

# COMPREHENSIVE PLAN

**2021 – 2023**





## Mission

Our mission is to provide programs, services, and information to strengthen families and communities in Darlington County.

## Vision

Strong families in healthy communities.

## Values

**Community Engagement** is vital as we aim to create a pathway to success for children and families in Darlington County. Collaborating together, we build long term relationships which funders, individuals, parents, community partners and other stakeholder, ensuring maximum benefits to the families and communities we serve.

**Compassion and Empathy** are fundamental to our relationships. AS we open our hearts and minds to the needs of others in our community, mutual trust is formed, which is a cornerstone of successful relationships,

**Transparency and Accountability** are critical components of our relationships with funders, individuals, parents, community partners and other stakeholders. We achieve maximum impact by working in an ethical environment and having honest dialogue.

Families are our greatest resource. We **advocate, educate** and **demonstrate** the importance of engaged families, ready early learners. and healthy. supportive communities..

# Message from the Executive Director



**Darnell Byrd McPherson**  
Executive Director  
Darlington County First Steps

Darlington County First Steps vision is clear and extremely relevant for the times. There is a level of angst among our parents about what the future will hold for their children and themselves. The job market is stagnated. Many of our families are considered essential workers and must find creative ways to make ends meet. Our country is in the midst of a worldwide pandemic. Yet, resources to support vulnerable families are dwindling away as states try to balance budgets and the well being of challenged families and their children are not priorities. These circumstance make our vision even more relevant! This plan supports our vision in this time of peril and distress for families and communities.

*Darnell Byrd McPherson*

# Message from the Board Chair



**Winfred Herrington**  
Acting Board Chair  
Darlington County First Steps

Failing to plan translates into a plan to fail! Our plan, as presented here, is a framework for continuous quality improvement! It positions us to achieve greater outcomes as we renew our efforts to strengthen, engage, and support the total family through the program strategies and services referenced herein. Our over arching goal is to ensure young children in Darlington County blossom and thrive in supportive families and healthy communities!

We invite our many partners, donors, and volunteers to join us on this journey of continuous quality!

*Winfred Herrington*

# Overarching Measure(s) of Success

## **INCREASE THE REACH OF FIRST STEPS SERVICES**

By FY23, the percentage of children and families in need who are directly served by Darlington County First Steps will increase from 15% to 20%.

# Children are healthy and safe.

## **STRATEGY 1.1**

### Parents as Teachers

#### **SMART GOALS**

- By the end of FY21, we will increase the proportion of our clients getting an on time well-child visit by 5%.
- By the end of FY23, our clients' KIPS scores will increase by at least 15%.

#### **COMMUNITY COLLABORATORS**

- We will partner with First Steps 4K and the public school 4K program to recruit younger siblings of 4K students into PAT.

## **STRATEGY 1.2**

### Community Education

#### **SMART GOAL(S)**

- Host at least two community health fairs annually.
- Implement a taxicab voucher program for our PAT families to use to get to well-child visits at the local pediatrician's office by the end of FY23.

#### **COMMUNITY COLLABORATORS**

- We will partner with the local WIC/DHEC office and Head Start in planning our community health fairs.

# Increase the number of single-parent households served in Darlington County.

## **STRATEGY 1.1**

- Collaborate with community partners to identify single parent households in need of services by:
  - Partnering with our local health care providers annually to host at least three community health fairs which will focus on mental and physical well-being. Pre- surveys will be done with community partners to assess the specific needs of their clients and post- surveys will be administered to participants of the health fair to assess effectiveness.
- Collect contact information at each event and participants will be followed up with for the purposes of providing additional information and enrollment into a program service.
- Use appropriate technology to include video conference platforms.

## **SMART GOAL(S)**

- Conduct quarterly Community Work Group (CWG) meetings with key stakeholders to implement the CWG Action Plan and increase cross referrals.
- Conduct quarterly referral review with Darlington County First Steps staff to ensure referrals were contacted, enrolled in a program service, and/or received information detailing local resources.

# Increase the number of single-parent households served in Darlington County.

## **COMMUNITY COLLABORATOR(S)**

Our community collaborators consist of local and statewide funders, our Community Work Group members which represents a cross section of health care providers, community reaching organizations, and early education providers.



# Link available resources to support the well-being of teenage custodial parents.

## **STRATEGY 2.1**

Partner Connections and Access to Virtual Resources.

### **SMART GOAL(S)**

- Identify key staff persons in local high schools and the Darlington County Adult Education Program to refer teenage parents to our program services by March 31, 2021. Identified persons will be added to our resource directory.
- Create a virtual library with content pertaining to early childhood education, literacy, health and parenting support by March 30, 2021. Content will be developed on an ongoing basis.
- Refresh social media parent group to reintroduce purpose of this platform (to link available resources to support parent and child well-being) by January 30, 2021.
- Update social media campaign to include topics that are relevant to child development, school readiness, literacy and healthy parenting practices. This process is ongoing.

### **COMMUNITY COLLABORATOR(S)**

- See community partners and key stakeholders listed previously.

# To increase our collaborative partnerships with key stakeholders by 20%

## **STRATEGY 3.1**

- Recruit, train, and engage a minimum of seven new board members from various community sectors by December 31, 2020.
- Evaluate effectiveness of our partnerships with the goal of addressing continuous quality improvement.
- Explore communication portals for disseminating information to the board of directors.

## **SMART GOAL(S)**

- Encourage the establish of board committees with specific roles to strengthen board governance by February 2021.
- Identify state level partnerships to increase revenue on an ongoing basis.

## **COMMUNITY COLLABORATOR(S)**

- Board of directors, community partners, and stakeholders.