



Our Brand and Messages

FIRST THINGS FIRST



THE PROCESS

Research:

Branding, Messaging on
Early Care & Education

Internal Workgroup:

FTF Staff & Regional
Council Members

External Workgroup:

Regional Council
Members, Partners



WHAT IS FIRST THINGS FIRST?



Our Mission

To increase the quality of, and access to, the early childhood development and health system that ensures a child entering school comes healthy and ready to succeed.

Our Vision

All Arizona children birth through age five are afforded opportunities to achieve their maximum potential to succeed in school and life.



Our Guiding Principles

Decisions are Made

- By involving public and private partners and communities
- By focusing on desired outcomes for all children
- By emphasizing local planning and implementation
- By utilizing ongoing and rigorous analysis of qualitative and quantitative data, proven best practices, and system and program outcomes



Our Guiding Principles

Programs, Services and Supports are Offered

- Through an integrated, seamless and accessible system based on high quality standards and proven best practices
- By focusing on the strengths of the whole child



Our Guiding Principles

Funding Decisions are Made

- By careful planning and long range forecasting to ensure the level and quality of services are sustained over time
- To leverage public and private resources that will enhance the ability to deliver high quality services and supports for children
- By utilizing local decision making for resource allocation



Our Guiding Principles

Accountability is Achieved

- By establishing and tracking key measures of early childhood development and health system improvements
- By ensuring a rigorous, independent evaluation of the service delivery system and its outcomes



What are
First Things First's
Goals?

Supporting Families

Families raise children. First Things First, along with its partners, support families.

Parents and families are central and critical to a young child's development. Children's health, development, and overall well-being depend upon the care, nurturing and education provided by their families. Research has confirmed that early relationships are the primary influence on brain growth and neurophysiologic development.



Healthy Children

It adds up: Healthy children = ready to learn, ready to succeed.

The science of human growth and development tells us that high-quality health care and adequate nutrition before and after birth are fundamental to promoting healthy child development.



Early Care & Education

First Things First supports all Arizona families and values its vital importance in a child's life, and support families having the best choices for where a child spends their day.

The experiences of early childhood - both positive and negative - have a lasting impact and lay the foundation for a child's future success. This is why access to quality child care and preschool (early care and education) is such a priority for First Things First.



Why is
First Things First
Important?



If you want to grow the
economy – **invest in all
kids!**

Investing in children
from the very beginning
makes economic sense.





Dollars invested in our
youngest children have
the **largest rate of return.**

A competitive workforce reduces crime, strengthens economic growth, creates more jobs and increases global competitiveness.





About 80%

of a child's critical
brain development
happens before age 3.

The brain connections
made during this time
lay the foundation for
a lifetime.



Learning begins at birth....
Arizona's education
system must then begin
at birth.

High quality
early childhood
experiences improve
the life chances of all
children.





Ultimately, the
success of every
child impacts us all.

How does
First Things First
work?

HOW FIRST THINGS FIRST WORKS

First Things First is for ALL children and families – each child in Arizona deserves an equal chance at success; every child matters.

First Things First exists to offer information and tools for all children in Arizona.



HOW FIRST THINGS FIRST WORKS

First Things First offers tools and resources for parents and caregivers in nurturing their children zero to five.

Resources are available for anyone and everyone caring for a child.



First Things First
offers families choices
and opportunities to
promote optimal growth
and development.



HOW FIRST THINGS FIRST WORKS

First Things First is community driven solutions.

31 Regional Partnership Councils – across the state - address individual needs of children and families in each community.



HOW FIRST THINGS FIRST WORKS

First Things First is accountable to the children of Arizona AND the taxpayer - through effective programs and services that improve outcomes for children.



Does this resonate?

FIRST THINGS FIRST TOOL KITS

Universal Materials & Regional Council Specific Materials; reflecting cultural and local needs

Examples include:

- **First Things First Brochure**

Both universal and Regional Specific Brochure reflecting local programs and information

- **First Things First Pocket Card**

Both universal and Regional Specific Pocket Card reflecting local programs and information

- **First Things First Fact Sheets**

Both universal and Regional specific on a variety of topics: funding, programs, etc.

Next Steps

1. Incorporate any feedback
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2. Present collective brand and message to Board
Due: Feb 24, 2009
3. Collateral Library timeline – with expected delivery dates on prioritized materials
Due: Feb 25, 2009

Communication Plan-Update

1. Web site www.azftf.gov
2. Statewide Initiatives:
 - Parent Kits
 - Quality First www.azftf.gov/qualityfirst
3. Statewide/Regional Awareness Campaign
4. PBS Awareness Spots
5. Parent Tips During News Broadcasts
6. Expect More Arizona (P-20)