



FIRST 5 LA 2024 - 2029 STRATEGIC PLAN INITIATIVES AND TACTICS

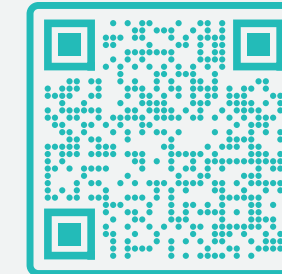
Bringing Vision to Action: Creating a Brighter Future for Every Child in L.A. County





Acknowledgments

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As First 5 LA works in partnership to make the vision of our 2024-2029 Strategic Plan a reality for every child in L.A. County, we acknowledge the contributions that have helped shape the actions we will take to create meaningful, long-lasting change for our youngest children. These collective efforts have helped shape how First 5 LA organizes and communicates our shared work, rooted in partnerships and the strengths of our current collaborations. We are grateful for the guidance and insights of our board of commissioners, partners, community members and system and policy leaders. We share appreciations to the dedicated First 5 LA team and our consultants for leading the critical engagement work.

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A letter from our President and CEO

Dear Partners,

Every child holds incredible potential, and together, we have the opportunity to champion their growth and success. With First 5 LA's 2024-2029 Strategic Plan, we're setting ambitious goals to build a bright foundation for Los Angeles County's youngest children. Join us in the journey to support their well-being, lifelong learning and limitless possibilities.

Creating lasting change for children and families requires that we ground our work in a holistic approach that addresses immediate needs and tackles the deep-seated barriers that create inequities. At First 5 LA, we are committed to uplifting the voices of L.A. County's richly diverse communities across geography, economics, and racial and ethnic background. We embrace a collaborative approach by working with public agencies, non-profits, philanthropy and communities to support an inclusive future that reflects the strengths and dreams of every child and family in L.A. County.

For 25 years, First 5 LA has championed children and their needs during the critical first five years of life, advocating

for safe, stable and nurturing relationships and environments that help build a strong foundation for lifelong well-being. Looking ahead to the next quarter century, we're excited to work even more closely with partners to advance regional, economic and racial justice by leveraging opportunities that uplift every child and family. Together, we can thoughtfully honor the rich diversity of family structures, cultures, identities and abilities across L.A. County, leveraging these tremendous assets to build a future where every child has the support they need to thrive.

We are deeply grateful for the insight and guidance of our board, partners and community, whose contributions have helped move our 2024-2029 Strategic Plan from vision to action. Phase one focused on engaging the community in a process centered on equity, honoring the strengths, insights and leadership of those with lived expertise as essential in shaping our work. Based on the invaluable input from our community and partners, we have developed four key

initiatives that will guide our actions in year two of the strategic plan, turning our shared vision into impactful change. Thank you for the important work you do every day. By aligning our expertise and commitment, we can ensure that every child has the opportunity to thrive.

Sincerely,
Karla Pleitéz Howell



President and Chief Executive Officer



Introduction



Building a Brighter Future Together for Every Child in L.A. County

Imagine the impact that the largest county in the country can make for our youngest children if we come together to change their future. First 5 LA is working as a partner committed to L.A. County's potential to shine as a region that prioritizes what it will take for every child to be born healthy and thrive in a nurturing, safe and loving community. The foundations we build for our youngest citizens today will uphold all leaders of tomorrow. Knowing that we will only achieve bold goals together, we invite continued and new partnerships to advance a co-created vision for children in the critical first five years of life.

To make the greatest impact, First 5 LA embraces a targeted universalism approach that grounds the work in objectives for the universal well-being of every child age 5 and younger and their families in

L.A. County. We identify the barriers to our shared vision of every child's well-being, including the withdrawal of community investments, poverty and systemic racism — factors that hinder families from having the resources they need to thrive. We analyze data to identify disproportionate child outcomes and carry out targeted tactics to support young children and families. Our targeted approach focuses resources and support where they are needed most. By doing this, we move closer to our universal goals of making sure every child and family have basic needs met, safe and healthy relationships, and the opportunity to thrive. For example, below you will see that in the Maternal and Child Well-Being Initiative, we set universal objectives: ensuring that every mother and child have comprehensive healthcare, mental health support and early screenings.

Recognizing that these services are not equitably accessible across all communities, we are targeting specific efforts to address the needs of those most affected by disparities. One example of these targeted efforts is addressing infant and maternal mortality. Together, we partner with L.A. County departments, community organizations and funders to reduce disparities to ensure healthy, joyous births for Black families. This targeted approach helps us advance our universal objectives, creating equitable outcomes for all families by prioritizing resources where they are most urgently needed.

Building on this targeted approach, we are excited to introduce the four key initiatives that will translate First 5 LA's 2024-2029 Strategic Plan into meaningful action for children age 5 and younger across L.A. County. Each initiative builds

upon our partnerships; activates targeted tactics; and, most importantly, creates the conditions for families to flourish. In the sections that follow, you will find detailed examples of planned work for 2025, along with opportunities for collaboration to bring these initiatives to life and realize our shared vision for children. These examples represent our commitment to achieving impactful results while allowing space for growth, adaptation and innovation.

Initiatives that Advance First 5 LA Strategic Plan Objectives

First 5 LA's 2024-2029 Strategic Plan includes objectives that articulate a measurable level of desired change and are a starting point based on existing measurements. These objectives serve as clear markers of progress, ensuring that children grow up healthier and better supported. The strategic plan objectives demonstrate we have much to do to address poverty, structural racism and historic and present-day oppression. First 5 LA is committed to the progress of our youngest children and their families by tracking these objectives.

<p>PREVENTION FIRST: Centering Community Strengths to Address Root Causes and Keep Families Thriving Together</p>	<p>OBJECTIVE 1.2 Reduce the annual percent of households with children prenatal through age 5 in Los Angeles County living in poverty.</p> <p>OBJECTIVE 1.3 Reduce the annual percent of households with children prenatal through age 5 in Los Angeles County who experience housing insecurity.</p>
<p>VIBRANT ENVIRONMENTS: Ensuring Access to Healthy Foods and Welcoming Outdoor Spaces for Play</p>	<p>OBJECTIVE 2.2 Increase the annual percent of children prenatal to age 5 in Los Angeles County with access to sufficient choices for healthy foods.</p> <p>OBJECTIVE 2.3 Increase the annual percent of children prenatal to age 5 in Los Angeles County who have access to parks and open spaces.</p>
<p>MATERNAL & CHILD WELL-BEING: Ensuring Holistic Care for Mothers and Children Age 5 and Younger</p>	<p>OBJECTIVE 1.1 Reduce the rate of infant mortality per live births.</p> <p>OBJECTIVE 2.1 Increase access to mental health services for pregnant and postpartum individuals identified as at-risk for maternal depression.</p> <p>OBJECTIVE 3.2 Ensure more children with developmental delays receive early intervention services.</p>
<p>WHOLE CHILD, BRIGHT FUTURES: Universal Quality Early Care and Education that Meets Every Family's Needs</p>	<p>OBJECTIVE 3.1 Increase the annual percent of children prenatal to age 5 in Los Angeles County receiving publicly funded early care and education in a mixed-delivery system.</p> <p>OBJECTIVE 3.3 Increase annual percent of households with children prenatal to age 5 in Los Angeles County receiving culturally affirming services and supports.</p>

To drive each initiative forward, we use 10 main tactics — clear, organized activities that build meaningful change. Developed in partnership with our community, these tactics are designed to elevate equity and address the highest needs identified by those we serve. Essential to our targeted universalism approach, these tactics focus resources and actions where they are most needed to achieve our nine strategic plan objectives noted in the table on pg. 7. Together, these tactics drive our initiatives forward, creating the targeted impact needed to ensure every child can thrive.

1. **Advocacy:** We seek comprehensive public policy change, ensuring adequate investment and effective, equitable implementation of policies and programs across sectors, including land use policy.
2. **Access:** We seek to impact systems change by broadening service availability and utilization, ensuring that services are responsive to community needs and draw on community strengths.
3. **Capacity Building:** We will work to partner to strengthen organizational skills and infrastructure in communities and local and county-based organizations to deliver services and engagement.
4. **Communications:** We will promote narrative change to support movement building around policy and systems change, respect for the families' strengths, and community voices. We will also engage in communications campaigns to ensure families have information about available services.
5. **Coordination:** While recognizing the need for increased investment, we seek to change systems through more efficient coordination and integration, leveraging public policy and policy implementation opportunities.
6. **Curriculum Innovation in Early Education Instruction:** We seek to transform systems by embedding culturally responsive, multilingual and developmentally appropriate educational approaches in early childhood settings. By shaping early mental models around equity, inclusion and diversity, we aim to influence how children and families perceive and interact with systems, ensuring that educational frameworks reflect our communities' rich cultural and linguistic diversity. This includes but is not limited to early learning curriculum and foundations.
7. **Data:** We seek to change systems through a data agenda that improves practice, coordination, integration and alignment and is accessible to all.
8. **Engagement:** We will support building a movement for policy and systems change, with our value of equity guiding us, honoring the wisdom of our communities, recognizing that their assets hold the key to dismantling systemic barriers and forging a path to racial justices as we champion opportunity for all.
9. **Research:** We seek to generate accessible information on particular issues to support systems and policy change, including participatory and quality research.
10. **Workforce:** We seek to change systems through partnerships and investments to develop compensation, equity, skills, knowledge, values, practices and overall number of workers in the fields that are so critical to children and families.

Initiative 1

Prevention First

A young boy with glasses is sitting on the ground in front of a colorful mural. The mural features a large, stylized eye or spiral design. The boy is wearing a dark blue shirt and shorts. The overall scene is bright and artistic.

Centering Community Strengths to Address Root Causes and Keep Families Thriving Together

Every child and family should have safe, reliable and dignified housing, and economic stability to provide for children’s essential needs. By investing in prevention, we can address root causes of unmet basic needs early, ensuring families thrive together. The Prevention First initiative draws on our communities’ strengths and existing resources to provide the needed support for families facing barriers linked to their geography, economics, and racial and ethnic identities, fostering resilience and long-term well-being.

For too long, historical bias and structural racism have shaped policies, practices and inequitable investments that are primary contributors to a scarcity of affordable housing; intergenerational poverty; wage discrimination; and closures of businesses, schools, churches and community-based supports for children and families. These systemic inequities have created barriers to family stability, leaving too many families to struggle to meet their basic needs, creating stress, and undermining a sense of control and stability for both children and adults. This stress adds an undue burden to families who are struggling, and they may contribute to developmental delays in children and family separations. Families who face challenges in meeting their basic needs are also at higher risk of involvement in the public systems that address crisis, such as child welfare. To support the strengths of families and communities, we must address root causes of unmet basic needs by prioritizing prevention efforts that keep families strong and together.

Currently, 46 percent of households in L.A. County with children under 5 are housing insecure.¹ Disparities in poverty and housing insecurity disproportionately impact Black, Latino and Native American families in L.A. County, where more than 50 percent of Black and Latino households with children under 5 report spending 30 percent or more of their monthly income on housing expenses.² These disparities are not accidental; they stem from long-standing systemic racism, wage discrimination and purposeful withdrawal of investments in communities, which can lead to decline of businesses, neighborhoods and shared spaces.

The Prevention First Initiative pursues universal goals for all families around housing and economic stability. This initiative aims to expand affordable housing options, provide direct financial assistance through poverty alleviation programs, and improve access to supportive services from child safety net programs and trusted community groups and agencies, including family resource centers. It aims to increase poverty prevention efforts that align and strengthen the network of services available to children in the first five years and their families, thereby reducing harms such as risks of family separation and child welfare involvement.

^{1,2} American Community Survey Public Use Microdata 1-Year Estimates, 2022

Our 2025 work will include the following areas of action, among others, to support family stability:

Coordination through the Prevention Committee:

We will work closely with L.A. County's Prevention and Promotion Systems Governing Committee to align efforts, particularly leveraging L.A.'s Family First Prevention Services program to coordinate services across sectors. By establishing a clear prevention framework that identifies children at high risk, we will streamline access to resources and ensure that families are supported from the start.

Targeted Research for Housing Policy:

Housing insecurity is a critical driver of family instability. Through research on housing needs, we will build a policy agenda that advocates for more affordable housing options. This research will leverage our current work and partnerships to push for systemic change, ensuring families have access to safe and affordable housing.

Engagement of Communities for Service Connection and Advocacy for Systems Change:

We will continue to leverage current work to enhance coordination by partnering with trusted community entities, community-based organizations and schools to help families access and navigate services more easily. Through these partnerships, we will engage communities and ensure services are responsive to family needs while recognizing their strengths. Our advocacy efforts will focus on public policy changes to remove barriers and streamline eligibility and other processes, including expanding economic supports like guaranteed basic income and promoting equitable access to essential resources, opportunities and services. By integrating community voices and coordinating across sectors, we aim to prevent crises and foster long-term family stability.



Initiative 2

Vibrant Environments



Ensuring Access to Healthy Foods and Welcoming Outdoor Spaces for Play

Every family should have what makes their community healthy and vibrant: environments where children in their critical first five years of life have reliable access to affordable, culturally preferred, and healthy fresh food and produce and safe, well-maintained parks, play areas and open spaces. Healthy foods and safe outdoor spaces foster physical, cognitive and social development for young children in L.A. County.

Policies, practices and inequitable investments — rooted in historical bias and still affecting people today — contribute to limited availability of healthy food options, including complex eligibility requirements for food assistance programs and a lack of investment in stores serving neighborhoods with residents with low incomes. Limited or uncertain access to nutritious food, including fresh food and produce that families want to eat, is a barrier to the health and development of young children, with long-term negative impacts on well-being.

Likewise, policies, practices and inequitable investments contribute to the limited availability of parks, inadequate maintenance of recreational spaces, lack of adequate trees and shading, and a lack of community involvement in land-use planning, especially impacting densely built neighborhoods where residents have low incomes. In certain areas of L.A. County, safety concerns, pollution and poor maintenance of parks prevent families from using the few spaces that do exist, further limiting access to outdoor areas where children can engage in physical activities and play. About 49 percent of children under age 5 in L.A. County have limited access to parks.³

The Vibrant Environments Initiative aims to promote access to healthy food through improving enrollment in food assistance programs, expanding urban farming, and increasing community awareness about resources and why they matter for healthy child development. Additionally, this initiative focuses on creating safe and accessible parks and open spaces for young children by advocating for equitable land use policies, improving maintenance and increasing the availability of play areas.

³ Los Angeles County Department of Parks and Recreation, 2016 (park data); ESRI, 2023 (population data)

Our 2025 work will include the following areas of action, among others, to support healthy foods and safe outdoor spaces:

Building an Equity-Focused Advocacy Agenda for Green Spaces:

First 5 LA is committed to leading research and development of an Equity Index tool that will map access to parks and green spaces for L.A. County families with children age 5 and younger. This work will lay the foundation for coordinating an advocacy agenda focused on closing gaps in access to safe, welcoming green spaces for young children. Additionally, with L.A. set to host the 2028 Olympics, we will advocate for and build the capacity of community-based organizations to ensure that infrastructure investments, including parks and green spaces, leave a lasting legacy for families with young children. By leading this effort, we aim to create vibrant spaces where all children can thrive through outdoor play and developmentally rich experiences while strengthening community organizations to sustain these efforts long term.

Advocacy, Research, and Communications for Culturally Appropriate Healthy Food:

Through the Vibrant Environments Initiative, First 5 LA is actively advancing a research-driven advocacy agenda to ensure equitable access to culturally appropriate and healthy fresh food and produce for families with young children. We are leveraging data to identify food access gaps and preparing to partner with key stakeholders to address these disparities in high-need areas. In parallel, this initiative will have a communications campaign to ensure families with children age 5 and younger are informed about and can fully utilize programs like WIC and SNAP. By driving policy change and building strong community partnerships, we are committed to creating environments where all children have access to nutritious, culturally preferred food that supports their healthy growth and development.



Initiative 3

Maternal & Child Well-Being



Ensuring Holistic
Care for Mothers
and Children
Age 5 and Younger

Every mother, birthing person and child, regardless of geography, economics, and racial and ethnic background in L.A. County, should have access to high-quality health care, mental health services and early intervention for developmental challenges. Services must be rooted in families' and communities' strengths.

Significant challenges to maternal and child well-being in L.A. County include high rates of infant mortality, perinatal depression and anxiety, isolation and inadequate assessment of and access to early intervention services for children with developmental delays. Limited access to culturally affirming mental health care, the absence of a racially and ethnically diverse mental health workforce, and widespread stigma around mental health impede the adequate support that can benefit many birthing people.

More specifically, chronic stress from systemic racism, along with reduced access to resources and opportunities, contributes to alarmingly high mortality rates of Black infants. The infant mortality rate of children between birth and age one in L.A. County is 3.7 deaths per 1,000 live births. Black infants experience a substantially higher mortality rate with 6.8 deaths per every 1,000 live births.⁴ Similarly, Native American and Pacific Islander infants face severe mortality disparities that are frequently overlooked and currently not well tracked in regional public health data. Scarce availability of culturally relevant birth services, insufficient representation of Black and Native American professionals and community workers in maternal care and racist practices that generally exclude Black, Pacific Islander and Native American communities from decision-making processes, also contribute to these disparities.

Black and Pacific Islander children are less likely to receive early developmental screenings during the first three years of life. Barriers to accessing services include lack of regular, age-appropriate developmental screenings and referrals to early intervention services and inadequate workforce capacity. Furthermore, regional centers spend less on Black infants and toddlers compared to other racial and ethnic groups, further perpetuating disparities in early intervention services.⁵

The Maternal and Child Well-Being Initiative will target efforts to improve access to health care services, mental health support and early developmental screenings, focusing on the strengths and unique needs of families most impacted by barriers. The initiative will further address the crucial role that mental health plays in maternal and child well-being and how stressors and barriers to care are exacerbated by discrimination based on race and ethnicity and factors that have a disparate impact on families with low incomes. It aims to expand access to culturally affirming services such as midwifery, doula support and birthing centers as well as promote accountability and quality standards in perinatal care.

⁴ California Department of Public Health, Vital Statistics 2011-2021 Birth Cohort Files as analyzed by Children's Data Network

⁵ Children Now, Developmental Screening and Well-Child Visit Rates for Children Enrolled in Medi-Cal Managed Care, by Race/Ethnicity: Measurement Year 2020. Available at <https://www.childrennow.org/wp-content/uploads/2023/05/dev-screening-and-well-child-final.pdf>

Our 2025 work will include the following areas of action, among others, to support maternal health and child well-being:

Engagement and Communications Narrative Transformations Through the African American Infant and Maternal Mortality(AAIMM) Prevention Initiative:

As a core member of the AAIMM Coalition, we partner with county departments, community members, and organizations and funders to address the unacceptably high rates of Black infant and maternal deaths and to ensure healthy and joyous births for Black families in L.A. County. Our continued contribution to this collective effort will focus on communications narrative transformations, seeking to foster awareness and promote the importance of healthy and joyous births for Black mothers and birthing people, strengthen knowledge of available resources for Black families, as well as spread awareness of how systemic racism has impacted Black families and the systems of supports. This investment includes engagement of parents and stakeholders through support of the AAIMM Community Action Teams, which are regionally based collaboratives that develop locally based initiatives to address birth equity. Emerging work going forward will focus on advocacy in local, state and federal spaces that work to prioritize maternal health and child health.

Access, Coordination and Workforce through Home Visiting:

Through our investment in maternal and child well-being, we will continue our efforts to improve maternal health and increase access to early intervention services for children with developmental delays. Specifically, through our partnership with the Welcome Baby program in participating hospitals and Select Home Visiting partners, families participate in regular screenings that help identify needs, including mental health, anxiety and age-appropriate developmental screenings. Throughout families' participation in the program, the home visiting program staff facilitate access to needed services, including early intervention, mental health and basic needs, as appropriate. This includes communications efforts around recognizing the early signs and symptoms of perinatal mood and anxiety disorders to ensure access to licensed practitioners for appropriate diagnosis and wraparound support. The investment in home visiting also includes funding for a Family Strengthening Oversight Entity, which provides access to data and is able to ensure a high-quality workforce by providing training, technical assistance and other supports across this network of hospital and community-based providers.



Initiative 4

Whole Child, Bright Futures



Universal Quality Early Care
and Education that Meets
Every Family's Needs

Every child in L.A. County deserves access to quality early care and education that nurtures their physical, emotional, social and cognitive development to its fullest potential. To support this, families and caregivers should be engaged and empowered as a child's first teachers. Achieving this goal requires equitable access to quality early care and education, with a focus on addressing the challenges of poverty, racism and regional disparities. Furthermore, early care and education should be available through a mixed-delivery system — which includes family child care homes; family, friend and neighbor care; and center-based programs — that prioritizes parental choice, includes parental leave and offers diverse early learning settings.

Access to culturally affirming early learning supports — connecting children's learning to their languages and cultures — helps children develop language skills, builds confidence and fosters positive attitudes toward diversity. These supports include developmentally appropriate curricula that celebrate and reflect the diverse backgrounds of young children and their families; active parent engagement in program planning; connections to additional resources; and recognition of the importance of stable, responsive care, especially for families with low incomes.

Early care and education, like K-12 education, should be embraced as a public good and shared responsibility — an essential investment that strengthens communities and lays the foundation for every child to thrive. Current systemic policies, practices and beliefs contribute to structural barriers and underfunding, which results in inequitable access to culturally and linguistically affirming quality early care and education, inadequate subsidies for families with low income, geographic disparities and inadequate workforce compensation. Only one out of five income-eligible children under age 5 in L.A. County is enrolled in publicly funded early care and education. These opportunities decrease significantly for our youngest learners, with only 8 percent of infants and toddlers under age 3 enrolled in publicly funded early learning.⁶

The Whole Child, Bright Futures Initiative will engage targeted efforts to address disparities by increasing subsidies for families with low incomes, increasing family engagement and involvement in shaping program and policy, and expanding culturally affirming programs and curricula. Access to care will be increased with attention to cultural affirmation, such as multilingual immersion programs; support for the early learning workforce, including centers, licensed family child care, and family friend and neighbor care; and partnerships with community-based organizations that understand the strengths and unique needs of families that have faced barriers and obstacles based on race, ethnicity, region and economic inequities.

⁶ American Institutes for Research Early Learning Needs Assessment Tool (ELNAT), 2020

Our 2025 work will include the following areas of action, among others, to support quality early care and education:

Advocacy for Expanding Early Care and Education Access and Policy Coordination:

First 5 LA is a critical voice in advocacy efforts to expand access to publicly funded early care and education in L.A. County, focusing on securing increased funding and addressing child care deserts, which are areas of high needs for services. As part of our state advocacy agenda, we will educate public officials at the local, state and federal level, including gubernatorial candidates, about the importance of investing in early care and education responsive to the needs of children and working parents, highlighting the need for a well-compensated workforce, culturally affirming care, paid family leave and equitable access. By integrating our advocacy with broader systemic priorities such as poverty alleviation and racial equity, we aim to secure long-term investments and improvements for children age 5 and younger.

Strengthening the Early Care and Education Workforce:

A core focus of First 5 LA's work is on strengthening the early childhood education workforce, which is predominantly composed of women of color. We will advocate for higher wages, career pathways and equitable licensing practices to address issues of recruitment and retention. Pay parity and professional respect are central to our efforts, ensuring that early childhood educators are acknowledged as experts and fairly compensated for their critical role in supporting children's growth and development. This work is essential to maintaining a high-quality, equitable early care and education system that reflects the diversity of L.A. County.

Coordination, Curriculum Innovation and Multilingual Learning:

First 5 LA is committed to ensuring that early childhood education settings are culturally and linguistically responsive to the needs of diverse families. Through advocacy and coordination with systems partners, including the K-12 education system, we will lay the foundation to support the future expansion of multi-language programs. Our communications campaign is focused on building public will and awareness to promote the benefits of multilingualism while advocating for culturally affirming curricula that reflect the diversity of the communities served. By continuing to work with partners to align California's new universal transitional kindergarten grade into the broader mixed delivery system we aim to coordinate and create a seamless early care and learning support for children and families. This dual focus on curriculum innovation and systems coordination is essential to building an early care system that supports the cognitive, cultural and social development of young children in L.A. County, ensuring every child is prepared for success in school and life. This work includes support of developmentally appropriate curricula inclusive of social emotional learning to ensure our youngest build a critical foundation for future learning.



Creating Long-Lasting Impact



We envision a future where every child is born healthy and thrives in a nurturing, safe and loving community. The initiatives we put forth are more than actions for goals in a strategic plan; they represent a shared responsibility to create a legacy of opportunities and equity for our youngest citizens.

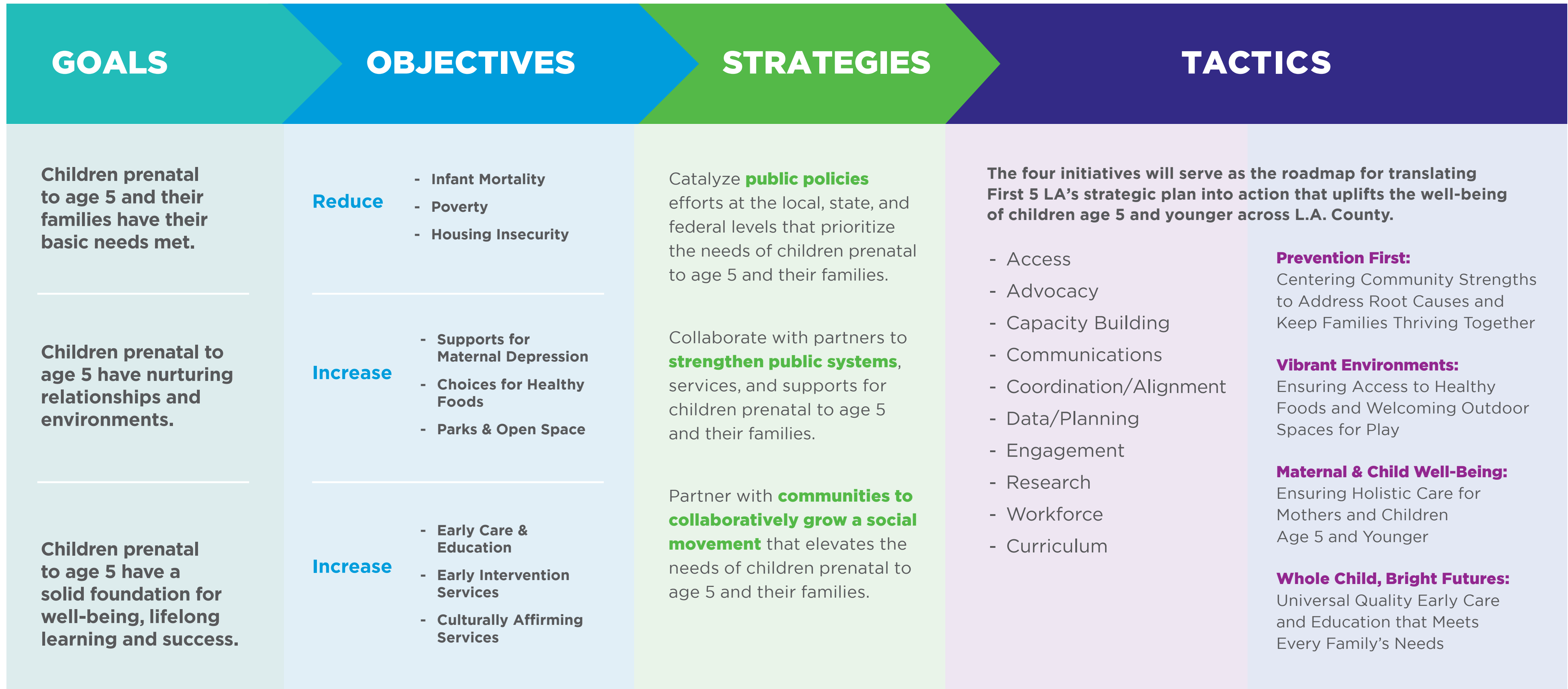
We know that one organization alone cannot achieve this vision — it requires the shared commitment of all who believe in a brighter future for children and families. These initiatives are grounded in community insights to ensure we are responsive to the changing world. This work calls upon us all to come together to collaboratively grow a social movement that centers young children at its heart.

Together, we can build a society that invests fully in every child's potential. These initiatives are First 5 LA's commitments to children and families and an invitation to partners to join in laying the foundation for a vibrant future for L.A. County's next generation.



Vision: We envision a future where every child is born healthy and thrives in a nurturing, safe and loving community.

Mission: We advocate for children and their families, amplify community voice and partner for collective impact so that every child in Los Angeles County reaches their full developmental potential throughout the critical years of prenatal to age 5.





To continue to learn more about First 5 LA's 2024 - 2029 Strategic Plan, please visit [First5LA.org](https://www.First5LA.org).

