

## OUR BABIES CAN'T WAIT - STRATEGIC PLAN

Long-Term Outcome: Children are successful in life

Short-Term Outcome: Children are healthy and ready for kindergarten

Plan Date: 2010

Goals	Indicators	Results
<b>Goal 1: Parents/caregivers in Benton and Franklin Counties will receive information and support to provide their babies with a loving, nurturing and positive environment.</b>	1A. First born babies will be screened by public health nurses, from 191 in 2009 to 1,000 in 2010.	
	1B. Nurses will provide home visits, from 120 in 2009 to 120 in 2010.	
	1C. Parents/caregivers will attend workshops and indicate that they benefitted, from 65 in 2009 to 100 in 2010.	
	1D. Parents/caregivers attended the workshops will indicate they have benefitted, from 90% in 2009 to 95% in 2010.	
	1E. Parents/caregivers will receive services to connect them with community resources, from 82 in 2009 to 150 in 2010, with 50 families participated in services and 38 will increase awareness of community resources.	
	1F. Parents/caregivers will access OBCW social networks (i.e. 100 Facebook fans in 2010, MySpace friends from 360 in 2009 to 450 in 2010, average monthly web site visits from 246 in 2009 to 270 in 2010.	
	<i>The following are trackable trends that are also indicators of success; but targets cannot be set.</i>	
	1G. Child neglect and abuse incidents will decrease. Benton County: from 41.01 per 1,000 in 2007 to 38.59 per 1,000 in 2008; Franklin County: from 35.99 per 1,000 in 2007 to 35.77 per 1,000 in 2008.	
	1H. Incidents of child removal from parents will be required less often, from 220 in 2008 to 205 in 2009.	
	1I. More children will be properly immunized when entering kindergarten. Benton County - 89.4% in 2008-2009; Franklin County - 91.1% in 2008-2009.	
	1J. Teen pregnancy will decrease. Benton County: from 9.95 per 1,000 in 2007 to 8.64 per 1,000 in 2008; Franklin County: from 19.65 per 1,000 in 2007 to 17.52 per 1,000 in 2008.	
	1K. Babies born with low birth weight will decrease. Benton County: from 66.56 per 1,000 in 2007 to 73.45 per 1,000 in 2008; Franklin County: from 63.84 per 1,000 in 2007 to 58.08 per 1,000 in 2008.	
	1L. More children will score higher on kindergarten readiness tests. Richland School District: Percentage of children ready increased from 49% in 2008-2009 to 52% 2009-2010; Kennewick School District: Reading readiness changed from 44% in 2008-2009 to 43% 2009-2010 and math readiness changed from 68% in 2008-2009 to 65% 2009-2010.	
	<b>Goal 2: Community will become more knowledgeable and engaged in the OBCW and other Community Solutions efforts.</b>	2A. Presentations will be provided to community groups, from 24 presentations to an audience of 668 in 2009 to 18 presentations to an audience of 500 in 2010.
2B. OBCW materials will be distributed to individuals, groups and locations throughout Benton and Franklin Counties.		
2C. Partnerships will be developed and strengthened to increase monetary and volunteer resources from 50 partners and cash and sponsorship contribution of \$2,600 in 2009 to 52 partners and \$3,300 in 2010.		
2D. OBCW progress and achievements will be produced and distributed on a yearly basis.		