

FTF Parent Kits Reporting Period: July 1, 2010 to September 30, 2010

The Arizona Parent Kit is an adaptation of the California Parents Kit, developed and evaluated by the University of California, Berkeley, School of Public Health. Kit contents include: Six videos/DVDs on prenatal care, child health and nutrition, child development, safety, quality child care, early literacy, and discipline; 80-page Arizona Parents Guide: A resource guide for families to accompany the videos/DVDs; and a chubby picture book for parents to read to their baby.

Provided free to all new parents who give birth at participating statewide birthing hospitals or centers, the boxed set of educational materials – available in both English and Spanish – connects parents to state and national resources as well as offers tips, checklists and informative video presentations that equip parents to create a healthy, safe and loving home.

The 2008 First Things First Family and Community Survey provided baseline measurement of parents' understanding of child development. The survey also provided information about parents' perceptions of access to and quality of services available to young children and families.

- 1/5 to almost 1/2 of Arizona parents need support understanding early development and how to support their child's optimal development.
- Almost 2/3 of parents are dissatisfied with the coordination of early childhood services in Arizona.
- More than 1/3 of parents are dissatisfied with the information and resources available, with 70% of parents of children with health issues expressing dissatisfaction with available information and resources.

Results from this survey make it clear that Arizona parents are concerned with their children's growth and development. Parent Kits provide information to help new parents improve their ability to children's optimal development with information and referrals.

The parent kit strategy's goal is to distribute one parent kit to every new parent in Arizona. In 2009, the following numbers of babies were born in the state of Arizona and each Regional Areas:

Total Births in Arizona by Regional Areas (2009)	
ARIZONA	93331
Central East	4093
Maricopa	33401
Northeast	4098
Phoenix/Yavapai/Gila River	30683
Southeast	14774
West	5527
Unknown¹	755

¹ Unknown includes 'home births, other or unknown' categories on the hospbirth2009.xls document found on <http://www.azdhs.gov/plan/menu/for/births.htm>

Summary

Overview:

- Parent kits were distributed to hospitals and birthing clinics in all **6** Regional Partnership Council areas.
- **14,928** Parent Kits were distributed to birthing centers and hospitals statewide between July 1 and September 30, 2010.
- **171** out of **1239 (14%)** cases of Parent Kits were in Spanish.²

² Not all Parent Kits were distributed in cases.

Central East:

Parent Kits: Susan Fry, Inc. GRA-STATE-10-0025-01-Y3		Number of English Cases Distributed	Number of Spanish Cases Distributed	Number of Cases Distributed	Number of Parent Kits Distributed
Central East	Cochise	28	0	28	336
	Gila	11	1	12	144
	Graham/Greenlee	6	0	6	72
	Pinal	11	1	12	144
	San Carlos Apache	0	0	0	0
	Total	56	2	58	696

Central East: Parent Kits Distributed by Hospital by Months								
				English Cases	Spanish Cases	Total Cases	Total # of Parent Kits	
Central East	Cochise	Benson Hospital	July, 2010	0	0	0	0	
			August, 2010	0	0	0	0	
			September, 2010	0	0	0	0	
			Total	0	0	0	0	
		Chinle Comprehensive Health Care Facility (CCHCF)	July, 2010	2	0	2	24	
			August, 2010	2	0	2	24	
			September, 2010	3	0	3	36	
			Total	7	0	7	84	
		Copper Queen Hospital	July, 2010	0	0	0	0	
			August, 2010	0	0	0	0	
			September, 2010	0	0	0	0	
			Total	0	0	0	0	
		Northern Cochise Community Hospital	July, 2010	0	0	0	0	
			August, 2010	0	0	0	0	
			September, 2010	0	0	0	0	
			Total	0	0	0	0	
		Sierra Vista Regional Medical Center	July, 2010	6	0	6	72	
			August, 2010	9	0	9	108	
			September, 2010	6	0	6	72	
			Total	21	0	21	252	
		Total		Sum	28	0	28	336
		Pinal	Casa Grande Regional Medical Center	July, 2010	6	0	6	72
				August, 2010	2	0	2	24
				September, 2010	3	1	4	48
Total	11			1	12	144		

	Total	Sum	11	1	12	144
Gila	Cobre Valley Community Hospital	July, 2010	3	0	3	36
		August, 2010	3	0	3	36
		September, 2010	3	0	3	36
		Total	9	0	9	108
	Payson Regional Medical Center	July, 2010	2	1	3	36
		August, 2010	0	0	0	0
		September, 2010	0	0	0	0
		Total	2	1	3	36
	Total	Sum	11	1	12	144
	Graham/ Greenlee	Mt. Graham Regional Medical Center	July, 2010	1	0	1
August, 2010			0	0	0	0
September, 2010			5	0	5	60
Total			6	0	6	72
Total		Sum	6	0	6	72
San Carlos Apache	San Carlos Indian Hospital	July, 2010	0	0	0	0
		August, 2010	0	0	0	0
		September, 2010	0	0	0	0
		Total	0	0	0	0
	Total	Sum	0	0	0	0
Total			56	2	58	696

Maricopa:

Parent Kits: Susan Fry, Inc. GRA-STATE-10-0025-01-Y3		Number of English Cases Distributed	Number of Spanish Cases Distributed	Number of Cases Distributed	Number of Parent Kits Distributed
Maricopa	Southwest Maricopa	32	9	41	492
	Northwest Maricopa	54	11	65	780
	Northeast Maricopa	114	4	118	1416
	Central Maricopa	59	15	74	888
	Southeast Maricopa	180	12	192	2304
	Salt River Pima Maricopa Indian Community ³
	Total	439	51	490	5880

Maricopa: Parent Kits Distributed by Hospital by Months							
				English Cases	Spanish Cases	Total Cases	Total # of Parent Kits
Maricopa	Southwest Maricopa	West Valley Hospital	July, 2010	6	3	9	108
			August, 2010	16	4	20	240
			September, 2010	10	2	12	144
			Total	32	9	41	492
		Total	Sum	32	9	41	492
	Northwest Maricopa	Arrowhead Hospital	July, 2010	10	1	11	132
			August, 2010	10	0	10	120
			September, 2010	10	0	10	120
			Total	30	1	31	372
		Banner Del Webb Medical Center	July, 2010	11	4	15	180
			August, 2010	10	3	13	156
			September, 2010	3	3	6	72
			Total	24	10	34	408
			Total	Sum	54	11	65
	Northeast Maricopa	Scottsdale Osborn Hospital	July, 2010	5	2	7	84
			August, 2010	4	2	6	72
			September, 2010	0	0	0	0
			Total	9	4	13	156
Scottsdale Shea Hospital		July, 2010	30	0	30	360	
		August, 2010	30	0	30	360	
		September, 2010	45	0	45	540	

³ Salt River Pima Maricopa Indian Community does not have a hospital or birthing center receiving Parent Kits in its RPC.

		Total	105	0	105	1260
	Total	Sum	114	4	118	1416
Central Maricopa	Chandler Regional Medical Center	July, 2010	19	1	20	240
		August, 2010	15	1	16	192
		September, 2010	23	1	24	288
		Total	57	3	60	720
	Tempe St. Luke's Hospital	July, 2010	0	0	0	0
		August, 2010	2	8	10	120
		September, 2010	0	4	4	48
		Total	2	12	14	168
	Total	Sum	59	15	74	888
	Southeast Maricopa	Banner Baywood Medical Center	July, 2010	0	0	0
August, 2010			0	0	0	0
September, 2010			0	0	0	0
Total			0	0	0	0
Banner Desert Medical Center		July, 2010	6	0	6	72
		August, 2010	18	0	18	216
		September, 2010	6	0	6	72
		Total	30	0	30	360
Banner Gateway Medical Center		July, 2010	24	0	24	288
		August, 2010	36	0	36	432
		September, 2010	30	0	30	360
		Total	90	0	90	1080
John C. Lincoln Hospital		July, 2010	4	0	4	48
		August, 2010	3	0	3	36
		September, 2010	10	6	16	192
		Total	17	6	23	276
Mercy Gilbert Hospital		July, 2010	12	0	12	144
		August, 2010	6	2	8	96
		September, 2010	10	2	12	144
		Total	28	4	32	384
Mountain Vista Medical Center		July, 2010	0	0	0	0
		August, 2010	6	2	8	96
		September, 2010	9	0	9	108
		Total	15	2	17	204
Total	Sum	180	12	192	2304	
Total		439	51	490	5880	

Northeast:

Parent Kits: Susan Fry, Inc. GRA-STATE-10-0025-01-Y3		Number of English Cases Distributed	Number of Spanish Cases Distributed	Number of Cases Distributed	Number of Parent Kits Distributed
Northeast	Coconino	29	1	30	360
	Navajo Nation	12	0	12	144
	Navajo/Apache	27	0	27	324
	White Mountain Apache Tribe	3	0	3	36
	Total	71	1	72	864

Northeast: Parent Kits Distributed by Hospital by Months								
				English Cases	Spanish Cases	Total Cases	Total # of Parent Kits	
Northeast	Coconino	Banner Page Hospital	July, 2010	1	0	1	12	
			August, 2010	1	0	1	12	
			September, 2010	0	0	0	0	
			Total	2	0	2	24	
		Flagstaff Regional Medical Center	July, 2010	10	1	11	132	
			August, 2010	6	0	6	72	
			September, 2010	6	0	6	72	
			Total	22	1	23	276	
		Hopi Health Care Center	July, 2010	1	0	1	12	
			August, 2010	0	0	0	0	
			September, 2010	0	0	0	0	
			Total	1	0	1	12	
		Little Colorado Medical Center	July, 2010	1	0	1	12	
			August, 2010	1	0	1	12	
			September, 2010	2	0	2	24	
			Total	4	0	4	48	
		Womancare Midwifery	July, 2010	0	0	0	0	
			August, 2010	0	0	0	0	
			September, 2010	0	0	0	0	
			Total	0	0	0	0	
		Total	Sum	29	1	30	360	
		Navajo Nation	Ft. Defiance Hospital	July, 2010	4	0	4	48
				August, 2010	2	0	2	24
				September, 2010	2	0	2	24
Total	8			0	8	96		
Tuba City Regional	July, 2010		0	0	0	0		

	Health Center	August, 2010	4	0	4	48	
		September, 2010	0	0	0	0	
		Total	4	0	4	48	
		Total	Sum	12	0	12	144
	Navajo/Apache	Summit Healthcare	July, 2010	8	0	8	96
			August, 2010	9	0	9	108
			September, 2010	10	0	10	120
			Total	27	0	27	324
		Total	Sum	27	0	27	324
	White Mountain Apache Tribe	Whiteriver Indian Hospital	July, 2010	1	0	1	12
			August, 2010	1	0	1	12
			September, 2010	1	0	1	12
			Total	3	0	3	36
		Total	Sum	3	0	3	36
	Total		71	1	72	864	

Phoenix/Yavapai/Gila River:

Parent Kits: Susan Fry, Inc. GRA-STATE-10-0025-01-Y3		Number of English Cases Distributed	Number of Spanish Cases Distributed	Number of Cases Distributed	Number of Parent Kits Distributed
Phoenix/ Yavapai/ Gila River	North Phoenix	67	2	69	828
	Central Phoenix	142	74	216	2652
	Gila River Indian Community ⁴
	South Phoenix	76	9	85	1020
	Yavapai	15	3	18	216
	Total	300	88	388	4716

Phoenix/Yavapai/Gila River: Parent Kits Distributed by Hospital by Months								
				English Cases	Spanish Cases	Total Cases	Total # of Parent Kits	
Phoenix/ Yavapai/ Gila River	South Phoenix	Banner Estrella Medical Center	July, 2010	18	0	18	216	
			August, 2010	27	0	27	324	
			September, 2010	22	0	22	264	
			Total	67	0	67	804	
		Maryvale Hospital	July, 2010	0	0	0	0	
			August, 2010	0	0	0	0	
			September, 2010	9	9	18	216	
			Total	9	9	18	216	
		Total		Sum	76	9	85	1020
		Central Phoenix	Banner Good Samaritan Medical Center	July, 2010	30	6	36	432
	August, 2010			20	8	28	336	
	September, 2010			12	8	20	240	
	Total			62	22	84	1008	
	First Things First		July, 2010	0	0	0	25	
			August, 2010	0	0	0	20	
			September, 2010	0	0	0	15	
			Total	0	0	0	60	
	Maricopa Medical Center		July, 2010	10	8	18	216	
			August, 2010	0	0	0	0	
		September, 2010	0	0	0	0		
Total		10	8	18	216			
Phoenix Baptist	July, 2010	0	0	0	0			

⁴ Gila River Indian Community does not have a hospital or birthing center receiving Parent Kits in its RPC.

	Hospital	August, 2010	0	0	0	0
		September, 2010	0	0	0	0
		Total	0	0	0	0
	Phoenix Children's Hospital	July, 2010	0	0	0	0
		August, 2010	0	0	0	0
		September, 2010	0	0	0	0
		Total	0	0	0	0
	Phoenix Indian Medical Center	July, 2010	2	0	2	24
		August, 2010	2	0	2	24
		September, 2010	3	0	3	36
		Total	7	0	7	84
	St. Joseph's Hospital	July, 2010	24	18	42	504
		August, 2010	19	17	36	432
		September, 2010	20	9	29	348
		Total	63	44	107	1284
	Total	Sum	142	74	216	2652
North Phoenix	Banner Thunderbird Medical Center	July, 2010	12	0	12	144
		August, 2010	20	0	20	240
		September, 2010	25	0	25	300
		Total	57	0	57	684
	Paradise Valley Hospital	July, 2010	2	1	3	36
		August, 2010	4	1	5	60
		September, 2010	4	0	4	48
		Total	10	2	12	144
Total	Sum	67	2	69	828	
Yavapai	Verde Valley Medical Center	July, 2010	2	1	3	36
		August, 2010	0	0	0	0
		September, 2010	3	1	4	48
		Total	5	2	7	84
	Yavapai Regional Medical Center	July, 2010	0	1	1	12
		August, 2010	5	0	5	60
		September, 2010	5	0	5	60
		Total	10	1	11	132
Total	Sum	15	3	18	216	
Total		300	88	388	4716	

Southeast:

Parent Kits: Susan Fry, Inc. GRA-STATE-10-0025-01-Y3		Number of English Cases Distributed	Number of Spanish Cases Distributed	Number of Cases Distributed	Number of Parent Kits Distributed
Southeast	North Pima	46	0	46	552
	Central Pima	116	19	135	1620
	South Pima ⁵
	Santa Cruz	0	0	0	0
	Pascua Yaqui ⁵
	Tohono O'odham	0	0	0	0
	Total	162	19	181	2172

Southeast: Parent Kits Distributed by Hospital by Months							
				English Cases	Spanish Cases	Total Cases	Total # of Parent Kits
Southeast	Central Pima	Birth and Women's Health Center	July, 2010	0	0	0	0
			August, 2010	1	1	2	24
			September, 2010	0	0	0	0
			Total	1	1	2	24
		Carondelet Health Care	July, 2010	12	6	18	216
			August, 2010	12	6	18	216
			September, 2010	22	0	22	264
			Total	46	12	58	696
		Carondelet St. Joseph's Hospital	July, 2010	0	0	0	0
			August, 2010	0	0	0	0
			September, 2010	0	0	0	0
			Total	0	0	0	0
		Pima County Public Library	August, 2010	3	3	6	72
			Total	3	3	6	72
		Tucson Medical Center	July, 2010	0	0	0	0
			August, 2010	16	0	16	192
			September, 2010	40	0	40	480
			Total	56	0	56	672
		University Medical Center	July, 2010	7	1	8	96
			August, 2010	0	0	0	0
			September, 2010	3	2	5	60
			Total	10	3	13	156
		Total	Sum	116	19	135	1620

⁵ South Pima and Pascua Yaqui Tribe do not have a hospital or birthing center receiving Parent Kits in their RPC.

Santa Cruz	Carondelet Holy Cross Hospital	July, 2010	0	0	0	0
		August, 2010	0	0	0	0
		September, 2010	0	0	0	0
		Total	0	0	0	0
	Total	Sum	0	0	0	0
North Pima	Northwest Medical Center, Women's Center	July, 2010	15	0	15	180
		August, 2010	15	0	15	180
		September, 2010	16	0	16	192
		Total	46	0	46	552
	San Xavier Clinic	July, 2010	0	0	0	0
		August, 2010	0	0	0	0
		September, 2010	0	0	0	0
		Total	0	0	0	0
Total	Sum	46	0	46	552	
Tohono O'odham Nation	Sells Indian Hospital	July, 2010	0	0	0	0
		August, 2010	0	0	0	0
		September, 2010	0	0	0	0
		Total	0	0	0	0
	Total	Sum	0	0	0	0
Total			162	19	181	2172

West:

Parent Kits: Susan Fry, Inc. GRA-STATE-10-0025-01-Y3		Number of English Cases Distributed	Number of Spanish Cases Distributed	Number of Cases Distributed	Number of Parent Kits Distributed
West	Cocopah Tribe ⁶
	Colorado River Indian Tribes ⁶
	Hualapai Indian Tribe ⁶
	La Paz/Mohave	21	1	22	264
	Yuma	19	9	28	336
	Total	40	10	50	600

West: Parent Kits Distributed by Hospital by Months								
				English Cases	Spanish Cases	Total Cases	Total # of Parent Kits	
West	La Paz/ Mohave	Centennial Park Clinic	July, 2010	3	0	3	36	
			Total	3	0	3	36	
		Havasu Regional Medical Center	July, 2010	3	0	3	36	
			August, 2010	2	0	2	24	
			September, 2010	3	0	3	36	
			Total	8	0	8	96	
		Kingman Regional Medical Center	July, 2010	5	0	5	60	
			August, 2010	0	0	0	0	
			September, 2010	3	0	3	36	
			Total	8	0	8	96	
		Valley View Medical Center	July, 2010	0	0	0	0	
			August, 2010	0	0	0	0	
			September, 2010	0	0	0	0	
			Total	0	0	0	0	
		Western Arizona Regional Medical Center	July, 2010	0	0	0	0	
			August, 2010	0	0	0	0	
			September, 2010	2	1	3	36	
			Total	2	1	3	36	
		Total	Sum	21	1	22	264	
		Yuma	Yuma Regional Medical Center	July, 2010	0	0	0	0
				August, 2010	4	3	7	84
				September, 2010	15	6	21	252
				Total	19	9	28	336
			Total	Sum	19	9	28	336
		Total			40	10	50	600

⁶ Cocopah, CRIT and Hualapai Indian Tribes do not have a hospital or birthing center receiving Parent Kits in their RPC.