



February 17, 2021

**STAFF REPORT**

**MEMO TO:** SUTTER COUNTY CHILDREN & FAMILIES COMMISSION

**FROM:** MICHELE BLAKE, EXECUTIVE DIRECTOR

**SUBJECT:** APPROVAL TO AUTHORIZE A NAME CHANGE FOR THE SUTTER COUNTY CHILDREN & FAMILIES COMMISSION BRIGHT FUTURES PROGRAM TO HELP ME GROW SUTTER

**RECOMMENDATION:** It is the recommendation of the Executive Director that the Commission authorize the name change from Bright Futures to Help Me Grow Sutter and authorize the Executive Director to take necessary steps to implement the name change.

**BACKGROUND:** In March 2002, the Commission approved a pilot program to provide free health and developmental screenings for children 0-5 years of age and at that time named the program Bright Futures.

Over time, changes have occurred within the free health and developmental program to strengthen, grow and leverage federal resources to best serve Sutter County children 0-5 years of age and their families. One element that enhanced Bright Futures was becoming an Affiliate of Help Me Grow in 2017. Help Me Grow is a national system model that utilizes and builds on existing resources in order to develop and enhance a comprehensive approach to early childhood system-building in the community. Help Me Grow provides technical assistance, tools, resources and expertise to sustain efficient and effective early childhood systems.

Many local First 5's have become Help Me Grow affiliates and have adopted the Help Me Grow nomenclature and changing the name of the Sutter County Children & Families Commission health and developmental program from Bright Futures to Help Me Grow Sutter would align more closely with the work at the State and National level, as well as mirror the names of local

First 5 organizations around the State. The name change also reflects a progressive move for potential State funding opportunities.

Lastly, utilizing the program name of Bright Futures has perplexed some of our partners in the medical community, as the program name of Bright Futures is recognized as a national health promotion and prevention initiative led by the American Academy of Pediatrics. Changing the name of the Commission health and developmental screening program will eliminate confusion that the program is AAP-affiliated.

**IMPACT ON COMMISSION RESOURCES:** There will be minimal impact as a result of the name change. A new program logo will be created to reflect the progressive change and the logo will be used to promote the "refreshed" program post-COVID when conducting outreach and face-to-face encounter opportunities.