

# Children First

## ANNUAL REPORT April 1, 2006 to March 31, 2007

1. Location of Initiative: South Okanagan - Similkameen
2. Annual Funding: See attached budget.
3. Date Initiative started, April 2002.
4. Initiative Manager, Susan Brown, Interior Health Authority, 740 Carmi Ave, Penticton, B.C., V2A 8P9
5. Host Organization: Interior Health, Susan Brown, Interior Health Authority, 740 Carmi Ave, Penticton, B.C., V2A 8P9, [susan.brown@interiorhealth.ca](mailto:susan.brown@interiorhealth.ca)
6. MCFD Community Services Manager: James MacNamara, 1274 Main St., Penticton , B.C. V2A 5G2, (250) 770-2200, [James.MacNamara@gov.bc.ca](mailto:James.MacNamara@gov.bc.ca)
7. Initiative Infrastructure? Ongoing employment contracts for one project coordinator, two community facilitators and one administrative assistant (job descriptions previously submitted). CFK is a grassroots movement guided by a 15-member volunteer steering committee (see attached membership and terms of reference). Members include representatives from a variety of community organizations and agencies. The committee directs the work of the community team, and is responsible for the on-going planning and implementation of the initiative, and the allocation of SB6® funds to support community ECD projects. The committee meets monthly and the executive and sub-committees meet ad hoc.

Steering Committee Sub-Committees include:

- ✓ Executive Committee – Frances Monro, Kim Lyster, Jim Insley, Susan Brown
- ✓ SB6® Allocation Committee –Jeremy Welder, Kim Lyster, Marisa Mundy, Judy Sentes
- ✓ Annual Event – Patricia Gregory, Blair Lischeron, Pat Buckland, Kelly Moog, Lynn Cook, Marisa Mundy.

A Project Manager (Susan Brown) is appointed to coordinate contracts and budgets and is a CFK Steering Committee member. An Administrative Assistant provides administrative services as required by the Community Team and Steering Committee.

CFK employs one project coordinator, two community facilitators, and one administrative assistant. The initiative spans the region from Summerland south to Osoyoos and west to Princeton. In November 2005, CFK formed a partnership with Success By 6® and hired a coordinator to support both CFK and SB6® coordination. Late in 2005 CFK secured an Understanding the Early Years grant and subsequently hired a UEY Coordinator to conduct that work. The CFK coordinator, facilitators, administrative assistant, and the UEY coordinator constitute the CFK Community Team.

In addition to the Steering Committee and Community Team, there are seven CFK “Community Tables” in the region; Oliver, Osoyoos, Okanagan Falls, Princeton, Keremeos, and Summerland. The seventh community to establish a Table, since last report, is Penticton. The Tables are made up of volunteer community members interested in promoting and supporting ECD in their community. The Community Facilitators work with the Tables to advance their plans to address community ECD issues and needs. Tables in other communities will be established when and where possible.

8. Priority Activities for 2007/08.
  - ✓ Development and implementation of a communication strategy

- ✓ SB6 project funding allocation; including a) administration/oversight of 06/07 projects, b) allocation of 07/08 SB6 strategic implementation budget.
- ✓ Aboriginal engagement; administration of 06/07 SB6 engagement funds, and development of 07/08 Aboriginal ECD project.
- ✓ Ongoing website development/maintenance in order to continue use of the website as a principal communication vehicle.
- ✓ Parenting conference. CFK will host its third annual parenting conference in Osoyoos, October 20, 2007.
- ✓ Literacy Now initiative
- ✓ Ongoing ECD community planning conducted by CFK community Tables.
- ✓ Evaluation framework development and implementation.

#### 9. Sample Activities and Projects:

Changes to your coalition this year? The South Okanagan Immigrant and Community Services organization, the Ministry of Children and Family Development Child and Youth Mental Health Branch, and the United Way of the Central and South Okanagan have all assigned a member from their organization to our coalition. Our Success By 6 Valley First representative resigned from the Credit Union and the coalition. We anticipate a replacement soon from that organization. (See attached membership list.)

Participation of Aboriginal, and other multi-cultural, communities? A significant amount of work has been undertaken in our Aboriginal Engagement strategy. Facilitated by targeted Aboriginal funding from SB6 we have established a working relation with each of the 4 First Nations and the Ooqnakane urban Aboriginal friendship center (Penticton) to design and deliver a healthy eating healthy lifestyles program. As noted above, the South Okanagan Immigrant and Community Services organization is a new member of the coalition. The coalition has established a working relationship with Kelly Terbasket of the Aboriginal Peoples Family Accord. Our coalition has spearheaded a Literacy Now initiative in the region and the Ooqnakane center and the four First Nations will be engaged in that project with us.

Participation of child care providers? Child care providers participate on the Oliver, Osoyoos and Okanagan Falls community Tables. The Princeton Child Care Services Society is partnered with the CFK Princeton Table to deliver a Success by 6 @ funded family resource center project. Child care providers also participate on the Keremeos Table and the Manager of the region's Child Care Resource and Referral agency is on our steering committee.

Participation of parents? Parents of children aged 0-6 participate on the Oliver, Osoyoos, Okanagan Falls and Keremeos community Tables.

Development of a strategic plan? Done previously; implementation ongoing (copy attached).

Evaluation of the provincial objectives of the initiative? Each of the 7 community projects and the 5 Aboriginal healthy eating projects (funded by SB6) has an evaluation requirement. The evaluation of provincial objectives is on hold until the joint Children First/Success By 6 evaluation framework is established by the provincial governing bodies of those organizations. Despite this our coalition is proceeding with the development of an evaluation framework to support the reporting requirements of our Understanding the Early Years partner. Given the interconnections of Understanding the Early Years, CFK and SB6 a joint evaluation framework is being developed. In addition to this we evaluate our annual parenting conference.

The creation of a community ECD plan? Our strategic plan is one means the coalition has developed to meet this objective. In addition to that overall plan, 4 of the CFK community Tables have developed project proposals and applied to CFK for SB6 funding to support their projects to address ECD needs in their communities. These projects have been approved and

implementation is underway. Where appropriate, community Tables continue to work on the identification and implementation of new projects.

The development of innovative ways to use and/or link existing ECD resources and services more effectively and efficiently? The CFK steering committee and our community Tables include various service providers. Keeping informed of emergent resource and service delivery matters occurs as a natural part of the work of these groups. Creating innovative ways to use/link resources occurs frequently. The recently formed Penticton Table was established principally as a vehicle for members to network and share information in order to improve existing service delivery. In our website development work, Understanding the Early Years partnered with Interior Health to produce the community resource maps and with Penticton and District Community Resources Society to produce the resource directory. The funding requirements for the 7 approved community projects in our region demand that community Tables (community groups, or First Nations communities as the case may be) work with community partners to support their project. This facilitates and encourages the innovative linkage of community resources and services to support a given project.

Community engagement and mobilization activities? Since the last report we have established a Penticton community Table. We continue to support and facilitate the work of the remaining 6 community Tables (Oliver, Osoyoos, Okanagan Falls, Princeton, Keremeos, Summerland). As noted above, funding requirements for community projects demand partnership, which is another way to engage and mobilize community. Working with APFA and the 5 aboriginal communities in our region was an important engagement strategy implemented last year.

Public awareness activities? To support this we have; developed a website, presented a lecture at Okanagan College as part of their public lecture series, and we continue to disseminate ECD information to CFK community Tables and coalition partners. We held a public website launch event including press releases, and radio interviews. A presentation was made to the Oliver Town council, and at the Interactive Innovations event in Kelowna. We post ECD displays at a variety of public events including fairs and festivals.

Community research? Our Understanding the Early Years coalition partner is principally responsible for this research activity. Since last report, Understanding the Early Years worked with CFK community facilitators and Table members to map ECD resources in every community in our region. These maps are displayed, along with a searchable database, on our website ([www.communitiesforkids.ca](http://www.communitiesforkids.ca)). Understanding the Early Years also conducted the PIDACS (parent interview and direct assessment of children survey). The 7 Community Table project proposals included a community research component to identify need and therefore demonstrate that the project was justified on those grounds.

The development of a mechanism(s) for making information about the ECD services and supports in the community widely available? We do this via our website, and by email distribution to Tables and coalition partners. CFK also produces and distributes community resource directories in Oliver, Osoyoos and Okanagan Falls.

The development of a mechanism for allocating new and existing resources to identified ECD priorities? CFK has no funding available to provide direct support to ECD priorities. The resources we have available to us are SB6. The project proposal funding mechanism developed for this was established in 2006, and previously reported on.

Strategies to engage “hard to reach” families in the community, including the identification and response to the barriers that limit access to services? The CFK Oliver Community Table has developed a transportation initiative (funded by our SB6 partner) to help families access medical and other ECD services unavailable in Oliver. The coalition facilitated the outreach of our coalition member OSNS – child development center, to families in Oliver, Osoyoos and Okanagan Falls. Finally, the CFK annual parenting conference provides bursaries to families (at their request) to allow them to attend the workshops.

10. 2007/08 Directions: Identify 3 or 4 areas of activity that will be focused on over the next fiscal year. See #8 above.