



Long-term Goal 1: (VSQI) Implement a star-rated system (Virginia Star Quality Initiative) for child care facilities in the Martinsville Henry County to assist parents in making informed choices when selecting child care.

Short Term Goal: Have two VSQI (Virginia Star Quality Initiative) rated child care facilities in the Martinsville and Henry County area.

Objective 1: Have three childcare facilities in Martinsville and Henry County participate in state-directed VSQI pilot program.

Strategies	Timeline	Budgetary Implications	Person(s) Responsible
Provide 17 hours of quality enhancement training (annually) for community child care providers, targeting areas of weakness identified in 2011 assessment.	May '12, '13, '14	\$11,000 annually	Director VSQI Coordinator
Coordinate application process to select three child care settings to participate in VSQI pilot	January 2013 – April 2013	none	VSQI Coordinator
Hire approved raters to conduct pre-rating of sites to develop quality improvement plan (QIP).	March 2013 – July 2013	\$3,200	VSQI Coordinator
Hire state-approved mentors to provide 10 hours of on-site coaching to address needs outlined in QIP and identify additional barriers.	April 2013 – August 2013	\$3,000	VSQI Coordinator
Facilitate final rating process of pilot sites with Virginia Early Childhood Foundation and Department of Social Services.	October 2014 - January 2015	\$3,200	VSQI Coordinator

Objective 2: Develop regional infrastructure to sustain local VSQI efforts.

Strategies	Timeline	Budgetary Implications	Person(s) Responsible
Establish committee to research and develop recommendation on building long-term infrastructure to recruit, train and maintain raters and mentors.	January 2013- December 2013	\$250	Director
Recruit potential rater and mentor candidates from Martinsville-Henry County area (or close proximity) to participate in regional training to meet immediate needs.	December 2012- February 2013	None	VSQI Coordinator Marketing Committee
Coordinate/Provide training and materials for raters and mentors (identify existing training or coordinate local training as needed) to meet needs .	February 2013 – ongoing	\$9,000	VSQI Coordinator



Long-term Goal 2: (Marketing/PR/Public Engagement) Increase awareness about the importance of early childhood development, and engage the community as partners in building a long-term infrastructure to support children and school readiness.

Short Term Goal 1: (Marketing) Develop and implement annual marketing plan to increase awareness with parents and caregivers about the importance of early childhood development, with specific focus on ASQ screenings as a parent education tool.

Short Term Goal 2: (Public Engagement) Engage the community in discussions to identify early childhood development need/gaps and brainstorm solutions.

Short Term Goal 3: (PR) Develop a community report card to communicate the efforts of the early childhood system and the well-being of children birth to 5 years in MHC.

Objective 1: *Implement annual marketing plan with a 20% increased outreach through targeted media to raise parent/caregiver awareness about importance of early childhood.*

Strategies	Timeline	Budgetary Implications	Person(s) Responsible
Develop a public awareness plan with a strategic focus aligned with goals (ASQ, VSQI, Technology/Social Media)	April 2013	\$500	Marketing Committee Software Support Specialist
Implement plan, communicating targeted message on a regular schedule through website, social media and other strategic outlets.	April 2013 - ongoing	\$5,000	Marketing Committee Software Support Specialist
Participate in family engagement events with partners to distribute and share information and resources with parents on child development.	On-going	\$3,000	Services Coordinator

Objective 2: *Engage community to gather information on barriers, needs and gaps for community assessment project.*

Strategies	Timeline	Budgetary Implications	Person(s) Responsible
Conduct community assessment (as part of VECF state efforts) to engage community in identifying needs and gaps.	May 2013	\$3,000	Community Assessment Task Force Director
Convene home visiting organizations and partners offering parent education to discuss effective strategies to engage parents and caregivers.	June 2013	\$200	Services Coordinator Director



Objective 3: *Develop and implement annual community report card.*

Strategies	Timeline	Budgetary Implications	Person(s) Responsible
Form committee to develop community report card to jointly communicate progress of SBMHC/partners and highlight local early childhood needs.	March 2013	\$500	Community Reporting Committee/Director/Software Support Specialist
Establish data collection process to gather information needed from partners.	July 2013	\$300	Software Support Specialist
Publish report card annually.	February 2014	\$10,000	Community Reporting Comm. Marketing Committee Software Support Specialist



Long-term Goal 3: (ASQ) Developmental screenings and early education support services will become a standard part of pediatric well visits for children up to age 5 for early identification of delays and connection to intervention and support services.

Short Term Goal: Two additional medical providers will offer developmental screenings and early education support services as part of pediatric well visits by the end of 2014, resulting in a 25% increase in the number of children receiving screenings and a 25% increase in the number of parents receiving early education support materials.

Objective 1: Implement Healthy Beginnings early education and screening model at 3 medical facilities

Strategies	Timeline	Budgetary Implications	Person(s) Responsible
Refine and continue to develop ASQ pilot at Health Department	Ongoing	\$300	Services Coordinator
Complete Healthy Beginnings pilot (developmental and family support screenings at well visit) at Bassett Family Practice (BFP) and develop implementation plan for expansion to next site	August 2013	none	Services Coordinator in partnership with Coalition for Health & Wellness
Develop marketing/recruitment plan to raise awareness and engage doctors in Healthy Beginnings implementation.	May 2013	\$500	Services Coordinator Software Support Specialist and Marketing Committee
Recruit one new medical provider/site to replicate Healthy Beginnings model	September 2013	\$200	Director and Services Coordinator
Pilot Healthy Beginnings at new partner, with support from Coalition for Health and Wellness, followed by assessment of pilot with modifications, as needed.	April 2014	\$1,000	Services Coordinator in partnership with Coalition for Health & Wellness

Objective 2: Develop local infrastructure to track screening data from multiple venues and facilitate/simplify screening process.

Strategies	Timeline	Budgetary Implications	Person(s) Responsible
Implement ASQ On-line system to capture and track data using iPads in doctors' office and WIC clinic as well as on other parents online through website.	January 2013	\$1,200	Services Coordinator Software Support Specialist
Develop ASQ link on website to allow parents/caregivers to screen from home.	March 2013	\$600	Services Coordinator Software Support Specialist



Long-term Goal 4: (Technology) Effectively use technology and social media to provide parents, caregivers and partners with information and support services to assist system building efforts.

Short Term Goal: SBMHC will consistently use four forms of social media and/or technology to communicate with and support families and partners by the end of 2014.

Objective 1: Establish a technology committee to research effective ways to use technology and social media with families and partners and develop a strategic plan for implementation.

Strategies	Timeline	Budgetary Implications	Person(s) Responsible
Form a Technology Committee	Completed	None	Software Support Specialist
Committee will research forms of technology and social media and discuss how to use in communications and outreach with families and partners (i.e., Facebook, You Tube, texting, iPads, social support networks, etc.)	Ongoing	\$200	Software Support Specialist Technology Committee
Technology committee will provide technical support (to partners) to link to social media and other technology being used by SBMHC and assist with needed training and support.	Ongoing	\$3,000	Software Support Specialist Technology Committee
Software Support Specialist and/or committee members will attend two workshops to increase knowledge on use of social media and/or technology	October 2013	\$2,500	Software Support Specialist Technology Committee