



**FIRST THINGS FIRST**

*Ready for School. Set for Life.*

**AGENDA ITEM:** Pinal Communications Outreach Plan

**BACKGROUND:** The Pinal Regional Partnership Council implemented Community Outreach and Community Awareness strategies to address the prioritized need to raise awareness of the importance of early childhood. The strategy is part of the statewide communications campaign. Since starting in October of 2010, the Community Outreach Consultant has distributed important information about First Things First, as well as information on child development, parenting and literacy. Due to the collaborative efforts of grantees, agencies, school districts, city/town governments and First Things First, there has been great improvement in the ability of families to get the information and support they need to help their children be healthy and ready to succeed in school.

**RECOMMENDATION:** No Recommendation

# COMMUNITY OUTREACH PLAN: FY 2014

Pinal Regional Partnership Council



**FIRST THINGS FIRST**  
*Ready for School. Set for Life.*

## Goals of Community Outreach

1. To educate the Pinal Region about the importance of early childhood.
2. To motivate Arizonans to get informed about First Things First and early childhood; get involved in the conversation about early childhood health and education in Arizona; and to take action to get all children ready for school.

## Target Audiences for Community Outreach in Pinal County

### Priority Target Audiences:

- Civic Minded Arizonans
- Nonprofit organizations
- Parents and Caregivers
- K-12 community
- Women's Organizations

### Other Target Audiences:

- Faith Organizations
- First Things First Grantees
- Medical Community
- Senior 55+/Elders
- Early Childhood Professionals
- Public Officials and Candidates

## Community Outreach Tools and Measures

**Tactic: Presentations/ Outreach Events**

**Target: At least five (5) per month**

### Community Outreach Coordinator

- The **Community Outreach Coordinator** will secure presentation opportunities, one-on-one meetings with members of the community, and attend outreach events to represent First Things First and speak about the importance of early childhood health and development.

### First Things First Staff and Pinal Regional Partnership Council

- Pinal Regional **First Things First staff** will work together to plan FTF-directed or FTF-supported community events, including:

- Site visits
- Grantee Meetings
- Other community meetings
  
- **First Things First staff** and **Pinal Regional Partnership Council (PRPC)** members may be asked to attend outreach events and presentations to represent First Things First. The **Community Outreach Coordinator** is responsible for coordinating and preparing FTF staff and PRPC members for these opportunities.

*First Things First outreach materials, such as Fact Sheets, Educational Reinforcement Items and Sign Up sheets, will be present at these events.*

**Tactic: Stories**

**Target: At least one (1) per month**

**Community Outreach Coordinator**

- The **Community Outreach Coordinator** will collect and write stories about the success of both FTF-funded programs and other impactful early childhood programs for newsletter use, media submission, public blogs, and for distribution by grantees and supporters.
  - Stories will be collected by visiting grantee sites and events, and/or meeting with program participants.
  - These stories will be offered to the Regional Council for their distribution at each RPC meeting.
  - In addition, the **Community Outreach Coordinator** will offer trainings on writing successful impact stories to FTF grantees and interested early childhood supporters.

**Tactic: Site Visits**

**Target: Quarterly**

**Community Outreach Coordinator**

- The **Community Outreach Coordinator** will coordinate site visits of FTF-funded programs or early childhood programs, inviting elected officials, members of the media, and key community leaders. The **Community Outreach Coordinator** will work with **FTF grantees'** and community partner sites to develop an agenda, prepare staff with talking points, and prepare families participating in the program to speak to site visit guests. The **Community Outreach Coordinator** will work with **FTF External Affairs staff** to plan the site visit.
  
- The **Community Outreach Coordinator** will take pictures or assign a member of **FTF staff** to take pictures during the site visit. These will be sent with cut lines to the **FTF Director of Brand Advancement** to place on social media platforms.

**Tactic: Media****Target: At least one(1) per month****Community Outreach Coordinator**

1. **Radio and Television-** The **Community Outreach Coordinator** will secure media opportunities to speak about the importance of early childhood and FTF and to provide relevant FTF updates.
  - **RPC members** may be asked to work with the **Community Outreach Coordinator** represent FTF on the radio and/or television, or join the **Community Outreach Coordinator** for radio/TV opportunities when appropriate.
2. **Press Releases-** The **Community Outreach Coordinator** will write press releases concerning early childhood and FTF updates/events, to be distributed to local community partners and media contacts. The **Community Outreach Coordinator** will work with **External Affairs Staff** for the development and dissemination of press releases.
3. **Digital Storytelling-** The **Community Outreach Coordinator** will work to create digital documentation of FTF-funded program success. These will be available for the **Regional Partnership Council** and to the public, contingent on approval and review of **FTF External Affairs Staff**.

**First Things First Grantees**

- The **Community Outreach Coordinator** will connect **FTF grantees** to media opportunities when appropriate.
- The **Community Outreach Coordinator** may offer training on successfully preparing for media opportunities to **FTF grantees** and community partners interested in speaking about early childhood for any earned media opportunity in print, radio or TV.

**Tactic: Speaker's Trainings****Target: 1 per quarter/ as needed****Community Outreach Coordinator**

- The **Community Outreach Coordinator** will offer speaker's trainings to any interested individual or group wishing to receive instruction and practice in consistent messaging to help spread the word about early childhood and FTF.
- The **Community Outreach Coordinator** will offer the following speaker's trainings:
  - Basic Speaker's Training:
    - Early Childhood, Everyday- *Simple ways to spread the word about early childhood and First Things First in your community*
  - Extended Speaker's Trainings:
    - The Write Way- *Writing Effective Impact Stories*
    - Talking it Up- *Tips and tools for securing opportunities and communicating effectively on the radio and TV (This training is in development.)*

**Community Awareness****Target: Distributed as appropriate****Community Outreach Coordinator**

- Educational Reinforcement items will be distributed by the **Community Outreach Coordinator**. The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- **FTF supporters and community partners** who have attended a speaker's training will also be eligible to distribute educational reinforcements, and will work with the **Community Outreach Coordinator** to determine where and how these items will be used.
- Educational Reinforcement items will be given only to individuals who have first received general information about early childhood and FTF.
- The **Community Outreach Coordinator** will work with the **Pinal Regional Director** to implement and revise the Community Awareness Budget, including event participation and sponsorships and the purchasing of Educational Reinforcement items.

**Tactic: Social Media****Target: 15 early childhood-focused Tweets/posts per month****Community Outreach Coordinator**

- In order to support a continuing, relevant and expanding conversation about the importance of early childhood, the **Community Outreach Coordinator** will maintain a consistent presence on personal social media platforms, including Facebook and Twitter.
- The **Community Outreach Coordinator** will post relevant and interesting links on personal media platforms to articles about early childhood and FTF on these social media sites. In addition, photographs taken of early childhood events in the Pinal Region will be sent with cut lines to the FTF Director of Brand Advancement for use on Flickr.
- The **Community Outreach Coordinator** will continuously encourage early childhood supporters to get informed, get involved, and get young children ready by promoting the use of social media to all audiences.

**Tactic: Media Advertisements**

**Target: To be determined by the Regional Council**

### **Regional Partnership Council**

- In order to ensure the importance of early childhood is shared with a widespread audience and to enhance the grassroots awareness and outreach efforts already in place, the **Pinal Regional Partnership Council** may elect to fund advertisements, such as social media advertisements, radio ads, newspaper ads, television ads, or cinema ads.

### **First Things First Staff**

- The **Pinal Regional Director** will work with the statewide FTF media contractor to purchase these media advertisements.

### **Community Outreach Workgroup**

- The **Community Outreach workgroup** will work with the **Community Outreach Coordinator** to put forth a recommendation for media purchases to the **Pinal Regional Partnership Council** and **Pinal Regional Director**.

## **Working with the Pinal Regional Team and Pinal Regional Partnership Council**

### **Community Outreach Coordinator**

- **Regional Partnership Council Meetings-** The **Community Outreach Coordinator** will provide monthly updates during **Pinal Regional Partnership Council Meetings**. Updates will include the number and nature of recent presentations, media opportunities, stories, and other community outreach updates. **Pinal Regional Partnership Council Members** can provide feedback, recommendations, and direction during this portion of the meeting.
- **Grantee Meetings-** The **Community Outreach Coordinator** will work with **Pinal FTF staff** to provide speaker's trainings, communications guidance, and updates to **FTF grantees** at quarterly grantee meetings. **Grantees** can provide feedback, recommendations, and direction during this portion of the meeting.
- **Staff-Directed Projects, Meetings and Strategies-** The **Community Outreach Coordinator** will work with **Pinal Regional Staff** to support RPC recruitment, staff projects, meetings and events. The **Community Outreach Coordinator** will provide support based on the defined roles of a Community Outreach Coordinator.

## Community Outreach: Expectations of Pinal Regional Partnership Council

1. Provides input and expertise in the development of the community outreach plan.
2. Works with **Pinal Regional Director** and **Community Outreach Coordinator** to attend and/or present at local events, media opportunities, etc.
3. Provides ongoing feedback and guidance to both the **Pinal Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach Strategy.

## Requests of First Things First Grantees

1. **Stories- First Things First grantees** are asked to work with the **Community Outreach Coordinator** to invite program participants to be interviewed for a story.
  - **First Things First grantees** are requested to communicate good story opportunities in person, through email and phone to the **Community Outreach Coordinator**.
2. **Outreach Opportunities- FTF Grantees** are encouraged to recommend presentation opportunities to the **Community Outreach Coordinator**, to receive an FTF speaker's trainings, and to engage in the conversation about early childhood on their personal social media platforms.
  - The **Community Outreach Coordinator** will communicate outreach opportunities, such as tabling events, to **First Things First grantees** so that they can consider raising awareness of their services at the event either in conjunction with FTF or on their own.
  - **FTF Grantees** are expected to follow grantee protocol as it pertains to First Things First branding. As a reminder, First Things First must be mentioned as a funder within every press release, on grantee collateral material and at grantee events.

## Community Outreach Workgroup

The **Community Outreach Coordinator** will request feedback from members of the **Community Outreach Workgroup** at least four times per year on topics including:

- a. Media Purchases
- b. Securing additional presentation opportunities
- c. Making community connections
- d. Effectively communicating the importance of early childhood to the unique demographic of the Pinal Regional community.

When they arise, the recommendations of the **Community Outreach Workgroup** will be presented to the **Pinal Regional Partnership Council** by the **Community Outreach Coordinator** during monthly meetings.