

# BRINGING YOUR ENVIRONMENTAL SCAN AND STRATEGIC PLAN TO LIFE



PROJECT  
LAUNCH

Project Launch Grantee Meeting  
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New Orleans, LA

# Developing and Engaging the Councils

- Developing the Councils
  - Vehicle to better understand how members' agendas may be overlapping or different and explore how they can be more effective in achieving shared goals through better coordination and integration of efforts.
- Engaging the Councils
  - Scanning the environment is the first opportunity to substantively engage council members, allowing opportunities for cross-fertilization.



# Developing & Engaging the Councils – State Level

- What was done?
  - The State Council was integrated with an existing health committee. This committee also supports the efforts of the ECCS grant.
  - As the environmental scan was initiated, the council was still familiarizing themselves with their role.
  - The council participated in an online Partner Survey that informed the scan, and helped to identify additional key partners to participate in this data collection strategy.
  - Project evaluator conducted analysis of data and a subgroup of the council drew on data from the scan during strategic planning.



# Developing & Engaging the Councils – Local Level

- What was done?
  - Local project staff and Council members worked collaboratively to complete the environmental scan.
  - Council members also assisted with the identification of parents to engage in a Parent Focus Group. Some council members participated in a provider focus group and key informant interviews.
  - The Council reviewed the draft environmental scan data to determine areas for further discussion and identify gaps/ opportunities which served as a foundation for discussion during the strategic plan development.



# Data Collection

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- Don't start from scratch
- Don't be confined by only what exists
- You will never collect everything
- You will collect data that drives development of a strategic plan.
- You will be surprised.



# Data Collection - State Level

- **Review Existing Data Sources**
  - Identify and review primary and secondary data sources (e.g. audit reports, financial reports, annual reports, and needs & assets assessments).
  - Review PL goals and objectives and its alignment with the ECCS and Title V MCH Block Grant's goals and objectives.
- **Reach Out to Partner Agencies**
  - Create an online survey to collect data.
  - Leverage partnerships to obtain the data you need.



# Data Collection – Local Level

- Engage Parents and Providers
  - Participation and opinions of parents is paramount. A focus group was held with parents and grandparents of children birth to age 8 who reside in the target community.
  - Solicit opinions of providers serving the local community. The local project gathered provider opinions and experience in the major areas addressed by PL. Service providers engaged in the local council served as focus group participants.
  - A series of key informant interviews with local policy and opinion leaders provided information on EBPs; family involvement in local non-profit organizations; workforce issues; status of cultural and linguistic competency programs; cross-agency strategies; local funding; and notable legislation and policies.

# Prioritizing the Strategic Plan

- Conduct Strategic Analyses of the Environmental Scan
- Review and Refine Project LAUNCH Vision, Mission, Project Values Statements, and Goals and Objectives
- Refine the Logic Models, including the Outcomes and Indicators
- Develop or Refine Program and Policy Strategies
- Plan Financing and Sustainability
- Identify Tasks and Move Forward





# *Focusing on Child Wellness for Arizona's Young Children and Families*

- State-Local Collaboration
  - State and local staff jointly participate in work of councils.
- Commitment to Data-driven Planning Process
  - Both councils drew upon results of environmental scan and other sources as the strategic planning meetings progressed.
- Separate but Parallel Charges
  - State: Plan was developed with the recognition that there are current investments and system planning efforts already under way. Three priority focus areas were identified and represent those objectives and strategies that were most appropriate for PL to take lead on.
  - Local: Objective of plan is to provide high quality EBPs to the targeted population and implement strategies to better coordinate and enhance available resources.

