

# GOAL 1 – Services Available

<b>1. Goal related to the targeted problem(s):</b> Service providers and families are aware of the range of services available.				
<b>1.1 Objective(s) related to the goal:</b> Service providers and community stakeholders utilize existing information to share about services in ways families can understand and resonate with.				
<b>1.1.1 Strategy:</b> Share information gathered through collaborative meetings with providers and families.				
<b>Activities (small wins to carry out the strategy)</b>	<b>Persons or Groups Responsible</b>	<b>Resources Needed</b>	<b>Timeframe</b>	<b>Progress Measures (outputs of activities)</b>
<ol style="list-style-type: none"> <li>1. GSC will provide networking opportunities among members and partners.               <ol style="list-style-type: none"> <li>a. Goal Group members will commit to connecting with one-two people from other organizations to build relationships.</li> </ol> </li> <li>2. GSC Partners' List – Revise and make it more accessible to currently-engaged GSC members (i.e., "Talk to Me About...")</li> </ol>	GSC Members and Partners, Goal Group	Ingham GSC member/partner list	Dec 2023 ongoing	Networking opportunities provided as evidenced by agendas and invitations.
<ol style="list-style-type: none"> <li>3. GSC partners will share out "highlights/talking points" with staff after each GSC meeting via:               <ol style="list-style-type: none"> <li>a. Staff newsletter—highlights can be included.</li> <li>b. Staff meetings—highlights can be added to the agenda when applicable.</li> <li>c. Each member leaves the GSC meeting with a commitment to take action between meetings.</li> </ol> </li> </ol>	GSC Members and Partners, Goal Group, Ingham ISD Data Systems & Analysis Team	Ingham GSC Member/Partner list; Goal Groups documents (meeting notes template)	April 2024	Information shared at GSC meetings is accessible electronically to GSC partners to share with staff.
<ol style="list-style-type: none"> <li>4. GSC partner providers will provide staff with "talking points" and resources to share with families.               <ol style="list-style-type: none"> <li>a. Information will include where and how to refer families to other resources.</li> <li>b. Information will focus on prenatal health education and access to services, understanding health care benefits, accessing and de-stigmatizing mental health services, childcare, literacy, school readiness, etc.</li> </ol> </li> </ol>	GSC Members and Partners, Goal Group	Resource guides and outreach materials from various agencies/community organizations (Ingham GSFC Parent Resource Guide, LLG Home Visitor table, and Eligibility info from GSC Partners	June 2024	Resources and agency information is collected, updated at least annually, and utilized by GSC members/partners and families.
<b>1.1.2 Strategy:</b> Provide tools to help families navigate services and support available based on family preferences for accessing information.				
<b>Activities (small wins to carry out the strategy)</b>	<b>Persons or Groups Responsible</b>	<b>Resources Needed</b>	<b>Timeframe</b>	<b>Progress Measures (outputs of activities):</b>
<ol style="list-style-type: none"> <li>1. Utilize websites and apps if available (i.e., <a href="#">GSO</a>, <a href="#">ICHD/WIC</a>, <a href="#">CADL</a>, <a href="#">MiKidsMatter</a>, <a href="#">Food Bank</a>) to collect data around family preferences for getting information such as a one-question survey.</li> </ol>	Goal Group	3-5 Websites, IT (find out who manages website in	Jan 2025	Organization/website IT people identified. Data on family preferences is collected.

<ul style="list-style-type: none"> <li>a. Websites need to be mobile friendly, and accessible in other languages.</li> <li>b. Review key websites for user friendliness.</li> <li>c. Ask organizations if they are willing to post links to other websites.</li> </ul>		organizations), ISD Data Analysis Team		
<ul style="list-style-type: none"> <li>2. Provide resources (i.e., QR code, social media posts, website buttons, posters) to other organizations to distribute throughout the community.</li> </ul>	Goal Group	Ingham GSC Members/Partners; Outreach events; Identified locations to post materials (library, laundry mat, WIC, etc...)	Jan 2025	Resources provided to organizations to distribute to families based on family preferences.
<ul style="list-style-type: none"> <li>3. Connect with 211 <ul style="list-style-type: none"> <li>a. Provide a GSC Spotlight (to close the gap).</li> <li>b. Collaborate with at least one other organization to improve information available related to early childhood.</li> </ul> </li> </ul>	Goal Group, IRRC, Central Resource Center	211 Representative(s)	April 2025	GSC members and organizations met with 211 to understand listing early childhood resources.

## GOAL 2 – Mental Health Services

<b>2. Goal related to the targeted problem(s):</b>				
Mental Health and social-emotional services are prioritized for families and young children in our community.				
<b>2.1 Objective(s) related to the goal:</b>				
Decrease the stigma for families and young children to access mental health services.				
<b>2.1.1 Strategy:</b>				
Increase awareness of social-emotional development among providers (i.e., childcare, therapist, those working directly with families).				
<b>Activities (small wins to carry out the strategy)</b>	<b>Persons or Groups Responsible</b>	<b>Resources Needed</b>	<b>Timeframe</b>	<b>Progress Measures (outputs of activities)</b>
1. Identify who/what organizations are willing to provide social-emotional resources. a. Informal conversations with providers (i.e., childcare, etc.) about Social Emotional health.	Goal Members Jen Cronkite (CMH), ISD Mental Health Staff, etc.	CMH, Ingham ISD Mental Health Specialists Venue, panelists, flyers/ social media to advertise	Identify by Jan 2024	Organizations identified to provide the resources. Track dates of conversations.
2. Distribute social-emotional milestone wheels/booklets to providers.	GSC Staff and Members	Wheels & Booklets	Dec 2023	Organizations have the resources. (Track # of providers who received resources.)
3. Provide social-emotional training to providers.	Sandee Donald (Ingham ISD) & Anne Hughes (CMH)	CMH & Ingham ISD Mental Health Specialists	June 2024	Track dates of trainings provided (# of participants).
<b>2.1.2 Strategy:</b>				
Promote and normalize the importance of mental health and social-emotional development (for the general public).				
<b>Activities (small wins to carry out the strategy)</b>	<b>Persons or Groups Responsible</b>	<b>Resources Needed</b>	<b>Timeframe</b>	<b>Progress Measures (outputs of activities)</b>
1. Convene informal “coffee-chats” with mental health experts. a. Record and provide recording (w/ QR code) for waiting room videos.	ISD Mental Health Staff, CMH, etc.	Sites to host coffee chat: CADL, Fenner	Monthly/ Quarterly	Track number and location of coffee-chats held.
2. “I Feel Campaign” via WKAR a. Themed book event with specific books on mental health and social-emotional development. b. Feelings Friday via social media – 1 feeling/1 resource/1 photo; feeling for that week takes you to a resource via link/QR code. c. Identify funding through a grant and/or WKAR underwriting. d. Promote by using a QR Code, social media, and swag.	Goal Group, WKAR	ISD Mental Health Staff, CMH, etc., to create content for “Fridays.”	Kickoff May 2025 during Mental Health Awareness Month	Campaign underway, books identified and distributed, social media posts, marketing materials distributed.
3. Collect an inventory of how many GSC organizations offer mental health services to their employees.	Ingham ISD Data Systems & Analysis Team	Google Form for GSC members to complete	Quarterly	Inventory collected and updated ongoing.
4. In waiting contexts (i.e., doctor’s office), play a brief video in the room including social-emotional development and/or mental	Goal Group	ICHD, Sparrow, McLaren, WKAR	Dec 2024	Locations identified to show videos.

<p>health messages and resources such as “who to call” when you need help.</p> <p>5. Gather information about waiting room practices.</p>				
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## GOAL 3 – Communication with Cultural Sensitivity

<b>3. Goal related to the targeted problem(s):</b> Organizations communicate with cultural sensitivity with families whose primary language is not English.				
<b>3.1 Objective(s) related to the goal:</b> Utilize strategies to fit with families' language and cultural preferences.				
<b>3.1.1 Strategy:</b> Promote a better understanding of how services and supports may be utilized and/or adapted to support/respect family culture.				
<b>Activities (small wins to carry out the strategy)</b>	<b>Persons or Groups Responsible</b>	<b>Resources Needed</b>	<b>Timeframe</b>	<b>Progress Measures (outputs of activities)</b>
1. Determine key providers who are willing to participate in and provide feedback for the following activities.	Goal Group	St. Vincent Catholic Charities Refugee Services (SVCC), Immigrant and Refugee Resource Collaborative (IRRC) Refugee Development Center (RDC)	Dec 2023	Recruit/ID 5-10 providers to participate.
2. Learn about Lansing Public Schools (LSD), RDC, and SVCC Intake/Enrollment process for newcomers.	Angie Barry, Laura Beckner, Erika Brown-Binion, Goal Group	LSD, RDC, SVCC	Dec 2023	Identify data collected by LSD, RDC, and SVCC.
3. Develop All About Me template for newcomer families to obtain basic information (their initial story) they would take with them to share with other service providers.	RDC, Goal Group	LSD, RDC	Sept 2024	Template developed, translated, and piloted with families for feedback.
4. Collect and develop "You're Welcome Posters" in various languages and distribute to partners.	Goal Group	PNC Bank, LSD, CMH, RDC	Sept 2024 Ongoing	Posters developed to include dominant languages in the community.
5. Identify, record, and promote training related to understanding immigrants/refugees. (MiRegistry, other credits)	Barb M, Sarah M-Central Resource Center, Robin P-WKAR	Trainers, MiRegistry, WKAR, Central Resource Center	Record by April 2024; Available in MiRegistry by October 2024	Training recorded and available in MiRegistry.
6. Research, identify, and facilitate immersion simulation opportunities for providers.	RDC, MDHHS		April 2025	Opportunities identified and planned.
7. Host a screening of "Newcomers" movie and/or "Stories Project" and facilitate dialogue to raise awareness with providers.	RDC, IRRC, and Goal Group	RDC, St. Vincent, Site for screening	May 2024	Convenings scheduled and promoted.
8. Identify and participate in opportunities to engage socially with newcomer families to share food/resources. (Cultural lunch/dinner)	Goal Group	IRRC, Greater Lansing Islamic Center	Ongoing	Convenings scheduled and promoted.

<p>9. Create recognition for providers identified as newcomer advocates.</p> <p>a. Window cling and provide swag to recognize providers who have participated in activities to support newcomers.</p>	Goal Group	PNC Bank (funder), Printer	Sept 2025	Swag created and distributed.
<p><b>3.1.2 Strategy:</b> Providers will implement processes to coordinate access to language supports.</p>				
<p><b>Activities (small wins to carry out the strategy)</b></p>	<p><b>Persons or Groups Responsible</b></p>	<p><b>Resources Needed</b></p>	<p><b>Timeframe</b></p>	<p><b>Progress Measures (outputs of activities)</b></p>
<p>1. Inventory interpreting/ translating services providers currently use and share with partners or providers.</p>	Goal Group	GSC member info	Jan 2024 Ongoing	Inventory created and shared.
<p>2. Visit other organizations (i.e., Refugee Development Center) via “Open House” to drop in, visit, observe, get to know each other and build relationships.</p> <p>a. Could lead up to cultural lunch as a culminating event.</p>	Goal Group	RDC, SVCC, IRRC	Jan 2025	Locations and times identified; drop-ins scheduled.

## GOAL 4 - Literacy

<b>4. Goal related to the targeted problem(s):</b> Increase access to literacy resources and opportunities for providers, families, and children (birth through elementary).				
<b>4.1 Objective(s) related to the goal:</b> Families and providers utilize a variety of literacy resources to promote and improve children’s literacy development.				
<b>4.1.1 Strategy:</b> Implement a process to continue and expand literacy activities currently available to providers and families.				
<b>Activities (small wins to carry out the strategy)</b>	<b>Persons or Groups Responsible</b>	<b>Resources Needed</b>	<b>Timeframe</b>	<b>Progress Measures (outputs of activities)</b>
1. Share and promote face to face and virtual strategies to use with Essential Instructional Practices in Early Literacy Birth-PreK to reach: <ul style="list-style-type: none"> <li>a. Licensed homes, groups, and centers, not Head Start or GSRP (Central Resource Center)</li> <li>b. Ingham ISD-GSRP providers (Ingham ISD)</li> <li>c. Head Start (CACS Head Start), Home Visitors</li> </ul>	Central Resource Center, Ingham ISD Early Childhood Staff, Ingham English Language Arts (ELA) Steering Committee, Ingham GSC School Readiness Advisory Committee	Essential Instructional Practices of Early Literacy Modules and supporting resources.	Ongoing	Literacy Essentials and Strategies distributed to groups listed.
2. Continue to provide professional learning and coaching on the Essential Instructional Practices in Early Literacy: <ul style="list-style-type: none"> <li>a. Partner with CRC to identify childcare centers and homes to provide training.</li> <li>b. Create an implementation plan for tiered professional learning and coaching.</li> <li>c. Identify the “why” with the data and create a communication plan to “sell” the reason to participate.</li> <li>d. Develop an implementation plan for those trained in Birth – 3 Essentials</li> </ul>	Ingham ISD Early Literacy Coach, Central Resource Center	Previous MSTEP and literacy screening data, family/provider stories	Oct 2023-May 2024	Implementation plan developed; communication Plan developed.
3. Promote the Scholastic “Engaging Families in Children’s Literacy Development” workshops with local school districts’ administration and teachers, and with Engaging Families in Early Literacy (EFEL) partners to engage families.	Ingham ISD Early Childhood staff, EFEL initiative	Engaging Families Toolkit, Videos	Quarterly	Number of workshops provided, and number of participants are collected.
4. Coordinate with Capital Area District Library Ready to Read workshops for providers to promote the training and provide books for participating providers.	Goal Group, CADL	Children’s Books, Workshop dates and promotional materials Books	Oct 2023-June 2024	Track locations, number of participants and books distributed.
5. Contact local pediatrician and family practice offices that participate in Reach Out and Read and determine if there are ways to partner, e.g., provide books or if other materials are needed.	Goal Group, CADL	Clinic contacts, books	Jan 2024-May 2024, Ongoing	Partnerships identified. Books provided and number tracked.

<b>4.1.2 Strategy:</b> Implement a literacy campaign to expand literacy activities accessible to families.				
<b>Activities (small wins to carry out the strategy)</b>	<b>Persons or Groups Responsible</b>	<b>Resources Needed</b>	<b>Timeframe</b>	<b>Progress Measures (outputs of activities)</b>
1. Convene a local group to review how to start a Talking is Teaching Campaign.	Goal Group	GSC and Community Partners	Jan 2024- March 2024	Group convened and commitment to move forward.
2. Submit a Community Plan for starting/implementing Talking is Teaching.	GSC staff and Goal Group	Partners, Required TIT campaign plan 32p(6) funds	April 2024- June 2024	Plan template acquired, Plan completed and submitted, Approved plan.
3. Identify a Coordinator for local literacy campaign and initiatives.	GSC Staff and Ingham ISD	GSC funding to contract with a Coordinator	July 2024- Aug 2024	Coordinator identified.
4. Identify community locations to implement Talking is Teaching, e.g., laundromats, grocery stores, Goodwill, pediatrician/family practice clinics.	TIT Coordinator, Goal Group	Locations committed to participating/implementing.	Sept 2024 – Oct 2024	At least 2 locations identified for 2024, 2 additional identified for 2025.
5. Train Trusted Messengers in locations identified and provide materials and support.	TIT Coordinator	Training location and materials, campaign materials relevant to locations	Nov 2024 - Jan 2025, Ongoing	Trusted messengers trained in locations identified and materials provided.