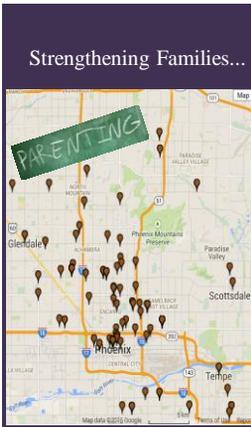




FindHelpPhx/EncuentraAyudaPhx.org
Adrienne Decker Delgado and Antoinette Martinez





FindHelpPhx.org
EncuentraAyuda.org

- Almost 2,000 holistic free and low-cost services
- Reflects a Total Family Strategy
- Almost 100,000 hits since 10/12
- Bilingual to reflect the diverse population



Each resource is vetted once yearly.
Agencies can update information anytime.

Prevention and Early Intervention happen only when families know where to go for services...

4

FHP

2/20/2015

- Promote healthy lifestyles
- Research disease
- Injury prevention
- Detect and control infectious diseases

What is Public Health?

5

FHP

2/10/2015

FindHelpPhx outreached to over 300 parent and provider audiences on finding services.



We couldn't do it without intern support!

7

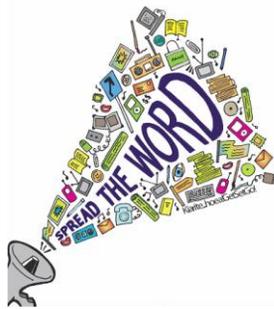
FHP

2/20/2015

FindHelpPhx
Outreach strategies...

- Underserved Populations
- Coalition Involvement
- Media Strategy

2/20/2015



FHP

7



Our Kiosk reaches underserved populations at the Mexican Consulate.

9

FHP

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Adverse Childhood Experiences
Can last a lifetime, but they don't have to.

HEALTHY MOTHERS HEALTHY BABIES,
MARICOPA COUNTY COALITION

Empowering People
the CENTER
Inspiring Wellbeing

We participate in 15 diverse coalitions

10 FHP 2/20/2015

Media strategy- Reach large populations...

THE ARIZONA REPUBLIC

KTAR NEWS

88.3 FM CAMPESINA PHOENIX, AZ

azc

33 PHOENIX

11 FHP 2/20/2015

Focus Groups: Residents decided how to improve ease-of-use among users.

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Top three suggestions:

1. Prominent keyword search function
2. Zip code search to show 10-15 mile radius
3. Subcategories within categories



Another popular idea: "Just for Kids" category

2/20/2015

FHP

13

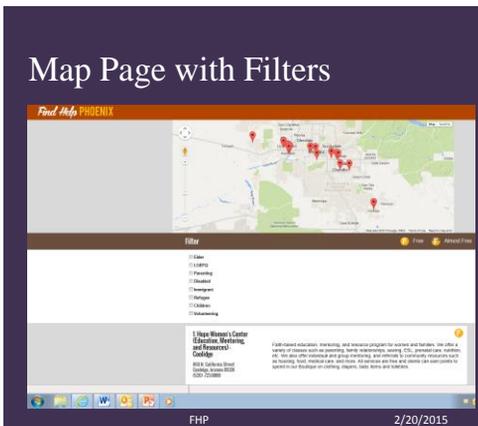


2nd Generation FindHelpPhx

14

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Map Page with Filters

15

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The support of First Things First makes it easier for families to find resources for themselves-when they need them and without delay!



Thank you, First Things First!

16

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2/20/2015



Antoinette Martinez (602) 679-4747
antoinettemartinez@mail.maricopa.gov

Adrienne Decker Delgado (602) 290-0058
adrienedeckerdelgado@mail.maricopa.gov



Contact Information

17

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2/20/2015
