

First Things First – SFY 2010-2012 Comprehensive Communications Plan

Vision & Mission: All children start school healthy and ready to succeed. Provide parents with information and resources to best support preparing their child for school and life success.

Goal 1: Political & Financial Investment

Objectives: 1. Increase awareness of why investments in early childhood are important. 2. Educate elected officials 3. Expand political support for early childhood investment.

Specified Tactic:	Intellectual Knowledge	Government Relations	Mobilize & Field Organizing	Communications	Coalitions	Fundraising
Definition:	<i>Definition: Published items that support our goal: reports, report cards, fact sheets, score cards, surveys, exec summaries</i>	<i>Definition: Engaging elected officials to meet campaign goals through such things as meetings, briefings and testimony</i>	<i>Definition: Recruiting, enlisting and activating your supporters as well as Regional Partnership Council through rallies, petition drives, endorsements</i>	<i>Definition: Vehicles used to promote message with the public such as, media, paid media, events, printed materials, conferences, spokespeople bureaus</i>	<i>Definition: Other organizations and allies who support our mission, goal and objective</i>	
UNIVERSAL ACTIVITIES (loosely coordinate efforts)	<p>Political Polling</p> <p>Partner Survey</p> <p>Children’s Budget – (0 to 5, landscape picture)</p> <p>Economic impact study for Arizona</p> <p>Family and Community Survey</p> <p>ECE – Capacity & Quality Study</p> <p>ECE Financial modeling Studies</p> <p>Tax Credits study</p>	<p>Education campaigns around Legislative Budget</p> <p>Education campaigns around elections</p> <p>Gubernatorial Legislative Local School Boards Tribal Elections Congressional Delegation</p> <p>Federal Stimulus Package</p> <p>Partner with stakeholder organizations to promote and support regulation filled laws around ECE</p>	<p>Early Childhood Summit</p> <p>Targeting the following sectors business, faith-based, higher education and health</p> <ul style="list-style-type: none"> • BUSINESS LEADER SUMMIT (OCT) • Identify unlikely statewide champions • Child Events around the State <p>Statewide dynamic database of contacts and resources</p> <p>Community Forums on ECE for audiences (elected officials)</p> <p>Engage Quality First participants and their Boards, and contracting partners</p> <p>Engage volunteers</p>	<p>Communication materials to carry out mobilization campaign</p> <ul style="list-style-type: none"> • Briefing Materials • Collateral Materials – State • Collateral Materials - RPC • Advocacy Kit • Media Buys • Media – Editorial Boards • Web Site <p>Facilitate collection of stories from around the state</p>	<p>Strengthen and increase partnerships with state agencies and organizations</p> <p>Sponsorship of Conferences</p> <p>Partnership to hold conferences and events</p> <p>Strengthen relationships with ongoing presentations, briefing of info to communities, bringing together different streams.</p> <p>Identify policy agenda “themes” to focus on</p> <p>Partnering on P20 / EXPECT MORE AZ</p>	

<p>TRIBAL NATION ACTIVITIES:</p>						
<p>CROSS REGIONAL ACTIVITIES: (align with efforts) What is the focus at the Regional level under each of these tactics to carry out the comprehensive plan?</p>	<p>Preparing regionally specific reports based on the intellectual knowledge and disseminating through planned events and earned media.</p> <p>Regional based reports on family and community survey</p> <p>Dissemination of report through planned events, earned media</p>	<p>Education and information campaigns for Gubernatorial, Legislative, local - including school board - elections.</p> <p>Carry out grassroots mobilization to carry out as a core component of education on legislative budget</p> <p>Education campaigns around state budget</p> <p>Advocacy Training</p> <p>Planned events, legislative briefings, contact for parents and caregivers to share their stories with legislators – ensure legislators hear what parents needs to be supported.</p> <p>Identifying and engaging parents in advocacy efforts.</p>	<p>Targeting the following sectors business, faith-based, higher education and health sectors:</p> <ul style="list-style-type: none"> • Identify unlikely local champions • Regional business leader summits • Regional child events <p>Advocacy Training</p> <p>Identifying contacts and resources for statewide database</p> <p>Town Halls</p>	<p>Communication materials to carry mobilization campaign – Region specific</p>	<p>Strengthen and increase partnerships with state agencies and organizations regionally.</p> <p>Sponsorship of Conferences regionally.</p> <p>Partnership to hold conferences and events regionally.</p> <p>Strengthen relationships with ongoing presentations, briefing of info to communities, bringing together different streams.</p>	

Goal 2: Prepared & Supportive Families

Objectives: Information to families / Families are aware and have knowledge / Families provide high quality experiences

PARENTING KNOWLEDGE focus: Early years give opportunity / Any time is learning time / It is not about “the stuff” – it is about quality experiences and relationships

Specified Tactic:	Intellectual Knowledge	Government Relations	Mobilization & Field Organizing	Communications	Coalitions	Fundraising
Definition:	<i>Definition: Published items that support our goal: reports, report cards, fact sheets, score cards, surveys, exec summaries</i>	<i>Definition: Engaging elected officials to meet campaign goals through such things as meetings, briefings and testimony</i>	<i>Definition: Recruiting, enlisting and activating your supporters as well as Regional Partnership Council through rallies, petition drives, endorsements</i>	<i>Definition: Vehicles used to promote message with the public such as, media, paid media, events, printed materials, conferences, spokespeople bureaus</i>	<i>Definition: Other organizations and allies who support our mission, goal and objective</i>	
UNIVERSAL ACTIVITIES			Programs and homes that are a part of Quality First! – market to parents.	Community awareness and education campaign for caregivers: Parenting Tips Media buys Collateral materials Partnerships with media Message testing across groups and cultures Parent Kit	Convene coalitions that have access to parents and caregivers, in order to share and receive information.	Raise funds for Spanish and other languages parenting information.
TRIBAL NATION ACTIVITIES:						
CROSS REGIONAL ACTIVITIES: What is the focus at the Regional level under each of these tactics to carry out the comprehensive plan?			Programs and homes that are a part of Quality First – market to parents. Communicating to parents about the importance of quality care and education and what that means. (Health, faith based, business	Community awareness and education campaign for caregivers: Parenting Tips Media buys Collateral materials Partnerships with local media	Convene local coalitions that have access to parents and caregivers, in order to share and receive information.	Raise funds for Spanish and other languages parenting information.

			sector – investment & communicating information to parents)			
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