

Desired Outcome #4

Improve community level awareness and acknowledgement of the critical need to prioritize and support structured action for change benefiting our youngest children (0-5 years).

Objectives



4.1 Establish the importance of prioritizing our youngest children as a community norm through communicating key messages to the public utilizing strategic messengers, responsive social marketing approaches, and diverse forms of media.



4.2 Increase the number and diversity of allies for young children including service providers, parents and primary caregivers, community leaders, the business sector, the faith-based sector, and others through convening community movements and leveraging strategic alliances.



4.3 Increase the number of those countywide who are actively engaged in supporting our youngest children through structured opportunities and action for change.