

Yavapai Regional Partnership Council
DRAFT Strategy Worksheets ♦ SFY2012 Funding Plan

Strategy Name: Prenatal Outreach

Strategy Description: Prenatal / Postnatal Outreach

The Yavapai Regional Partnership Council recognizes that there is a lack of adequate prenatal / postnatal services and support which is vital in ensuring the best pregnancy outcome. Prenatal Outreach will establish or expand a comprehensive prenatal/post natal outreach, support, and information program for parents in the Yavapai region.

Adequate prenatal care is vital in ensuring the best pregnancy outcome. A healthy pregnancy leading to a healthy birth sets the stage for a healthy infancy during which time a baby develops physically, mentally, and emotionally into a curious and energetic child. Yet in many communities, prenatal care is far below what it could be to ensure this healthy beginning. Some barriers to prenatal care in communities include the large number of pregnant adolescents, transportation issues for out-lying residents, and prevalence of inadequate literacy skills. In addition, cultural ideas about health care practices may be contradictory and difficult to overcome, so that even when health care is available, pregnant women may not understand the need for early and regular prenatal care.

Child health policymakers and practitioners have implemented many programs both to prevent low birth weight and to improve the life chances of low birth weight babies, especially in the areas of school readiness and achievement. To the extent that the programs succeed, they could help narrow racial gaps in school readiness by as much as 3 to 4 percent.

Poor birth outcomes can have negative consequences for children's health and development and have been associated with increased risk for maltreatment. Preterm and low birth weight (LBW) babies face an elevated chance of early mortality, health problems, and developmental delays. LBW infants are twice as likely as their normal-weight peers to be placed in foster care and to be maltreated over their early years of life.

The American College of Obstetricians and Gynecologists recommends that women receive at least 13 prenatal visits during a full-term pregnancy and the first visit occurs during the first three months of pregnancy. Education and preconception counseling for all women about the need for early, continuous prenatal care are essential.

According to the Yavapai Regional 2010 Needs and Assets Report, 25% of mothers in the Yavapai Region receive less than ten (10) prenatal visits. Based on Yavapai Regional birth rates, it can be approximated that 550 babies per year are born to mothers with an inadequate number of prenatal visits. In addition, the 2010 Needs and Assets Report states that 28% of mothers do not initiate prenatal care until the 2nd or 3rd trimester. 1.9% of mothers do not receive any prenatal care, which represents approximately 40 babies born to mothers without prenatal care per year.

The Prenatal / Postnatal Outreach strategy is designed to seek proposals that will help address regional concerns raised in the 2010 Needs and Assets report. These included use of alcohol and tobacco during

pregnancy, the low number of prenatal visits, as well as an immunization rate that is significantly lower than the state average. According to the Yavapai Regional 2010 Needs and Assets Report, 0.9% of mothers report using alcohol during pregnancy, representing about 20 babies born to mothers reporting alcohol use per year. 11% of mothers in the Yavapai Region report prenatal tobacco use, representing about 245 babies born to mothers reporting prenatal tobacco use per year.

To address the need to link women adequately to prenatal and postnatal care, the Regional Council seeks grant applicants who would engage in one or more of the following activities to connect women to prenatal and postnatal care:

- Increase access to and awareness of importance of early prenatal care for pregnant women and women of childbearing age
- Provide culturally appropriate support and information to at-risk pregnant women facilitating access to prenatal care
- Reduce unhealthy behaviors such as smoking, alcohol use during pregnancy and encourage healthy behaviors among at risk pregnant women
- Connect women to existing prenatal and postnatal supports and services. Such activities could include communications or enrollment efforts to engage women in programs such as Healthy Baby Arizona (AHCCCS' prenatal/postnatal program for pregnant women), nutrition classes, birthing classes, home visiting programs, etc. Emphasis should also be placed on the utilization of the Parent Kit, immunization education, and linkages to other community based information.

Sources:

1. Nancy E. Reichman. "Low Birth Weight and School Readiness." The Future of Children, Spring 2005. [The Woodrow Wilson School of Public and International Affairs at Princeton University](#) and [The Brookings Institution](#).
2. John L. Kiely, Ph.D.,¹ and Michael D. Kogan, Ph.D., M.A. "Prenatal Care." Centers for Disease Control. <http://www.cdc.gov/ReproductiveHealth/Products&Pubs/DatatoAction/pdf/rhow8.pdf>
"Preexisting Factors, but Not Logistical Barriers, Inhibit Timely Use of Prenatal Care." Family Planning Perspectives Volume 32, Number 5, September/October 2000. Alan Guttmacher Institute.

Goal Area: Family Support and Coordination

Goal: FTF will coordinate and integrate with existing education and information systems to expand families' access to high quality, diverse and relevant information and resources to support their child's optimal development.

Goal Area: Coordination

Goal: FTF will collect and disseminate accurate and relevant data related to early childhood development and health.

Key Measure/s:

- Percentage of families with children birth through age five who report they are satisfied with the accessibility of information and resources on child development and health.
- Percentage of families with children birth through age five who report they are competent and confident about their ability to support their child's safety, health, and well-being.

- Percentage of families who report they are satisfied with the decision making and planning opportunities in the early childhood system.

Target Population:

Pregnant and postpartum women in the Yavapai Region with a focus on the low income population.

	units	SFY 2011	SFY 2012	SFY 2013
Regional Council Target Service Numbers	# of pregnant/postpartum women served	Not a Regional Strategy in 2011	100	100

Performance Measures:

- Number of pregnant/postpartum women attending training sessions
- Number of pregnant/postpartum women receiving home visitation services

SFY 2011 Expenditure Plan for Proposed Strategy

TOTAL ALLOTTMENT for proposed strategy \$380,000

Budget Justification/Estimates of Costs:

Costs vary depending upon the service delivery method and can include, but are not limited to personnel, ERE, training, curriculum, transportation-including travel to rural regions, printing, materials, media, and incentives for program participants. Costs for direct health care are not included.

Program costs reflect the average costs associated with a home-visiting format, although other types of programming may be relevant. Using current home visiting charges in the Yavapai Region, average costs can range from \$1,200 to \$3,800 per pregnant/postpartum woman. Applying a higher, more intensive model and cost (100/women x \$3400/program delivery) for \$340,000; supplies including project promotion or curriculum of \$2,000; and administrative cost not to exceed 10% or \$38,000 may comprise the allotted \$380,000 for this strategy.

Strategy Name: Community Based Literacy

Strategy Description: Insufficient Early Literacy Awareness and Resources

The Yavapai Regional Partnership Council has recognized the need for a literacy strategy which will provide community-based early literacy programs that create opportunities for parents to expose their infants, toddlers, and young children to books and language. Parents and caregivers will develop and enhance the skills and supports they need to encourage early literacy in their homes.

The first three years of life are a period of incredible growth in all areas of a baby's development. A newborn's brain is about 25 percent of its approximate adult weight. By age three, it has grown dramatically by producing billions of cells and hundreds of trillions of connections, or synapses, between these cells. While we know that the development of a young child's brain takes years to complete, we also know there are many things parents and caregivers can do to assist children to get off to a good start and establish healthy patterns for life-long learning.¹

Kindergarten readiness is important to consider as research studies have found that participation by low-income children in early intervention programs prior to kindergarten is related to improved school performance in the early years of education. Long-term studies suggest that early childhood programs have positive impact evident in the adolescent and adult years.

One component of children's readiness for school consists of their language and literacy development. Learning to read and write starts long before first grade and has long-lasting effects. Children's early experiences with books and print greatly influence their ability to comprehend what they read. Alphabet knowledge, phonological awareness, vocabulary development, and awareness that words have meaning in print are all pieces of children's knowledge related to language and literacy.

Many children in the Yavapai Region are at risk for low literacy attainment. Low educational attainment among parents and low income status are risk factors for literacy development. According to the Yavapai Regional 2010 Needs and Assets report, 62% of mothers have a high school diploma or less, and 28% of mothers do not have a high school diploma in the Yavapai Region.² Across the Region, many children live below the Federal Poverty Level. The Yavapai Regional 2010 Needs and Assets Report stated that 26% of families with young children are below the Federal Poverty level in the Yavapai Region². Households with single mothers are especially at risk, as 62% of single mothers with young children are below the Federal Poverty Level in the Yavapai Region.

Third grade standardized assessments also indicated that area children often lag behind their counterparts in reading, math and writing. The 2010 Yavapai Regional Needs and Assets documented the following 3rd grade AIMS scores:²

- 5:15 school districts had a 40% or more failure rate for reading
- 6:15 school districts had a 40% or more failure rate for math
- 4:15 school districts had a 40% or more failure rate for writing

In order to address the distinct geographic needs of the region, the Regional Council will invite Stakeholders to submit a variety of proposals to enhance language and literacy development in young children that are both evidence-based and relevant to the community served. Specific approaches to implement this strategy will take the following into account:

Evidence-based research identifies key components of early literacy curriculum. They include:

- Oral language: Fostering vocabulary and listening comprehension, expressive and receptive language. Alphabetic Code: Developing alphabet knowledge, and phonological/ phonemic awareness which is the ability to discriminate sounds in words, invented spelling.
- Print knowledge: Understanding environmental print and concepts about print.

Effective literacy development programs:

- Understand the parent's literacy strengths and reinforce their knowledge and skills.
- Provide an opportunity for adults and children to reflect on literacy practices in their daily lives.
- Recognize the literacy history of the parents.
- Consider socio-cultural context: Children's experiences with the world greatly influence their ability to comprehend what they read.
- Provide accommodations and adaptations for children and adults with special needs or disabilities: Contain an educational component which formally or informally affects the child's literacy or development.
- Oral Language is the foundation for literacy development: Contain an educational component for the adult, such as adult-basic education (for those without a high school diploma) or English-acquisition.

Approaches to implement this strategy will be required to build on current funding streams wherever possible. The Regional Council will give preference to those applicants that demonstrate partnerships that expand access to services in non-traditional settings including homes, early care and education settings, medical settings, public gathering places, etc.

Research Notes:

1. (2003) "Early Literacy" www.zerotothree.org/BrainWonders
2. 2010 Yavapai Region Needs and Assets

Goal Area: Family Support

Goal: FTF will increase the availability, quality and diversity of relevant resources that support language and literacy development for young children and their families.

Key Measure/s:

From FTF strategic plan roadmap

- **Percentage of families of children birth through age five who report they maintain language and literacy rich home environment (e.g. children hear language throughout the day, children have opportunities for listening and talking with family members, books and other literacy tools and materials are available and accessible to children).**
- **Percentage of families with children birth through age five who report reading to their children daily in their primary language.**

Target Population:

Parents and extended family networks providing child care services for all children age birth through five

	units	SFY 2011	SFY 2012	SFY 2013
Regional Council Target Service Numbers	Number of Families, children books, centers, engaged	Not a Regional Strategy in 2011	TBD	TBD

Performance Measures:

1. Number of families engaged in in-home literacy support programs in the region
2. Number of families engaged in in-community literacy support programs in the region
3. Percent of Kindergarteners meeting benchmark at the beginning of the year for each school district in the region, according to DIBELS.
4. Circulation of children's books at libraries in the region

SFY 2011 Expenditure Plan for Proposed Strategy

TOTAL ALLOTTMENT for proposed strategy \$ 47,500

Budget Justification/Estimates of Costs:

The cost per strategy will vary depending on the current capacity of each grantee. However, broad budget amounts are provided below and are subject to change:

- Language and Literacy Materials: \$42,750
- Administrative Costs: \$4,750

Strategy Name: Food Security

Strategy Description: To provide food to young children whose families are most impacted by the state economic and employment recession.

The Yavapai Regional Partnership Council desires to support families that have been impacted by the current economic downturn by providing financial support to emergency food providers for the purchase of nutritious food to be provided to children, birth through five years of age.

In April 2009, the First Things First Board recognized and responded to hardships experienced by families as a result of the state's economic crisis. While the economy has impacted all parts of the State of Arizona, families living in the more rural parts of the state may experience an even greater impact because of the lack of local support services. Throughout the Yavapai Region, families have experienced loss of employment and are turning to food banks and other support services with greater frequency.

According to the Yavapai Region's 2010 Needs and Assets Report, the median household income for families living in Yavapai County in 2006 was 15 percent less than the median income for Arizonans in general. (\$40,649 and \$47,265 respectively) While the current state unemployment rate is 8.9 percent, the unemployment in the Prescott Metropolitan Area is slightly higher, at 9.2 percent.¹ Unemployment data for the entire Yavapai Region is not available, but is assumed to be 9.2 percent or higher. The Yavapai Regional Council has concluded that families in the region continue to experience hardship and food insecurity. Local media report on the challenges facing food banks as they try to be responsive to the increased demand for food by area residents.

According to a published report in the journal *Pediatrics* in January 2008, researchers from Boston University School of Medicine and Boston Medical Center found that children living in households with food insecurity are more likely to be at developmental risk during their first three years of life, compared to similar households that are not food insecure.² Because eating patterns are formed early in life and may be carried into adulthood, healthful eating habits need to be developed early. The food assistance provided with this strategy must be nutritious and follow the USDA Food Guide Pyramid. Additionally, families may also be provided other basic childhood necessities such as baby formula and diapers.

The Yavapai Regional Partnership Council wants to support families in need of food assistance and build on the successes of the emergency food box strategy implemented 2009 and 2010. The Regional Council currently provides funding to one community-based emergency food provider located in west Yavapai County, in Prescott. The Council is interested in expanding services to the Verde Valley area by expanding the number of grantees. In order to accomplish this and to help meet community need, the 2012 grant process will include the release of new grant in the Verde area. Both grants will target food distribution to families with children, birth through five years of age.

Research Notes:

1. *Arizona Workforce Employment Report*, Arizona Department of Commerce, Research Administration, December 17, 2009.
2. *Association of Arizona Food Banks Hunger in America 2006 Arizona Report*

Goal Area: Family Support

Goal: FTF will coordinate and integrate with existing education and information systems to expand families' access to high quality, diverse and relevant information and resources to support their child's optimal development.

Key Measure/s:

- Percentage of families with children birth through age five who report they are competent and confident about their ability to support their child's safety, health, and well-being.

Target Population:

The region's children birth through age five and their families experiencing food insecurity.

	units	SFY 2011	SFY 2012	SFY 2013
Regional Council Target Service Numbers	Food boxes distributed	13,000 boxes	26,000 boxes	26,000 boxes

Performance Measures:

Total number of food boxes distributed

SFY 2011 Expenditure Plan for Proposed Strategy

TOTAL ALLOTTMENT for proposed strategy \$ 100,000

Budget Justification/Estimates of Costs:

Provision of food items and other basic childhood necessities as identified. Costs have been determined by the current grantee as approximately \$3.00 per child for weekend assistance ($\$3 \times 26,000/\text{boxes} = \$78,000$). Additional supplies such as baby food and diapers ($2/\text{grantees} \times \$6,000 = \$12,000$) as well as administrative costs ($2/\text{grantees} \times \$5,000 = \$10,000$) not to exceed 10% can be included in each grant.