communication Committee	Year 1-3	Communication and outreach plan is updated
2. Provide information for all families on transportation services available, affordable housing, career prep, job development, literacy skills, and military resources to improve their quality of life.	Staff time Resource guide and Guide to Fun for Families	GSC	Year 1-3	Resources that include family support are disseminated through out the county – Documentation is on file
3. Communication efforts will be increased to meet the needs identified in the community (i.e. foreclosures on the rise, information on supports and services to deal with or avoid foreclosure will be focused upon)	Staff time Communication cost	GSC GS Communication Committee	Year 1-3	Increased Communication efforts are matched with needs identified

**Strategy B: Identify gaps in services to better address families in need.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Survey parents to determine interest, needs, and means with a focus on military, transients, ethnic, economically disadvantaged and single parent families.	Staff time Survey	GSC	Year 2	Parents are surveyed, compiled results are reported
2. Provide outreach efforts to reach gaps identified. (ie military, transients, ethnic, economically disadvantaged and single parent families).	Staff time Outreach materials	GSC	Year 3	Outreach efforts are offered where gaps were identified

3. Support a community based mentorship initiative. For example, faith based organization to one head start classroom.	Staff time Organization time and volunteers	GSC GPM Faith Based Organization	Year 2	Mentorship's are organized and actively helping parents and/or children
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Strategy C: Expanded workshops and learning opportunities to improve quality of life for families with young children.

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Support Department of Human Services to ensure parents at risk of losing their children to foster care have the supports they need to make the necessary changes to ensure a safe, nurturing environment.	Staff time DHS Foster Care Cost for supports needed	GSC DHS	Year 1-3	Supports are provided for families at risk of losing their children
2. Collaborate with MSU-E to offer additional finance and nutritional learning opportunities.	Staff time MSU-E Staff Funds for Finance and nutrition learning opportunities materials	GSC MSU-E	Year 1-3	Additional learning opportunities are offered throughout county

Goal 2: The GSC will collaborate with agencies, organizations and school personnel to increase the number of young parents with a high school diploma or equivalent.

Strategy: Collaborate with agencies, organizations and school personnel to determine how the GSC can encourage higher graduation rates.

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Educate families and young people of the resources and supports available with a focus on areas of greatest need.	Staff time Outreach Materials MIWorks Staff	GSC School Districts/schools with greatest	Year 2	Families and young people are given resources and support

		need MIWorks		
2. Work with truancy programs to encourage teen mothers to stay in school.	Staff time Truancy materials	GSC Juvenile Justice School personnel MIWorks	Year 3	An increase in teen mothers completing high school or equivalent

## Local Early Childhood System Infrastructure

**Goal 1: Sustain an effective, inclusive and collaborative governance structure that enables Great Start Macomb to support an early care and education system working towards the Great Start Collaborative's vision.**

**Strategy A: The GSC is a diverse group of community leaders that represent both the public and private sectors and includes parents.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Membership of the GSC-Macomb will include community leaders that represent the diverse community from both public and private sectors.	GSC Members Time Funds, staff and resources	GSC Executive Committee, Parent and collaborative Coordinator,	Year 1-3	Membership includes diverse required community leaders
2. Parents of children under 12 that represent the diversity of Macomb County will represent 20% of the membership.	Parents of children 12 and under time	GS Parent Coordinator	Year 1-3	20% of the membership will be parents of children under 12
3. GSC-M membership will reflect the demographic diversity of Macomb County (racial, ethnic, socioeconomic etc.).	GSC Members Time Funds, staff and resources	GSC Executive Committee, and collaborative Coordinator	Year 1-3	Membership includes diverse community leaders and parents
4. A membership roster will be maintained at all times and posted on the Great Start Macomb website.	GSC Members Time	GSC Coordinator	Year 1-3	Membership roster is posted on GS website

**Strategy B: Members are fully engaged in the GSC work and involved in decision making.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. GSC-M membership engagement will increase by members who have not served in a leadership role will serve on the executive committee or work group.	GSC Members Time inkind/cash resources survey	GSC	Year 1-3	Members who have not served in a leadership role

	Leadership learning opportunities			serving in leadership roles
2. Members will contribute in-kind or cash resources towards the GSC and early childhood work.	GSC Members Funds In-kind	GSC	Year 1-3	Documentation of members contributing in-kind or cash resources
3. A Survey will be developed to determine current contribution in-kind and or cash resources towards the GSC and early childhood.	GSC Members Time Survey Funds In-kind	GSC Denise Dorsz	Year 1-3	Survey complete and on file.
4. The MISD superintendent or Chief Academic Officer will attend, be actively engaged and support the GSC by regularly attending GSC meetings	Staff time	Dr. Judy Pritchett	Year 1-3	Documented attendance
5. The MISD business office and Chief Academic Officer will ensure processing will not inhibit the implementation of the GSC Scope of work.	Staff time	Dr. Judy Pritchett and Business Office	Year 1-3	Process will not inhibit implementation
6. Executive level members will attend at least 2 meetings per year.	Staff time	GSC Executive Committee	Year 1-3	Documented attendance
7. Information from meetings is shared with each represented agency/organization or group on the collaborative.	GSC Members Time Email	GSC member	Year 1-3	Communication distribution list updated and utilized by members
Strategy C: The Great Start Collaborative work is reflective of parents and young children's needs				

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. GSC will look at community needs assessment and strategic plan to ensure parents and children's needs are reflective.	Needs assessment Strategic plan GSC Members Time	Executive Committee	Year 1-3	Parents needs are reflected in strategic plan based on needs assessment
2. GSC parent members will share the voice from parents on the PC collected through community presentations.	Parents time	Parent Coordinators	Year 1-3	Parents speak on behalf of many parents through collected "voices" from community presentations
3. Parents will be surveyed at outreach events and community presentations when possible.	Staff time Survey Printing cost Pens	GSPC parent coordinators and members	Year 1-3	Surveys collected and analyzed
Strategy D: The GSC structure provides the framework for efficiently and effectively accomplishing the work.				
Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. The GSC-M will review and approve the operating guidelines annually.	GSC Members Time	Executive Committee	Year 1-3	Approval documented in meeting minutes
2. An Ad-hoc committee will be created to update the operating guidelines for approval annually in August.	GSC Members Time Copies of	Executive Committee	Year 1-3	Adhoc committee created and documented in

	operating guidelines			minutes
Strategy E: The GSC acts on the findings of the GSC annual assessment of functioning.				
Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. GSC-M will use the Fieldstone Alliance Wilder Survey collaborative assessment tool to measure annual growth.	GSC Members Time Internet access Fieldstone Alliance assessment tool	GSC members	Year 1-3	GSC members take assessment
2. Email link to survey will be sent to all active collaborative members to participate in the online assessment.	GSC Members Time Internet/email access	GSC Coordinator	Year 1-3	Sent Email documentation
3. Improvement in one or more functions will be identified and focused upon.	GSC Members Time	GSC Executive Committee	Year 1-3	Written documentation in meeting minutes

## Parent Leadership

**Goal 1: All parents and caregivers of young children will have access to information and learning opportunities related to the vital role they play in children’s development.**

Strategy A: Increase awareness of the benefits of parent education county wide.

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Create and implement a campaign plan stressing the benefits of parent education which include traditional and non-traditional tactics that address needs of a diverse population	Staff time Campaign materials	GSC	Year 3	Campaign is created and implemented
2. Hold community events to build awareness, share information, and allow for outreach efforts.	Staff time Community Events cost	GSC, GPM	Year 1-3	Community events are held and outreach efforts are documented
3. Implement a social media plan that enhances grassroots awareness and outreach.	Staff time Internet/social media connection	GSC Communication Committee	Year 1-3	Social Media plan in place and implemented

Strategy B: Assure that offered learning opportunities include options to increase affordability and accessibility for parents and caregivers.

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Eliminate parent’s child care and transportation barriers to allow and encourage parent and caregiver to attend learning opportunities.	Staff time Space for learning opportunities	GSC GPM CARE	Year 3	Parenting classes are offered “free” or with a sliding fee at various locations in MC with child care provided

2. Expand existing relationship with Macomb County Libraries; explore opportunities to offer parenting learning opportunities.	Staff time Parenting learning opportunities fees	GSC Coordinator Children's librarian's	Year 1	MC libraries are engaged in the work of GS – Programs are expanded
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**Goal 2: The Parent Coalition will increase membership to reflect the diversity of Macomb County and will advocate for the needs of all young children.**

**Strategy A: Increase Parent Coalition membership to reflect the diversity of Macomb County including ethnic diversity, economically disadvantaged, grandparent or other relative raising child and geographic location.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. The Great Start Parent Coalition recruitment strategy will increase Parent Coalition membership by 20%.	Staff time Outreach materials	GS Staff	Year 1	PC membership is increased by 20%
2. The Great Start Parent Coalition will build deeper connections among members.	Staff time “celebrations” fund	GS staff	Year 1-3	Members are active and engaged
3. Expand social networking to support Parent Coalition members and engage electronic members.	Staff time Internet	GS staff GSC	Year 1-3	“friends” and “followers” are increased social network is updated and active group

**Strategy B: Increase early childhood advocates through leadership and advocacy learning opportunities.**

1. Collaborate with Early On and Head Start to use a variety of communication tools to ensure families know their rights and how to advocate for their children including a resource list of supports and	Staff time Resource materials	GSC coordinator Early On Head Start	Year 2-3	Collaboration exists between GS, Early On and
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services available in the county to empower parent advocacy for their own child.				Head Start to ensure families know their rights.  A resource list will be available
2. Identify leadership and advocacy skills needed by PC members.	Staff time volunteer time Survey Leadership and advocacy learning opportunities/tools	GS Staff	Year 1	Survey is created and compiled.
3. Offer learning opportunity/tools to all parents of young children in Macomb County.	Speaker, learning materials,	GS Staff	Year 2	Leadership and advocacy learning opportunities/tools are offered.
3. Collaborate with local and statewide parent leadership groups and organizations to maximize learning opportunities.	Staff time	GS Staff	Year 1-3	Meetings are attended, collaboration exists between local and statewide parent leadership groups
4. Provide informal networking opportunities	Staff time Space Refreshments	GSC	Year 2-3	Informal networking opportunities are available
5. Host elected official panel to help ease parents resistance to communicate with their elected officials.	Staff time Elected official's time	GS Staff	Year 1-3	Event is held and documented

	Space Thank you token for panelist			
6. Increase awareness to advocacy issues including Fetal Alcohol Syndrome, funding, health and others identify by the state, Great Start Collaborative or Parent Coalition.	Staff time Presenter time PC members volunteer time	GS Staff and presenter based on topic	Year 1-3	Awareness presentations are held at PC meetings, email updates are sent website updated

## Pediatric and Family Health

**Goal 1: All pregnant women and children birth to five years of age will have an accessible, affordable medical home (primary care provider), providing comprehensive physical exams, oral health and preventative care.**

**Strategy A: Increase knowledge of and access to free and low cost health insurance coverage for pregnant women and young children in MC.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Develop and implement a campaign to reach families with young children in high risk communities and places. Include the importance of early prenatal care.	Staff time Campaign costs	GSC Health Department	Year 3	Campaign is developed and implemented
2. Educate providers and volunteers on free and low cost health care options and how to complete application for services.	Staff time Volunteer/providers time MI Child and Medicaid applications	GS Staff Health Department DHS	Year 2	Training documented

**Strategy B: Increase knowledge and access free or low cost dental health care.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Collaborate with the dental society to disseminate free dental clinic information for children in Macomb County.	Staff time Dental Society's collaboration	GSC Coordinator Dental society	Year 1-3	Information on free dental clinics is posted on the website and shared throughout the county
2. Provide dental health information and resources.	Staff time Dental health information and resources	GSC Coordinator MC Head Start	Year 2-3	Dental health information and resources are distributed

**Goal 2: Reduce infant mortality with a focus on eliminating racial disparities.**

**Strategy:** Establish a link and support the work of the Fetal Infant Mortality Review Team.

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. The GSC will connect with the Fetal Infant Mortality Review Team to explore developing and implementing a campaign to reach women in high risk communities to give them knowledge to access prenatal care.	Staff Time FIMRT Campaign cost	GSC Coordinator MISD Health Consultant Health Department FIMRT	Year 1-3	Campaign is developed and implemented
2. Connections will be made with minority community leaders to disseminate information on SIDS, the back to sleep campaign and other health and safety information.	Staff time Minority leaders time	GSC Health Department	Year 2-3	Connection are established and documented with minority community leaders

**Goal 3: Increase awareness and knowledge of the effects of drugs and/or alcohol use on fetal and child development and the importance of early intervention.**

**Strategy:** Collaborate with FAS organization to increase the awareness of the effects of drugs and alcohol use during pregnancy, while breastfeeding and the effects on child development as well as the importance of assessment and early intervention.

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Increase Fetal Alcohol Syndrome awareness through community outreach events and presentations.	Staff time FAS Staff time and presentation materials Outreach materials	FAS GSC	Year 1	Presentation are held for parents and early care professionals, outreach

				materials are made available at outreach events through out the county
2. Collaborate with agencies and organizations to provide Fetal Alcohol Syndrome screening for young children in foster care.	Staff time Screening materials And training Foster care parents	GSC Foster Care Staff DHS	Year 1-3	FAS screenings are provided for young children in Foster care
3. Collaborate with agencies and organizations to provide drug assessments, treatment and follow up for all parents of young children especially those in the child welfare system.	Staff time Drug assessment, treatment and follow up costs	GSC CARE DHS	Year 1- 3	Parent of young children are provided drug assessment, treatment and follow up

## Social and Emotional Health

**Goal 1: Parents and caregivers are aware of the social and emotional needs that impact a child birth to age five and know what resources and services are available.**

**Strategy A: Create and implement an awareness and education/outreach campaign to build awareness and to increase the understanding of the social and emotional needs including those of parents/guardians that impact a child birth to 5 and the resources/services that are available**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Create and implement a broad marketing campaign which would promote the importance of social-emotional health on school readiness.	Staff time Marketing costs	GSC Community Mental Health	Year 2	Marketing campaign is created and implemented
2. Market available resources and services in traditional and non-traditional venues such as beauty salons, grocery stores, real-estate offices and sports centers.	Staff time Display rack Resource materials	GSC Community Mental Health GSPC	Year 1	Resources are distributed at traditional and non-traditional venues
3. Identify traditional and non-traditional outlets to conduct training/education, explore possibilities of offering learning opportunities.	Staff time Education outlets Education costs Printed information	GSC Community Mental Health	Year 1	Social and emotional education is taking place in identified outlets
4. Create a base of volunteers (advocates) from the Parent Coalition to outreach in areas such as faith based organization, schools and doctor's offices.	Staff time Volunteers Training Outreach materials	GS Staff GSPC Community Mental Health	Year 2-3	Outreach efforts are taking place and documented

**Goal 2: Social-emotional and mental health screenings and services are available to all children birth through age five and those expecting or in a parenting role in Macomb County.**

**Strategy A: Increase the number of young children receiving social emotional health screenings.**

Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Support early social-emotional screenings to physicians and community partners through outreach and/or distribution of Ages and Stages Social-Emotional (ASQ-SE) screenings.	Staff time Volunteer time Resource information in a variety of languages Funding for screening tool Display racks	GSC Community Mental Health CCEP	Year 2	Documented locations of resource display racks or presentation is possible

**Strategy B: Increase the number of parents of young children receiving depression screenings.**

1. Outreach to physicians to promote depression screenings during pregnancy, including pre and post-natal visits.	Resources Staff time Screening tool	Community Mental Health	Year 2	Log of physician contacts is kept, an increase in depression screenings are being administered.
2. Outreach to physicians to promote depression screenings to adults in a parenting role for children birth to age 5).	Resources Staff time Screening tool	Community Mental Health	Year 3	Log of physician contacts is kept, an increase in depression screenings are

				being administered.
Strategy C: Increase services in the county for children birth through age five with social emotional needs.				
Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Assess service delivery; identify gaps in access to screenings and services.	Staff time Survey	GSC Community Mental Health CCEP	Year 1	Assessment completed, results compiled, gaps identified
2. Determine how to fill the gaps identified (i.e. policy change, funding and expansion of guidelines).	Staff time	GSC Community Mental Health CCEP	Year 2	Gaps addressed, plan to fill the gaps initiated
Goal 3: Parents and caregivers have access to and knowledge of opportunities to build the skills needed to enhance children's social-emotional development, especially if the child is at risk of, or involved with the child welfare system (foster care).				
Strategy A: Link parents and caregivers with education and resources specific to their needs				
Actions:	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Utilize 211 and the Macomb County Crisis line to screen and assist parents and caregivers where education and resources are available to fit their needs	211 211 database updated with current CMH information Crisis Staff	GSRRC 211 Community Mental Health CCEP Crisis Staff	Year 1-3	211 and the Macomb County crisis line, screen and assists parents and caregivers of education and

				resources in the county.
2. Establish a PC volunteer core to attend a variety of community and education events to help parents connect with the resources that fit their needs and bring the awareness of the importance of social and emotional health and the impact it has on later success in school and in life.	Staff time PC volunteers Outreach materials and resources	GS Staff GSPC Community Mental Health CCEP	Year 1-3	Training and outreach is documented
2. Link to support networks and provide social-emotional resources to networks for families with specific issues (i.e. Autism Society, Children and Adults with attention deficit disorder (CHADD), ARC Services of Macomb, Fetal Alcohol Spectrum Disorder)	Staff time CMH staff time Resource costs	GS staff CMH staff Support networks	Year 2-3	GSPC is connected through a member of support networks in the community
Strategy B: Provide training to parents, caregivers, and community stakeholders to increase their awareness of social emotional needs especially for those that are at risk.				
Actions	Resources Needed	Roles Responsibilities	Target Dates	Progress Measured
1. Identify current educational opportunities for social emotional health.	Staff time CMH staff time	GSC Community Mental Health CCEP	Year 1	Current training opportunities are listed and needs are determined
2. Determine gaps/needs in social emotional educational opportunities.	Staff time CMH staff time	GSC Community Mental Health CCEP	Year 1	Gaps have been identified
3. Fill gaps/needs identified in educational opportunities for social	Staff time	GSC	Year 2	Education

emotional health.	Infant mental health time Presenter fees	Community Mental Health CCEP		opportunities are offered
4. Assure access to training for parents/caregivers and community stakeholders (i.e. transportation, flexible time, child care)	Staff time Transportation Child care	GSC Community Mental Health CCEP	Year 3	Child Care and transportation are made available
<b>Strategy C: Increase the support and resources available for parents and caregivers to meet the social-emotional needs of children birth to 5.</b>				
<b>Actions</b>	<b>Resources Needed</b>	<b>Roles Responsibilities</b>	<b>Target Dates</b>	<b>Progress Measured</b>
1. Meet with potential community partners to explore the possibility of establishing alternative programs for children with adjustment disorders and other social or emotional needs.	Staff time Funds for alternative programs	GSC Community Mental Health Community partners CCEP	Year 2	Meetings will be documented
2. Support a community based mentorship program to support at risk families.	Staff time Program support costs	GSC Parent Mentor Program Community Mental Health CCEP	Year 1	A parent mentor program is supported and at risk families are receiving support.
3. Increase capacity of CCEP mental health consultation to ensure child care providers including family, friend and neighbor providers will have access to mental health consultation with regard to their child care environment and the children in their care.	CCEP staff time Resources	Community Mental Health	Year 2	An increase in the number of children birth through age 5 that are in child care are referred for mental health services.

4. Increase social-emotional resource material available for distribution in the county.	Cost of resources	CMH	Year 2	Social-Emotional resources are available for distribution in the county.
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