

Children & Families
Top Consensus Strategies & Tactics

April 16, 2009

1. Enroll all eligible and uninsured children into health insurance programs funded at the federal, state, and local level.
2. Use the Healthy Start model to prepare children for school.
3. Create or expand teen pregnancy prevention initiatives.
4. Create and launch tailored media campaigns – outreach to parents on parent education.
5. Increase the frequency and distribution of Family Resource Center based parent education.
6. Expand the Search Institute’s 40 Developmental Asset activities (common sense, positive experiences and qualities that help influence choices young people make and help them become caring, responsible adults).
7. Expand the number and types of Family Resource Center models with possible mobile family resource centers (related uses – bookmobile, health screenings e.g. blood pressure, diabetes, etc., community health clinics e.g. “COW” Clinics on Wheels).
8. Expand intergenerational programs to engage seniors and children.
9. Expand parent groups – parents supporting parents.
10. Create a partnership between Health Linkages and Family Resource Centers and extend model to non-state preschools.

Next Tier Strategies & Tactics

11. Encourage parents to participate in outdoor activities with their children.
12. Provide Body Mass Index (BMI) screenings in preschools and kindergarten to prevent later obesity and overweight problems.
13. Make a “parent academy” available to all parents.
14. Support the “Santa Barbara Preschool for All” program.
15. Provide positive messages in advertising. For example, feature short commercials with a key message on topics such as childhood obesity, the importance of early education. Show parents participating in a positive way with their children.
16. Create and expand to all families “family development programs”.
17. Create and expand a support program for caregivers of infants and toddlers.
18. Deliver services to children and their families on a neighborhood level.
19. Build a model for all neighbors to care for children
20. Provide a continuum of services for children and youth of all ages.